

AIEC 2010

Keeping the Business Afloat: Practical Advice for Difficult Times

La Trobe University

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Keeping the Business Afloat

La Trobe University

- comprehensive university; 4 regional campuses, 1 in Melbourne; managed campus in Sydney
- 30,000 students with 6500 international students onshore and 800 offshore
- 2009 - major source countries were India, China, Vietnam, Saudi Arabia
- significant growth in commencing students 2007 – 2008 and 2008 – 2009
- undertaking major investment in facilities, redesign of undergraduate curriculum, administrative reform

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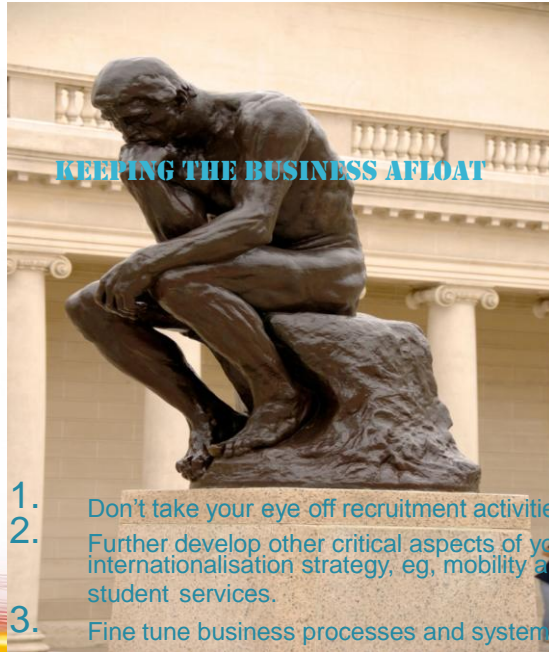
The 'Troubles'

- coincidence of decline from India by sem 2 2010, with change in KSA policy re Australia
- no growth in commencing numbers in 2010 over in 2009
- lower numbers of enquiries, applications, offers; improved conversions
- recognition by March of potential financial implications for 2010 led to more informed and integrated load planning and budget preparation for 2011
- recognition by senior management that the troubles were not anyone's fault

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Response

- informed and more realistic commencing targets set for 2011 and 2012; 2011 budget surplus requirement met
- increased resources allocated to global student mobility and international student support
- additional focus on University wide internationalisation communication structure
- new student system in place, with student and academic services functional review underway creating opportunities for process and system fine tuning
- new internationalisation plan about to be approved



KEEPING THE BUSINESS AFLOAT

1. Don't take your eye off recruitment activities.
2. Further develop other critical aspects of your internationalisation strategy, eg, mobility and student services.
3. Fine tune business processes and systems.