

Redefining University Admissions Strategies

Admissions beyond the ATAR

17th & 18th August 2016, Novotel Sydney Central

Key Speakers



Annabelle Duncan
Vice-Chancellor
UNIVERSITY OF NEW ENGLAND



David Christie
Managing Director, **UAC** &
Chair, **ACTAC**



Tyrone Carlin
Deputy Vice-Chancellor (Registrar)
UNIVERSITY OF SYDNEY



Liz Tinkler
Manager, National Admissions
UNIVERSITY OF MELBOURNE

Benefits of attending

- Improve **transparency** in the admissions process
- Explore the **ATAR** and **challenge traditional modes of entry**
- Balance **quality** of service with **growth**
- Examine **equity issues** in admissions and **improve retention**

Pioneering strategies from sector experts and best practice leaders drive this interactive conference

Register 3 delegates at the 'standard price' & bring a 4th delegate FREE!*

Endorsers



Mid & Post Conference Workshops

- A** How to implement a portfolio based entry scheme
- B** How to enhance student experience of admissions

Spaces are limited, book early to avoid missing out!

> see inside for more

Unpacking student admissions strategies

With the uncapping of university places in 2012 and the demand-driven system taking full effect, the function of university admissions underwent radical changes. The relevance and effectiveness of the ATAR as a measure of student potential has been called into question, with some universities suggesting the ATAR should be scrapped and alternative entry methods be used exclusively. This has prompted the Federal Education Minister to recall together the Higher Education Standards Panel whose focus is now on improved transparency into university admissions processes.

This national event will address strategies for:

- Improving **transparency** of the admissions process
- Ensuring that **quality of service** is balanced with **growth**
- Reviewing the **relevance** and **effectiveness** of the **ATAR**
- Keeping abreast of the **evolution of admissions**
- Driving **fair access** and improved retention rates
- Improving the **student experience** in admissions

“The conference had a perfect blend of university sector specialists to share ideas and learnings. I found it a great opportunity to network and gain some interesting contacts for future bench marking.” - Paul Robinson, Senior Manager

– Student Management, Southern Cross University
(Student Admissions 2015 Delegate)

Who will attend?

University and government representatives with responsibilities for and roles of:

- Admissions/Assessment
- Student Administration
- Student Recruitment
- Academic Registrar
- Higher Education Policy

Sponsorship opportunities

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SAVE \$500 when
you register & pay by
10th June 2016*

Plus key contributions from:

Invited: Senator the
Hon. Simon Birmingham
Federal Minister for Education & Training

Margot Kearns
University of Notre Dame

Sue Willis
Monash University

Vicki Thomson
Group of Eight

Merlin Crossley
University of NSW

Jacqui Wise
University of Technology Sydney

Andrew Norton
Grattan Institute

Teresa Tjia
Victoria University

Elizabeth Henry
Curtin University

Catherine Willis
VTAC

Susan Raschle &
Jo Rees
Central Queensland University

Judy Skene
University of Western Australia

John Fischetti
University of Newcastle

David Hallam
SATAC

John Hogan &
Jackie Vaughan
Big Picture Education Australia

Gabrielle Matters
Australian Council for Educational Research

To register

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Day 1

Wednesday 17th August 2016

8:00 Registration, Coffee & Networking

8:30 Opening remarks from the Chair

Elizabeth Henry, Director, Admissions & Scholarships
Curtin University

Improving transparency of the admissions process

8:40 Ministerial Address

Invited: Senator the Hon. Simon Birmingham
Federal Minister for Education & Training

9:00 The admissions landscape in Australia

Tyrone Carline, Deputy Vice-Chancellor (Registrar)
University of Sydney



SPEED NETWORKING

9:40 In this interactive session you will have the opportunity to meet all of the delegates in short 60 second bursts, exchange business cards, and set up valuable conversation for the rest of the event.

