



The changing focus on the student experience

Melissa Banks
President, IEAA

Pro Vice Chancellor International, James Cook University.

THEN

NOW



THEN

NOW



THEN

NOW



THEN



NOW



THEN

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NOW



There are **2.3 billion** active social media users



Facebook

1.71
billion users



Twitter

320
million users



Instagram

400
million users
(90% of users are younger than 35)



Snapchat

100
million users

THEN

NOW



THEN

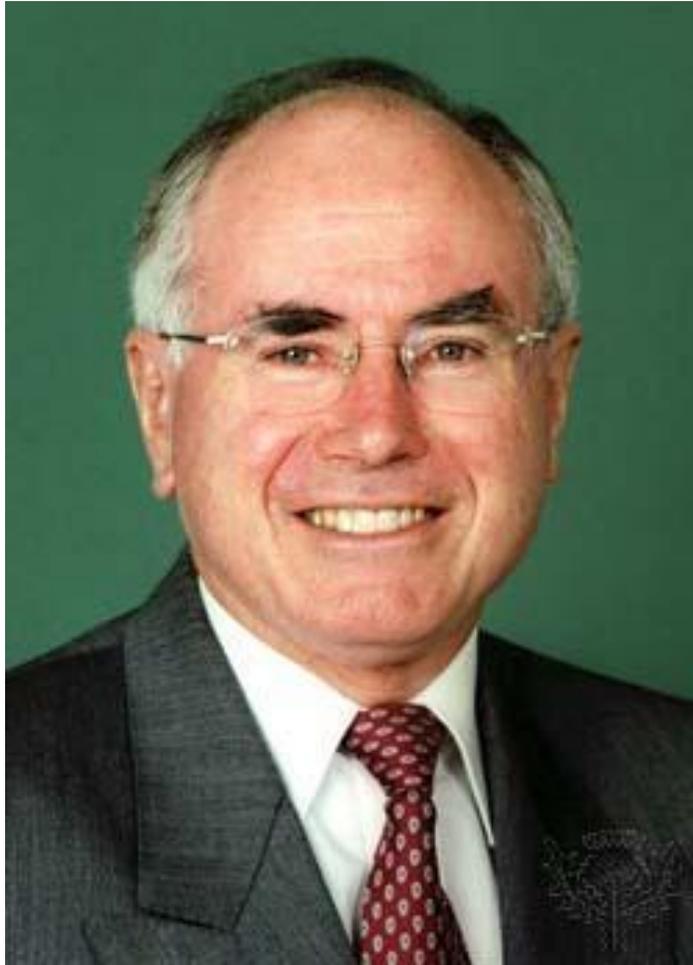


NOW



THEN

NOW



2004	2014	2018
Intercultural competencies Cross cultural competencies Student cultural experiences Multi cultural classrooms	Intercultural competence Cross cultural understanding Cultural transitions	
Homestay Accommodation	Accommodation	National property scheme Accommodation and Sexual misconduct
Academic progress Student outcomes	Student retention Students at risk	
Peer group support	Peer education Mentor programs	Peer mentoring Collaboration models
Orientation programs Academic orientation Transition programs	Orientation programs Transition programs	Pre-departure Orientation Reorientation
Anxiety/stress Pastoral care	Mental health Wellbeing Resilience Pastoral support Counselling services Holistic approach	Mental health Health and wellbeing Holistic approach Resilience Psychological distress
Social and economic security	Student community Belonging and connectedness	Social inclusion Engagement and community
	Social networking Online support	
	Safety Critical incidences	Safety
	Life after graduation Fair work ombudsman	Employability WIL Fair workplaces
		STIs/BBVs Sexual health HIV and hepatitis
		PRISMS, National Code
		Under 18's Compliance

	1999	2019
Choice drivers for studying abroad	Better quality education Seeking to broaden experience Wish to experience living abroad	Improve career/employment prospects Gain work experience Gain and international qualification PSWR or migration prospects
Choice drivers for choosing an institution	Reputation Course of choice Location Affordability	Reputation and quality (rankings) Career and employment prospects PT work opportunities Location
Sources of information	Internet School/college Education agent WOM peers and family	Internet- google, social media Education agents WOM peers and alumni

