

Executive Education Program 2009

Collaborative Programs



Seminar Series: Executive Leadership and Management in International Education

2009

This seminar series will assist the next generation of international education leaders to achieve the visionary, entrepreneurial, strategic and executive level management skills required to ensure our institutions' and Australia's continuing success in international education.

Executive Leadership and Management in International Education

Two 2 day modules, non-residential

Overview

This executive seminar series has been developed jointly by the International Education Association of Australia (IEAA) and the Martin Institute to assist the next generation of international education leaders to achieve the visionary, entrepreneurial, strategic and executive level management skills required to ensure our institutions' and Australia's continuing success in international education.

Designed for

The seminar series is designed for participants at the senior and middle levels of management and teaching in public and private higher education and vocational education and training institutions, having or likely to undertake a leadership role in international education within their institution. It will be suitable for staff at the Deputy Vice-Chancellor/Pro Vice-Chancellor and Director and Associate Director International levels as well as academic/teaching staff responsible for the planning, management and delivery of school/faculty-based international education programs.

This executive seminar series has been jointly developed with:



Delivery mode

Two intensive, two-day seminars consisting of short presentations, case studies, facilitated interactive discussion between presenters and participants, and some interactive group work. Participants are expected to engage in some preparatory work as well as intermediate work between the two seminar sessions.

Location and dates

Module 1: 13–14 May 2009,
Victoria University Convention Centre,
Melbourne

Module 2: 29–30 September 2009,
UNSW, CBD Campus, Sydney

Investment

\$2,200 (incl GST) which includes both modules, course materials, and some meals.

Program content and structure

Module 1

Higher Education in Transition: the Context for International Education

- The changing global context of higher education
- International education as a shaping force of higher education and of institutional strategy
- Emerging international and Australian higher education policy frameworks and drivers

Strategic Responses to the International Education Imperative

- Forms and models of internationalization
- The student program and beyond
- Innovation and economic development
- Internationalization of research
- Capacity building and development assistance
- Cooperation with industry
- Cooperation alliances and partnerships (institutions, industry, education sectors)
- Crossing sectoral boundaries
- The teaching/research and management divide

Interactive Case Studies

Case Study 1: International Education Strategy – The Institutional Perspective

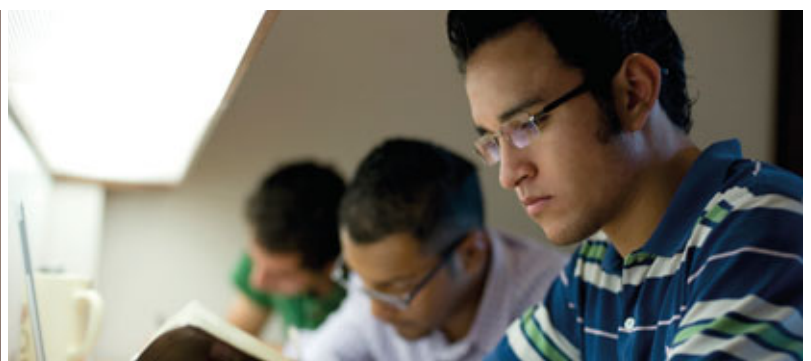
Case Study 2: Partnerships

Case Study 3: The Business of International Education

Module 2

Tools of the Trade: Best Practice Marketing

- Strategic marketing planning
- Markets – intelligence and data gathering; data analysis
- Audience profiles: Shifting patterns and projecting patterns of demand
- Branding
- Product development
- Innovative marketing



Tools of the Trade: Focus on Financial Management and Control

- Financial modeling – project design, costing and cost-benefit analysis
- The mechanics of financial control
- Financial contracting (including TNE programs)

Making International Education Work

Delphi Study of International Education Leadership

- An analysis and discussion

Summative interactive action learning session

- The international executive as change agent
- Building internal teams and alliances
- Crossing the academic-administrative divide
- Leading through influence
- Ensuring quality

More information on this program can be found on our website.

