

# MINUTES

MEETING **RSHA Executive**

MEET No. **2, 2013**

DATE/TIME Friday 22 February 2013, 2pm

VENUE Lady Wilson Seminar Room, Sir Roland Wilson Building (120)

## Open Session: RSHA Executive and Senior School Administrators

### ITEM 1. CASS Marketing and Communications presentation

Professor Morphy welcomed Ms Rolfe to the meeting. Ms Rolfe then spoke to a document she tabled titled “ANU College of Arts and Social Sciences – Marketing and Communication Office, 2012 Summary”. Ms Rolfe stated that there are detailed reports available for all the marketing campaigns on the web. The key highlights for 2012 included marketing, communications, philanthropy and alumni. A summary of further highlights, comments and quick statistics are listed below.

- Visits to the College web site have increased by 25%. The team has looked at developing more engaging web content. New videos were put up on the web.
- There were 7,000 media mentions last year. The College wants to build the profile in this space.
- There were five College wide campaigns and five degree specific campaigns
- The team was involved in student recruitment
- Outreach is important. Conference details and concerts have been placed on web sites.
- The team engages and consults with people across ANU, takes part in central University groups such as marketing and supports AOU's
- After the School of Music restructure was announced Ms Rolfe worked on a marketing plan with central marketing.
- Strategic priority areas were identified with AOU's and this will occur again this year
- The marketing network met regularly. Ms Rolfe stated that she would send out the current membership list for any amendments to the list for 2013. She hoped that members brought back information to the Schools.

It was noted that the numbers of potential students attending the Pre Enrolment Advice event were down which was concerning to committee members. One reason for this may be that students can enrol online and do not require face to face advice. Committee members felt that this event needs to continue as many disciplines are not taught at the secondary school level so face to face advice is required. The event needs to be marketed better in future and should continue as an event that goes for 4 hours. Ms Rolfe stated that perhaps appropriate online material could be placed on the web and focus groups used to address the issue of how potential students wish to access information.

The CASS Marketing and Communications office has been asked to develop a business plan. Any ideas for the business plan will be informed and tested in various ways including focus groups with current students and past students and market research using multiple research

methods to better understand the disciplines across the College and where our feeder markets are for both domestic and international students. The market research would be outsourced. This proactive intelligence will then lead to better informed decisions. Trends may feed into this as well.

Ms Rolfe reported that her team has been asked to look at internal communications which is a long term College initiative. A group will probably be set up to look at this. Different channels of communication will be considered which may include the intranet, newsletters, meetings and hopefully will result in the better sharing of information.

## **ITEM 2. Attendance**

Professor Morphy (Chair), Dr Bisshop-Witting, Mr Bull, Ms Knight, Ms Komidar, Ms Lopera (left at 3.30pm), Professor Matthews, Ms McConchie, Associate Professor Message, Ms Noronha-Barrett, Professor Pickering, Professor Simpson, Professor Tregear (left after agenda item 9), and Mrs Shepherd (minutes secretary) were in attendance. Ms Godfrey was an apology. Dr Bisshop-Witting was welcomed to her first meeting.

## **ITEM 3. Minutes of previous meeting**

The minutes were accepted with one minor amendment. Under item 1, number 4 the words "cross College" need to be deleted.

## **ITEM 4. Matters arising and Action Items**

### **4.1 CASS Research Office funds update**

Ms Knight reported that this will be discussed at the first CASS Research Committee meeting being held on Monday.

### **4.2 Audit of low enrolment courses and 2014 Micro load levy clarification**

Ms Knight stated that this will be discussed at the CASS Education Committee meeting on Monday. Any course with two people or less will be reviewed.

## **ITEM 5. Director's Report**

### **5.1 RSHA Staff Survey Forum**

The forum was held prior to this meeting. It was agreed that Mrs Shepherd would circulate the powerpoints from the forum to the Heads of School after the meeting.

**Action:** Mrs Shepherd to circulate the powerpoints to the Heads of School.

### **5.2 CASS Executive Committee**

The first CASS Executive Committee has been held. The Director stated he would report about this under confidential items.

### **5.3 Budget review meeting**

The Director reported that he had had a budget review meeting with Mr Peter Shipp yesterday at which a number of items came up including HECS CGS and RTS funds. Professor Morphy argued strongly with the implications of taxation at 15% on HECS CGS and noted that this has really affected RSHA in a negative way. Taxing money that is for educational purposes is

problematic and this needs to be thought through carefully. It was noted that Schools received less HECS CGS funds this year compared to last year.

#### 5.4 College Professoriate meeting

The Director reported that a college professoriate meeting was held at which the Dean briefed members on the latest ERA results. Unfortunately there does not seem to be a relationship between NIF funds distributed to Colleges and success in ERA.