10:10 Morning tea & networking



KEYNOTE

10:30 Ensuring transparent ATAR & alternative entry admission arrangements

- How Go8 have set the bar in ATAR transparency
- Considering educational disadvantage

Vicki Thomson, Chief Executive
Group of Eight

11:10 Moving towards a transparent admissions process

- What is the “real” relationship between the ATAR and academic achievement?
- Bonus as a tool
- Unpacking the facts around the ATAR
- Ensuring transparent ATAR cut-offs

Sue Willis, Vice-Provost (Education Programs)
Monash University

11:50 Helping students make better decisions

- Providing better information about the risks of non-completion (related to ATAR, part-time and online enrolment)
- The value of transparent career guides
- Enhancing the role of QILT and TAC websites
- The role of TEQSA in constraining higher education provider admissions

Andrew Norton, Higher Education Program Director
Grattan Institute

12:30 Networking lunch

1:30 SPOTLIGHT ON TACs

- Understanding the role of state TACs and how they work together
- Reviewing the state processes for calculating the ATAR
- The role of ACTAC in ensuring consistency

David Christie, UAC & ACTAC
Catherine Wills, VTAC
David Hallam, SATAC

Balancing admissions growth with quality of service

2:10 Using a customer first perspective to improve marketing-admissions relations

- The role of marketing in ensuring transparency
- How CQU's admissions team utilises the marketing function

Susan Raschle, Manager, Student Admissions & Advice Centre & Jo Rees, Associate Director, Marketing
Central Queensland University



PANEL DISCUSSION

2:50 Should we re-cap university places?

Andrew Norton, Grattan Institute
Merlin Crossley, University of NSW
David Christie, UAC

3:30 Afternoon tea & networking

3:50 CASE STUDY:

Assessing admissions restructuring at Curtin University

- Strengthening consistency in admissions practices
- How streamlined processes lead to greater transparency
- Overcoming challenges in restructuring admissions

Elizabeth Henry, Director, Admissions & Scholarships
Curtin University

4:30 Admissions – the student experience upstream & downstream

- From Red Carpet to Red Tape
- Creating and meeting prospective student expectations
- First impressions that last (for the right reasons)

Jacqui Wise, Director, Student Administration Unit
University of Technology Sydney

*Also facilitating Post Conference Workshop B:
How to enhance student experience of admissions*

5:10 Closing remarks from the Chair & close of day one

5:30 Mid Conference Workshop A commences

How to implement a portfolio based entry scheme

Day 2

Thursday 18th August 2016

SAVE \$300 when you register
& pay by 1st July 2016*

8:00 Welcome, coffee & networking

8:30 Opening remarks from the Chair

Elizabeth Henry, Director, Admissions & Scholarships
Curtin University

Balancing admissions growth with quality of service

8:40 Moving towards a central admissions process at the University of Melbourne

- Creating transparency for university applicants
- Clarifying pathways for entry
- The benefits of greater transparency for applicants

Liz Tinkler, Manager, National Admissions
University of Melbourne



ROUNDTABLE DISCUSSION

9:20

- Merging international and domestic admissions
- Improving student preparedness for tertiary study
- Enhancing communications between admissions teams and higher-ups

10:00 Customising the admissions process to improve the student experience

- Students offer more than an ATAR score
- Using alternative measures to determine the likelihood of success for prospective students
- Improving graduate outcomes with comprehensive selection

Margot Kearns, Pro Vice-Chancellor (Academic & Student Services)
University of Notre Dame

10:40 Morning tea & networking



KEYNOTE

11:00 Raising the platform for low SES students

- Driving fair access in higher education
- Attracting underrepresented students

Annabelle Duncan, Vice-Chancellor
University of New England

Challenging traditional modes of entry

11:40 Why moving beyond the ATAR makes sense

- Enriching and broadening our primary indicators
- Defining future students' abilities – the ATAR as a finishing line snapshot

Merlin Crossley, Deputy Vice-Chancellor (Education)
University of NSW



PANEL DISCUSSION

12:20 Scrapping the ATAR – is it really the answer?