Confirmed presenters and panelists

Tony Adams, Director and Principal Consultant Tony Adams and Associates; Immediate Past President, IEAA

Pam Christie, Director, TAFE NSW – Sydney Institute

Anna Ciccarelli, Pro Vice Chancellor & Vice President: International & Development, University of South Australia

Stephen Connelly, Deputy Vice-Chancellor, Development and Engagement, Swinburne University

Andrew Everett, Director (International), Queensland University

Stephanie Fahey, Deputy Vice-Chancellor (International), Monash University

Jon File, Executive Director, Centre for Higher Education Policy Studies, University of Twente, The Netherlands

Leo Goedegebuure, LH Martin Institute

Jim Langridge, former Vice Principal (International) of the University of Wollongong and CEO/Managing Director of the ITC Group of Companies

Rob Lawrence, Director, Prospect Research

Bruce Mackintosh, former Director International, University of Western Australia

John Maddock, CEO, Box Hill Institute, Victoria

Simon Marginson, Centre for the Study of Higher Education, The University of Melbourne

Dennis Murray, Executive Director, IEAA

Barry Peddle, Director, South Western Sydney Institute

David Riordan, CEO (International), Department of Education and Training, NSW

Scott Sheppard, Deputy Vice-Chancellor – International & Development, Queensland University of Technology

Virginia Symmons, Director and CEO, Chisholm Institute of TAFE

Helen Zimmerman, NAVITAS World

Please note: This list of presenters is correct at the time of printing, for the most up to date list of presenters please see our website.

“A focused dialogue between industry role models and participants with the aim of synthesizing the content of the first three days. Learning from best practice and mistakes from the point of view of skills development (e.g. political sensitivity-acumen, people management, etc). Strong practical focus, but conceptually informed”.



Application form

Executive Education Program

LHMartinInstitute

for Higher Education Leadership
and Management

Program name: _____

Session date(s): _____

Personal details

Title	Preferred name	Surname		
Position title				
Organisation				
Postal address				
City	State	Postcode		
Telephone (bh) ()	Fax (bh) ()			
Email				
Assistant's name	Assistant's email			
Special dietary requirements				
Main area of responsibility:	<input type="checkbox"/> Academic	<input type="checkbox"/> Research	<input type="checkbox"/> Administration	<input type="checkbox"/> Executive
	<input type="checkbox"/> Other (specify) _____			
Level:	<input type="checkbox"/> Entry	<input type="checkbox"/> Middle	<input type="checkbox"/> Senior	
Organisation type:	<input type="checkbox"/> University	<input type="checkbox"/> TAFE	<input type="checkbox"/> Private	<input type="checkbox"/> Research
	<input type="checkbox"/> Other (specify) _____			
Site address (If different from postal address)			Postcode	

TERMS AND CONDITIONS

The LH Martin Institute reserves the right to cancel a program and will endeavour to provide participants with as much notice as possible. Upon cancellation, any fees already paid by the participant will be refunded. Details are correct at the time of printing. Costs, dates, venues and presenters are subject to change without prior notice.

Fees
All prices include: tuition, materials, meals and accommodation (for residential programs). Personal and travel expenses are not included. Fees are due prior to the commencement of the program. Programs are frequently oversubscribed and places can only be guaranteed on receipt of an enrolment form and acceptance of terms and conditions.

Variations in enrolment

The LH Martin Institute incurs substantial administrative costs prior to the commencement of a program; the following policy applies to variations in enrolment (deferrals and withdrawals):

	14 days or less	15 to 28 days	29 days or more
Deferral	25% of program fee	A\$300 administration charge (incl. GST)	A\$300 administration charge (incl. GST)
Withdrawal	100% of program fee	50% of program fee	A\$300 administration charge (incl. GST)

Alternatively, a substitute may attend a program in place of another person however the proposed substitute will be subject to the same selection process as the original participant. Substitutions may incur a late processing fee. **Please note:** all variations to enrolment must be made in writing to the LH Martin Institute via email, fax or letter.

Privacy Notification

Information collected on this form will be dealt with in accordance to the Privacy and Personal Information Act 1988. The Martin Institute may provide your institution and/or employer with your name and the course you attended. If you do not wish for this information to be given to your institution or employer email martin-institute@unimelb.edu.au. To view the complete privacy policy please visit: <http://www.mihelm.unimelb.edu.au/about/Privacy.html>.

Acceptance of terms and conditions (to be signed by the person authorising payment)

I understand and agree to the above terms and conditions. Upon acceptance of this application, I/my organisation will become liable for the program fee and will be bound by the terms and conditions.