### **ITEM 6. CASS Strategic Positioning & Priorities**

Ms Knight stated that this report was a summary of trends and results as at 8 October 2012 of growth levels across all CASS subjects which the CASS Executive requested be discussed at the RSHA Executive Committee meeting. Professor Pickering stated that when this report was discussed at the CASS Executive meeting it became apparent that the figures were incorrect and needed to be fixed. This Committee cannot consider this report until the CASS Executive has confirmed the figures have been corrected. A number of Schools in RSHA met their HDR targets last year but unfortunately received less funding this year.

### **ITEM 7. 2012 Review of Administration – School of Language Studies recommendations**

Professor Simpson reported that the School had a review of administration which Dr Bisshop-Witting undertook and she had learnt a lot from others through this process. Dr Bisshop-Witting stated that she had compared processes as part of the review and noted that sharing information in a school is an important resource. It was a difficult process for staff to go through and it took up a lot of their time. She thanked the staff for their assistance during the review. Dr Bisshop-Witting made a number of recommendations many of which have been already implemented. Professor Simpson noted that the school had three different senior school administrators last year which made it very difficult for the ongoing professional staff and school. Heads of School are encouraged to share the recommendations of this report with their staff and the CASS General Manager will be tabling this report within her Senior School administrator meetings.

### **ITEM 8. CASS Education Design Studio business plan**

Ms Deborah Venness was welcomed to the meeting and addressed the committee members. She reported that the business plan for the studio includes such things as curriculum and design, the quality of teaching and prizes and awards for teaching. She reported that there are awards available worth \$240,000 and these are administered through CHELT.

In the curriculum design space the studio is running sessions on student feedback and SEL surveys particularly for sessionals, casuals and tutors but anyone is welcome to attend these sessions. Ms Venness is happy to come to Schools to talk about curriculum design if they wish. On Monday an induction for new teaching staff will be held. Another course will be held on how to become a more charismatic teacher. It was noted that the Vice-Chancellor had announced that the ANU is now part of edX.

At the moment ANU uses the SEL results to assess the quality of teaching. Ms Venness will look at alternative ways of peer review to assess the quality of teaching. Ms Venness noted that Wattle is not a good system so work arounds have been put in place. She stated that in the next 12 to 18 months Wattle will be updated so that Wattle can be a repository for anything. ANU will be getting Echo360 which will replace DLD and Turnitin which is text matching software to identify plagiarism in student work.

Ms Venness advised committee members that all staff have to be particularly careful with third party copyright material. She has put together copyright guidelines and placed them on the web at [http://cass.anu.edu.au/sites/default/files/documents/eds/2012%20CASS%20Background%20Briefing\\_reproduction%20of%20copyright%20material.pdf](http://cass.anu.edu.au/sites/default/files/documents/eds/2012%20CASS%20Background%20Briefing_reproduction%20of%20copyright%20material.pdf) and can assist Heads with wording to do with copyright. The School of Music has 400 original songs which will be on the streaming server and password protected. Other parts of the Research School need to be able to do similar types of things.

Ms Venness would be happy to receive any suggestions for seminars and workshops. She has been asked to clarify the roles and responsibilities for convenors and will investigate what the current practice is across the College to help inform this work.

#### **ITEM 9. University Policy concerning Centres**

Ms Knight reported that all centres across the Research School need to be set up properly so that they are compliant with the University policy. All centres need to have business plans in place and have regular reviews. Ms Knight will be following this up with the relevant staff. In future all proposals for centres will initially go through the CASS Research Committee as Professor Gray will be looking after them.

#### **ITEM 10. Education Matters**

##### 10.1 Weekly teaching load

The latest weekly teaching load from the student system had been distributed to Heads of School prior to the meeting. Mr Bull reported that the School of Art numbers were just as planned, however, he was saddened that the School had had to turn away a number of students including those from other areas of the university as the classes are often limited to 22 to 23 due to limited equipment and/or space. Seven groups are run and another group could be run in a different timeslot but a casual would need to be hired and that has budgetary implications. The capacity and the market are there for the extra group. Professor Simpson reported that languages are dealing with the same issue. Professor Pickering stated that this needs to be documented. The cost of a casual would be outweighed by the student fees. Mr Bull thought he should be able to do this.

Professor Matthews stated that the School of Cultural Inquiry had reduced the numbers of courses and has less staff. The School seems to be losing load and is not getting larger student numbers in the fewer courses.

#### **ITEM 11. Research matters**

##### 11.1 ARC Future Fellowship 2013 Submission Data

Professor Morphy reported that the professoriate has seen this information already and that this may be the last year that this program is run. Lots of people are applying for this program across Australia.

#### **ITEM 12. Workplace Health and Safety**

Mr Bull reported that the first OHS University Committee meeting will be held next week. Professor Simpson reported an incident where glass doors closed onto a staff member. Professor Matthews reported that a staff member has broken their ankle. The person in question has a medical certificate and must not work during the period of the certificate unless the doctor writes a note stating that the individual is fit to work prior to the final date on the certificate.

**ITEM 13. Any Other Business**

A call for applications has gone out for external visitors funding.

**ITEM 14. Next RSHA Executive Committee meeting: Friday 8 March 2013, 2pm**

This item was noted.

The meeting closed at 3.50pm.