Challenges

Name the top 3 challenges you face in your role today

Future challenges

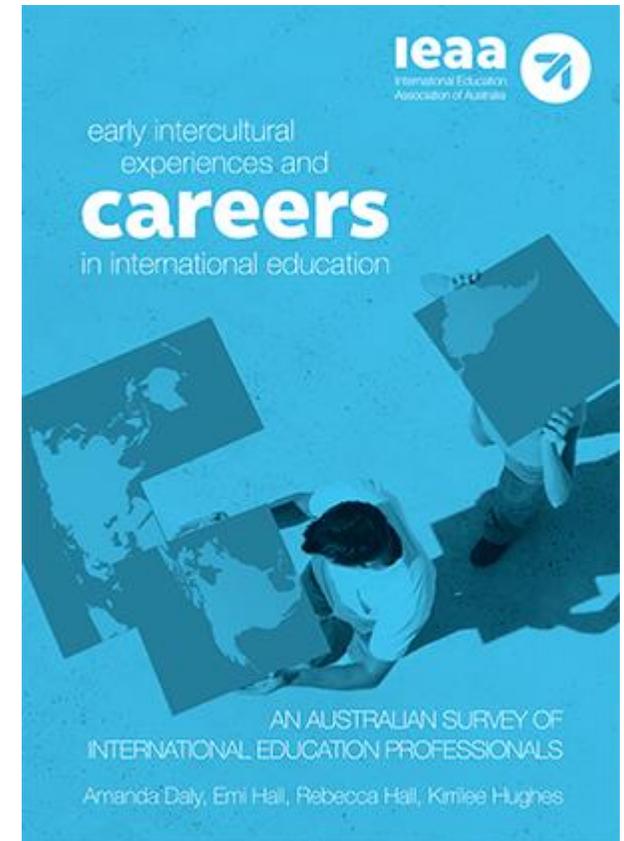
Q 1 Taking into consideration the changing landscape of international education, cast your mind forward ten years. Name 3 challenges you will need to manage 10 years from now

Q 2 What are some solutions to help us address these challenges? How will your professional development needs shift given these emerging or escalating challenges, and how can these be met?

Experiences and careers in international ed.

Report released May 2019

- Australia's international education sector is represented by a diverse range of professionals.
- Research findings:
 - 55% of respondents had an intercultural experience in high school, 67% during post-secondary education, and 74% in their early careers.
 - 71% of respondents said their intercultural experience influenced their decision to work in international education.
 - 81% of respondents said the skills they learnt during their intercultural experiences gave them the tools to work in international education.



IEAA Fellowship

A new professional credential that recognises and rewards members for their education, experience and engagement.



Gain industry recognition for skills and experience



Tracks career development and engagement of your staff



Demonstrates commitment to a career in international education.

How does it work?



associate

Associate Fellow
4,000 – 6,999 points



fellow

Fellow
7,000 – 9,999 points



senior

Senior Fellow
10,000+ points

NEW! Online learning modules

In your own time, at your own pace, wherever you are in the world



MODULE 1:
INTERNATIONAL
EDUCATION
ESSENTIALS



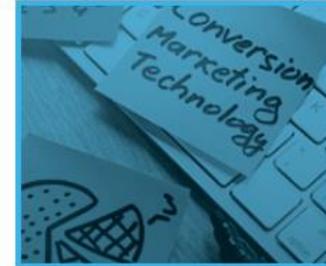
MODULE 2: DATA
DEMYSTIFIED



MODULE 3:
MAPPING
TRANSNATIONAL
EDUCATION



MODULE 4:
INTERNATIONAL
STUDENT LIFE



MODULE 5:
MARKETING AND
RECRUITMENT
STRATEGY



MODULE 6:
ADMISSIONS AND
COMPLIANCE
ESSENTIALS



MODULE 7:
UNPACKING
LEARNING ABROAD



MODULE 8: PAVING
PATHWAYS



MODULE 9:
SCHOLARSHIPS
AND FELLOWSHIPS
FUNDAMENTALS



MODULE 10:
TEACHING AND
LEARNING ACROSS
CULTURES

IEAA Networks

Good networks are the secret to a great career

- Admissions & Compliance
- Learning Abroad
- Marketing and Recruitment
- Pathways
- Scholarships and Fellowships
- Student Life
- Teaching and Learning
- Transnational Education
- Young Professionals



IEAA research agenda

Why have a research agenda?



Embed research as a critical component of IEAA's offering



Enhance our research impact and position IEAA as a 'go to' source of knowledge in international education



Ensure priorities remain current and responsive to the changing policy environment.

engaging with research **ieaa**
International Education Association of Australia

IEAA research agenda 2018-2020

why have a research agenda?

