



College Leadership Advisory Committee Meeting 15 December 2021 Minutes

Attending:

Michael Gilding, VP&ED (chair); Judith Bannister, TPD Law (by Teams); Vivienne Brand, Research Lead Law; Don DeBats, Director JBC (by Teams); Jessica Genauer, Honours Coordinator; Ian Goodwin-Smith, Director, Centre for Social Impact Flinders; Caitlin Hughes, HDR Coordinator; Christopher Kee, Dean (Education) (by Teams); Mark Halsey, Research Lead Criminology; Charles Lees, Dean (People & Resources); Tania Leiman, Dean of Law; Ilke Onur, Research Lead Business (by Teams); Vipul Pare, TPD Business; Noore Siddiquee, TPD Government; Cassandra Star, Research Lead Government; Julie Strunk, College Manager (SAS); Sarah Taylor, Director of College Services; Susannah Tidemann, Marketing Coordinator; Mel Pike, Executive Officer

Apologies: Andrew Goldsmith, Director, CCP&R; Katie Hazell, P&C Business Partner; Marinella Marmo, TPD Criminology; John Spoehr, Director AITI; Gerry Redmond, Dean (Research);

Agenda items	Notes	Action items
1. Welcome and Minutes	<p><i>Document: Minutes CLAC 24 November 2021</i></p> <ul style="list-style-type: none"> • Previous minutes noted 	
2. VP&ED report	<p>The VP&ED reported on the following:</p> <ul style="list-style-type: none"> • Plans to increase checking process for recruitment documents after some recent errors detected • Further developments for a workshop in March with a major Foundation that focuses on youth, transition to employment, and the criminal justice system, working with communities to disrupt the cycle of disadvantage • The challenges over the next few years, which will require step change, and focus across four areas: <ul style="list-style-type: none"> ○ Health Care Management, Supply Chain Management, Sports Management, Data Analytics/Business Intelligence ○ Microcredentials and Executive Education ○ Reputational initiatives, Thought Leadership ○ Professional Development to embed innovative thinking across the College • Members provided the following comments: • Connection between the Foundation and ANZSOG • Regarding the potential Innovation Prof Dev: <ul style="list-style-type: none"> ○ There should be a mechanism for incentivising it and creating the right conditions, noting current fatigue ○ It should be supported with resources 	<ul style="list-style-type: none"> • EO - Invite Carla Dias Wadewitz and Bert Verhoeven to a future meeting to discuss Innovation professional Development for academic staff

	<ul style="list-style-type: none"> ○ Innovation student provides generic critical thinking skills ○ There is interest in upskilling ○ It might be attractive to potential staff ○ It would enable coherence across the curriculum development of the college ○ Longer courses might be supported by short courses mandated for all ○ Does not have to be online ○ Contributes towards a point of difference and distinction in our offerings ● Regarding Exec Ed: <ul style="list-style-type: none"> ○ The public sector appetite for professional development is currently high ○ Infrastructure is a roadblock ○ Potential to deliver F2F nationally, not just online 	
<p>3. Director of College Services Report</p>	<p>The DoCS reported on the following:</p> <ul style="list-style-type: none"> ● End of 2021 financial position reasonable considering reduction in student revenue, due to effort to manage casual teaching and non-salary spend ● Excellent research earnings from the Research Centres, balanced by poorer research income over the rest of the College ● Decrease in load over previous years would impact on future revenue, with a compressed budget in 2022 ● Not all proposed 2022 activities received budget allocation ● Finance Manager replacement would be announced in 2022 <p>Business case</p> <ul style="list-style-type: none"> ● Seeking investment from the VC's Strategic Fund for a defined period, to achieve outcomes that would become self-sustaining ● A number of submissions received; not all would be agreed, but themes detected that provided a basis for the business case ● Would be developed over coming months 	
<p>4. Media Plan 2022</p>	<ul style="list-style-type: none"> ● Susannah Tidemann briefed members on the media reach in 2021, and plans and priorities for 2022 <p>Members noted that:</p> <ul style="list-style-type: none"> ● they could assist by being active in social media, notably Linked In and Twitter ● television would target parents ● we would be leveraging the city development 	<ul style="list-style-type: none"> ● EO – Forward media Plan slide deck ● ST – Contact Admissions to deliver an offer immediately to the meritorious student

	<ul style="list-style-type: none"> • additional resource to coordinate and train in social media engagement would make a difference, and more regular Twitter training would be welcome • we could consider investing in influencers • big launches tapped different audiences • TL was getting traction from leveraging the interviews she produced with students • In response to a question, ST advised that transformational change would come from disruptive products, and regular meetings supported greater and more timely engagement <p>In addition, the following was noted:</p> <ul style="list-style-type: none"> • CS would repeat online short masterclasses offered at lunchtime as they had achieved over 600 attendances • A television report on a student who had achieved Governor sponsored Merit Award identifying Crim/Law & Society at Flinders as her proposed course 	
5. Committee business for noting	<p><i>Documents:</i></p> <ul style="list-style-type: none"> • <i>CRC Minutes 21 July 2021</i> • <i>CRC Minutes 15 Sep 2021</i> • Noted 	

Next meeting: The next meeting will be in February 2022 TBA

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