Preparing for a New World of Student Mobility with Technology

Oliver Fortescue
International Director
International Education in Australia: Recruitment

624,001 international students are currently studying in Australia, up by 13% on 2016.

almost 1 in 50 people in Australia.

Infographic courtesy of: IEAA (International Education Association of Australia)
CQUniversity Australia: About us

• A national university with its roots in regional Queensland
  – 25+ delivery sites across Australia
  – Vocational skills training to postdoctoral delivery
  – Australia’s only AshokaU Changemaker Campus
  – 32,000 students (6,000 international)
  – 115 nationalities represented
  – Strong applied research

• Dare to be Different (D2BD) Strategic Intent
Challengers
English-taught programs in Asia/Europe
Regional mobility

Innovators
Lifelong learning, unbundling and networks
Program innovation

Defenders
Programs in English-speaking countries
Student mobility

Adapters
Online, blended, and transnational education
Program mobility

Grow international enrolments in Australia: Role of Technology

- International student online acquisition team

- Use of CRM automation

- Chatbots on websites and augmented reality videos in our brochures

- In the future: Stalking leads
  - Tracking journey across social media and website
  - Lead scoring personas
  - When is a student most likely to convert?
Grow international enrolments online & through offshore delivery: Role of Technology

• Repurposing what we have
  – International SUN program
  – International mixed mode degrees

• Adding some new bits
  – Online PhDs
  – iChange: online pre-entry course in Social Innovation
    – [https://www.youtube.com/watch?time_continue=86&v=r819esu6KLQ](https://www.youtube.com/watch?time_continue=86&v=r819esu6KLQ)

• In the Future: Disrupting the market
  – MBA Leadership
Grow outbound study: Role of Technology

- Social Media takeovers
- International travel Safety Apps

- In the future:
  - Reimagining India App
  - Virtual classroom mobility?
  - Gig economy international internships?
Lessons Learned: Quantum jump or slow burn?

• Political
  – Government pushing through their strategy
  – Modern day colonialism or soft power?
  – International recognition of online programs

• Economic
  – Cost of reskilling staff and new approaches to student support
  – Technological costs: system trends
  – Lower cost for students? Could this lead to cannibalisation of traditional on-campus products
Lessons Learned: Quantum jump or slow burn?

• Social
  – Many students still want Campus experience and social interaction
  – Expectations by market segment: can get messy if you don’t manage this well when targeting new segments e.g. online
  – Creating online communities take real human effort

• Technological
  – Investment in new type of content development and platforms
  – Constantly changing environment and can be very localised or even closed: China
Lessons Learned: Quantum jump or slow burn?

• Legal
  – ESOS Act and National Code: maximum 1/3 taught online to international students
  – Data security and “stalking” leads

• Environmental
  – Sending and receiving students from all over the world is spectacularly bad for the environment.*
Lessons Learned: Design Thinking Approach

Inspiration

Iteration

Digital Transformation

Ideation

Impact (measuring)

Implementation