Annabelle Duncan, University of New England
Gabrielle Matters, Australian Council for Educational Research
David Hallam, SATAC

1:00 Networking lunch

1:50 CASE STUDY: An overview of Big Picture International's alternative entry project

- Reviewing successes in the Graduation Portfolio Entry to University Project
- Ensuring academic rigor through highly personalised entry strategies
- How does the Entry Scheme work?
- Get involved in the project

John Hogan, Co-Founder, &
Jackie Vaughan, Project Manager
Big Picture Education Australia

*Also facilitating Mid Conference Workshop A:
How to implement a portfolio based entry scheme*

2:30 Balancing equity access pathways with student success

- UWA's integrated model of equity access pathways
- Linking access with success through support services

Judy Skene, Associate Director, Student Services
University of Western Australia

3:10 Boosting student preparedness through dynamic admissions processes

- Discussing the global trends and Australia based models for dynamic applications
- Understanding the statistical invalidity of timed tests as predictors of university success

John Fischetti, Head of School, School of Education
University of Newcastle

3:50 Afternoon tea & networking

4:10 Exploring the notion of national higher-school consistency

- Understanding the argument for a national curriculum in senior school
- Moving towards a national high school curriculum – can it be done and what are the cost benefits?

Gabrielle Matters
formerly Principal Research Fellow, Assessment & Psychometric Research
Australian Council for Educational Research

4:50 Finding the strategy in admissions

- The relative importance of prerequisites and ATAR
- Looking to alternative entry schemes
- Balancing ATAR, quality and standards, and student outcomes

Teresa Tjia, Registrar, Student Services and Institutional Planning & Performance

Victoria University

5:30 Closing remarks from the Chair & close of conference

5:40 Post Conference Workshop B commences

How to enhance the student experience of admissions

Workshops

Join these practical, hands-on workshops led by sector leaders



How to implement a portfolio based entry scheme

Explore Big Picture Education Australia's innovative & rigorous pathways for students

Mid Conference Workshop A

Wednesday 17th August 2016, 5:30pm – 8:30pm

Price: \$499+ GST

Your workshop leaders:



John Hogan
Co-Founder
Big Picture Education Australia



Jackie Vaughan
Project Manager
Big Picture Education Australia

John is an Honorary Fellow at Murdoch University and has also worked with the Education Department of Western Australia as superintendent of mathematics education (K–12).

Jackie leads the Big Picture International Graduation Portfolio Entry to University Project and is developing curriculum and professional development around the Portfolio. She has been a secondary teacher in the ACT for 17 years.

This informative and interactive workshop will cover:

- 1. Big Picture Education Design** – You will be given an introduction to the learning plan cycle, exhibition process, Learning Through Internship (LTI) component, philosophy, history and research.
- 2. Case Studies** – explore the success of the design by listening to students tell their stories.
- 3. Learning Through Internship (LTI)** – explore this innovative component of the design by listening to mentors talk about their experiences and how the LTI contributes to tertiary education preparedness.
- 4. Big Picture International Graduation Portfolio Entry to University Project** – learn about how you can be involved in this project & Big Picture Senior Institutes

**Refreshments & dinner provided*

How to enhance student experience of admissions

Post Conference Workshop B

Thursday 18th August 2016, 5:40pm – 8:40pm

Price: \$499 + GST

Your workshop leader:



Jacqui Wise
Director, Student Administration
University of Technology Sydney

Prior to joining UTS Jacqui has held marketing, communication, business development and public relations roles in Australia and the Asia Pacific at institutions such as Macquarie Bank, Deutsche Bank and Link Market Services.

The ways in which we admit future students into our institutions is an ever-evolving process. With many universities reimagining the structure of their admissions function it is imperative that we don't lose focus on our most important and enriching commodity; our students.

What you will gain by attending:

- An understanding of why student experience is essential to success
- Learn how to identify areas for student experience improvement
- Steps to create a strategic plan for enhancing student experience in admissions

**Refreshments & dinner provided*

To register, call us on
1300 316 882 or book online
www.criterionconferences.com/event/uas/

Registration Page

**Redefining University
Admissions Strategies**
17th & 18th August 2016, Sydney

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& SAVE \$100 off the current price!!**

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Early bird prices are not available with this group discount.

All group delegates must be registered at the same time from the same organisation. For larger groups please call us on 1300 316 882.

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Workshop attendees must also register for the conference.

***Early bird prices subject to availability.**

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