

**College Leadership Advisory Committee Meeting, 16 August 2023, Moot Court
Minutes**

Attending: Michael Gilding; Angie Abdel-Shafei; Madhan Balasubramanian (via Teams); Judith Bannister (via Teams); Svetlana Bogomolova; Andreas Cebulla (via Teams); Luis da Vinha; Melissa-Ellen Dowling; Stephanie Eglinton-Warner (observer); Mark Halsey; Caitlin Hughes; Ann-Louise Hordacre; Carolyn Jennings; Tammy Joachin; Christopher Kee; Tania Leiman; Vipul Pare; Rodrigo Praino; Shervin Shokri; Taylor Stone; Sarah Taylor; Nicole Wedding; Mel Pike

Apologies: Vivienne Brand; Melissa de Zwart; Ian Goodwin-Smith; Andrew Groves; Marinella Marmo; Adela McMurray; Phil Palmer; Julie Strunk

Agenda items	Notes	Action items
1. Welcome/ Apologies	<ul style="list-style-type: none"> • Prof Gilding welcomed Tammy • Apologies were noted 	
2. Minutes	<p><i>Document: Minutes CLAC 19 July 2023</i></p> <ul style="list-style-type: none"> • Minutes were approved 	
3. VP&ED report	The VP&ED thanked staff for their efforts at Open Day, highlighting the organising efforts of Susannah Tidemann and Nicole Wedding, the contribution of Tania Leiman over all three days, and the North Terrace campaign on Sunday at which the AITI staff stole the show with Spot the Robot Dog. He noted comments that the Flinders stand had been the most entertaining.	
4. College Risk Register	<p><i>Document: 2023 Risk Assessment</i></p> <ul style="list-style-type: none"> • Risk Register noted 	
5. Enterprise Agreement – Carolyn Jennings/ Taylor Stone	<p>The Principal Advisor, Workplace Operations and Strategy Carolyn Jennings attended for this item, and briefed members regarding recent changes to the Enterprise agreement, highlighting changes to:</p> <ul style="list-style-type: none"> • Salaries • Rates and Descriptors for Casual Academic staff, specifically, clarification of marking and tutoring rate descriptors • Significant changes to the Academic Workloads clause 67 • Changes to Clause 19 re Academic and Intellectual Freedom in response to recent case law • Casual Conversion clause 61, designed to improve stability for long term casual and fixed term staff, and set a cross-University target of 36 conversions in the life of the agreement • Employee Initiatives including: <ul style="list-style-type: none"> ○ Strengthened commitment to ATSI staff employment ○ New types of leave ○ Expansion of the professional development fund ○ Review of change processes 12 months later ○ Increased parental leave ○ Capacity for more flexible work arrangements <p>In response to questions it was advised that:</p> <ul style="list-style-type: none"> • Casual conversion not an obligation, with no local targets – subject to an approval process that would take into account appropriateness • Conversions since June 2022 had counted toward the target of 36 • Carolyn would report back to clarify: 	

	<ul style="list-style-type: none"> ○ Regarding the descriptor for marking rate MRK01, what was incorporated under the term ‘supervising examiner’ ○ the number of staff already converted to continuing employment since June 2022 	
6. MBA experience - Shervin Shokri	<p>Shervin Shokri attended to brief members on the program of Student Support for MBA students, advising:</p> <ul style="list-style-type: none"> ● That she had been welcomed by CBGL staff ● Re research undertaken to identify how to address a significant attrition in the MBA international cohort ● Hypothesis that students who receive just in time, relevant and personalised support were more engaged and responsive ● Students’ journey mapped to identify where College could act effectively, noting post admission/pre-enrolment a key period of uncertainty where personalised assistance had real impact ● Scope had been narrowed to focus on the large and vulnerable Indian cohort ● Focussed where the College had control, e.g. sharing of information, channels for information, skill building e.g. referencing, liaising with internal admin as advocates for students struggling ● Initiatives had included targeted onboarding, organising training in casual work arrangements to allay anxiety and upskill students in this area, growth of peer to peer mentoring ● Feedback from students was positive <p>In response to the briefing members observed:</p> <ul style="list-style-type: none"> ● 100% attendance had been obtained for the orientation event ● Massive growth: offers for 2020 at this point in time had been 3, offers for same time this year were 264 ● 25% of the cohort were domestic students ● That the message that Flinders was the University with more personalised services would be a key differentiator in future ● That MBA competitors included non-University providers who were very customer focussed ● That Shervin’s role as the point of contact for MBA students was also a key component of the successful student experience ● That the new city campus would have accessible breakout rooms to facilitate discussions between teachers and students ● Setting consultation days in the city would facilitate this kind of contact, as it did currently in Vic Sq ● That provision of services like Shervin’s for other programs depended on financial viability, which was being assessed ● That MBA-PHD students might commence at any part of the year and onboarding them would need to be taken into account ● That international students were reporting challenges with housing, and it would be interesting to discuss whether the College could provide support 	
7. Marketing Update – Susannah Tidemann / Nicole Wedding	<p>Susannah Tidemann briefed members on year to date metrics for marketing, and what was ahead, highlighting:</p> <ul style="list-style-type: none"> ● Measures for marketing were being improved and consequently some metrics only available since July ● Pleasing improvements in click-throughs, brochure downloads for business, Accounting first preferences, PG first preferences and improved market share ● New City Campus (NCC) campaign - 31,000 visits to the page and 675 leads generated 	

	<ul style="list-style-type: none"> Leads identifying NCC as preferred campus location – BGL disciplines amongst the highest Noted that for BGL disciplines roughly equal numbers of preferences for BP and NCC <p>Susannah shared some of the highlights to date for 2023, as:</p> <ul style="list-style-type: none"> The establishment of Recruitment and Marketing as one team under Bev Bury Open Day – a thank you to everyone involved, noting not all results in, but high level targets met and great feedback The Flinders On Demand page, for which more videos would be produced The TikTok account The large amount of creative in market at this time <p>Upcoming initiatives, include:</p> <ul style="list-style-type: none"> Upping the ante on social media , Recruiting for Digital Content Producer, Open Days at Tonsley and the Riverland, Following-up leads, Adelaide Oval takeover, Vespa competition, change of preference period, a new look marketing report Planning phase for marketing: finalise priorities in September, consultation, plan locked in Nov/Dec <p>Members noted:</p> <ul style="list-style-type: none"> A high proportion of the University’s social media was CBGL produced; in May over 50% of ‘engaged’ social media was from this college – student posts garner most attention New fee arrangements for Master Accounting and GC Social Impact needed promotion On the spot offers on Open Day had resulted in 144 offers, about 1/3 BGL, a 1/3 city campus 	
<p>8. Master of Health Administration proposal</p>	<p>Angie Abdel Shafei briefed members on the opportunity to grow the international component of the MHA to take advantage of a growing market, leveraging student interest and Flinders reputation in health, and the push to draw international medical staff to Australia.</p> <p>An additional and suitable offering in the suite could be created with minimal development and delivery cost, offered at a competitive price point.</p> <p>Accreditation for the suite from the Royal Australian College of Medical Administrators was well advanced and would be a unique selling point.</p> <p>Members noted the business case for the proposal was strong.</p>	
<p>9. Committee minutes - for noting only</p>	<ul style="list-style-type: none"> <i>Documents:</i> College Education Committee <ul style="list-style-type: none"> 4 July 2023 	

Next meeting: The next meeting date is Wed 20 September 2023 at 10am in EDUC 3.18.

MP:MG – 18 August 2023