Signature	Date
Full name	Position

Payment authorisation (Please indicate method of payment):

Credit Card

Card type: Visa MasterCard
Card number ____/____/____/____ Expiry date __/__/__

Cardholder's name _____ Total amount AUD\$ _____
Cardholder's signature _____ Date _____

Cheque enclosed (Please make payable to The University of Melbourne)

Please forward an invoice to (name and postal address): _____

TAX INVOICE

This registration form will be a tax invoice for GST purposes when fully completed and payment is made.
All prices include GST. ABN: 84 002 705 224

Please return completed registration form via:

Email:
asteer@unimelb.edu.au

Fax:
+61 3 9347 8922

Post:
LH Martin Institute for Higher
Education Leadership and
Management
Melbourne Graduate School of
Education
The University of Melbourne
Victoria 3010

For more information:

T: +61 3 8344 3157
www.mihelm.unimelb.edu.au



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About the Executive Education Program

The Executive Education Program has been specifically designed to meet the leadership and management development needs of the next generation of leaders in higher education and VET institutions.

These programs provide relevant and practical professional development solutions for academic and administrative leaders working in higher education, VET and private institutions.

In developing these programs the Martin Institute has collaborated with a range of local and international organisations to understand and meet the professional development requirements of the tertiary sector. The Martin Institute is committed to building these partnerships to ensure that leaders and managers in tertiary education throughout Australia, New Zealand and the Asia Pacific region have access to the best development opportunities.

The Martin Institute currently offers the following range of courses: (at right).

The Executive Seminar Series

The Executive Seminar Series brings together top international and local experts with tertiary education executives from institutions throughout the region in small group seminars. This setting allows for an interactive exchange of ideas, sharp debate, and critical examination of new approaches to management and leadership, to enable our institutions to be key players at regional, national and international levels.

Programs include:

- Creating a Performance Development Culture
- Institutional Resourcing
- Strategic Institutional Positioning

The Senior Leadership Series

These intensive, residential programs are tailored to the needs of leaders and managers within the tertiary sector at varying stages of leadership experience and development, who face similar leadership challenges.

Programs include:

- Research Leadership
- Heads of Department
- Women in Leadership
- Moving into Management
- Senior Strategic Leadership

Specialist Short Courses

A series of short concentrated courses for specific groups, such as mid-level and senior academics, teachers, managers and professionals, to provide them with the range of skills and understandings required to perform their new roles or to prepare them for more senior roles.

Programs include:

- Leading in Complexity-Change
- Managing the Teaching/Learning Process
- Finance and Budgeting
- Making Committees Work
- System Induction – Higher Education
- System Induction – VET

Collaborative Programs

Recognising that there is a diversity of interests in the tertiary education sector, the Martin Institute is working in partnership with a range of organisations to deliver leadership and management development courses, on a collaborative basis, addressing the specific development needs of their constituents.

Collaborative partners include:

- Association for Tertiary Education Management (ATEM)
- Education Policy Institute (EPI)
- Leadership Foundation for Higher Education, UK
- International Education Association of Australia (IEAA)
- Institute of Education, University of London
- New Zealand Vice-Chancellors Committee
- Universities Australia

About the Martin Institute

2009

The Martin Institute was established to meet an urgent need in Australia and the region for high quality leadership and management education through the provision of a suite of tailored executive and award programs focusing on institutional management and leadership.

The Institute is interdisciplinary and has as its key objectives:

- to train the next generation of leaders of Australia's higher education and VET institutions in the strategic management of their institutions;
- to provide a forum in which public policy makers, public and private sector institutions and national and international experts can explore, assess and anticipate the changing national and international environment in which higher education and VET operates; and
- to support its educational programs with scholarship and research.

The Martin Institute is achieving these objectives through the provision of award programs at postgraduate level; continuing professional education and refresher programs for aspiring and established senior executives, conferences and seminars on major policy and management issues; consultancy services, research and policy analysis.

The Executive Education Program provides relevant and practical professional development solutions specifically designed for the next generation of leaders in tertiary education.

In developing these programs the Martin Institute has collaborated with a range of local and international organisations to understand the professional development requirements specific to the tertiary sector.

The range of executive education programs currently offered by the LH Martin Institute includes:

- The Senior Leadership Series
- The Executive Seminar Series
- Specialist Short Courses
- Collaborative Programs

For the latest details on the growing range of Executive Education Programs offered by the LH Martin Institute please visit our website: www.mihelm.unimelb.edu.au or call +61 3 8344 3157.

LH Martin Institute for Higher Education Leadership and Management



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