- Embed** research as a critical component of IEAA's offering
- Enhance** our research impact and position IEAA as a 'go to' source of knowledge in international education
- Ensure** priorities remain current and responsive to the changing policy environment.

IEAA drives new research to influence government policy and inform institutional decision-making. We provide evidence-based research to highlight emerging trends, inform long-term strategy and enrich the sector's knowledge base.

priority areas

- graduate outcomes**
 - Employability
 - Entrepreneurship
 - Post-study work rights
 - Long term outcomes of mobility
 - Alumni.
- understanding social & economic impact**
 - Engagement and belonging
 - Health and wellbeing
 - Internationalisation of domestic students and learning abroad
 - Connectedness with local communities
 - Accommodation (affordability, accessibility, appropriateness).
- student experience & community engagement**
 - Making data meaningful: insights, benchmarking and baseline data
 - Identifying gaps, deepening understanding of impact on regional areas, TNE
 - Analysis of key reports and data from external agencies
 - Emerging trends and issues.
- australia's role in the asia-pacific**
 - Informing Australia's strategic involvement in the region
 - Regional positioning
 - Aid, reciprocity, showcasing positive examples of international education
 - Long-term impact and influence.

objectives

- Strengthen** IEAA's influence on policy and decision making, building on the repository of evidence-based research that underpins our advocacy activity.
- Promote** evidence-based research that expands and deepens knowledge as well as covering emerging trends.
- Encourage** new and emerging researchers in the field, knowledge exchange and sharing of best practice.
- Focus** on applied research and translating research outcomes into good practice.
- Support** research relating to IEAA's Network, leveraging and aligning interests with the broader research agenda.
- Maintain** a global outlook, foster collaborative relationships with sister associations around the world.

Asia Pacific Association for International Education (AAPAE) 2018
IEAA Research Agenda - shaping the future of international education
Author: Dr Diana Price, Chair, Research Committee, International Education Association of Australia (IEAA), Associate Director, Global Education and Employment, The University of Melbourne, Australia.

ieaa.org.au/research

Priority areas

Graduate outcomes

- Employability
- Entrepreneurship
- Post-study work rights
- Long term outcomes of mobility
- Alumni

Understanding social and economic impact

- Making data meaningful: insights, benchmarking and baseline data
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Priority areas

Student experience

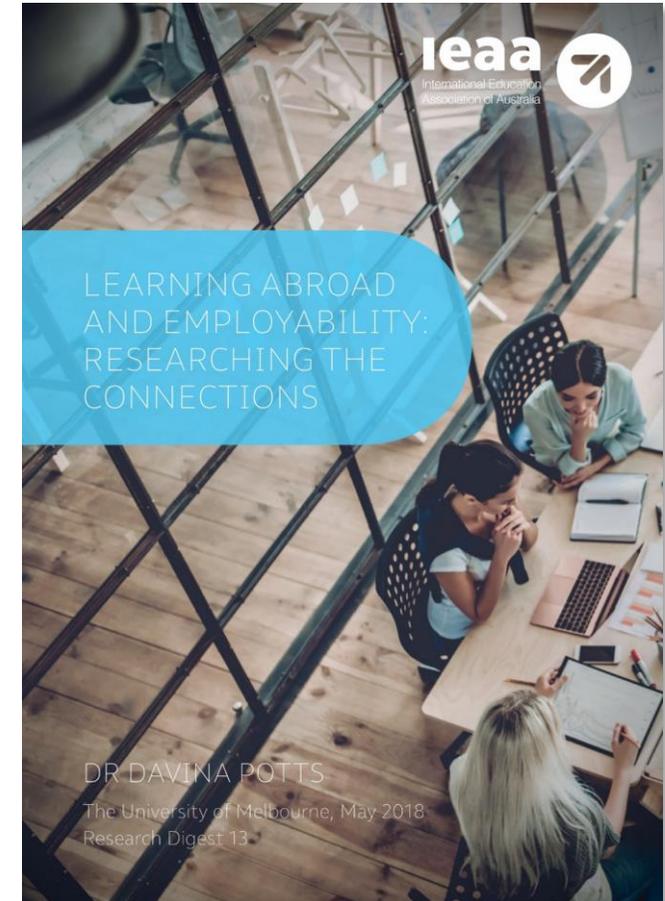
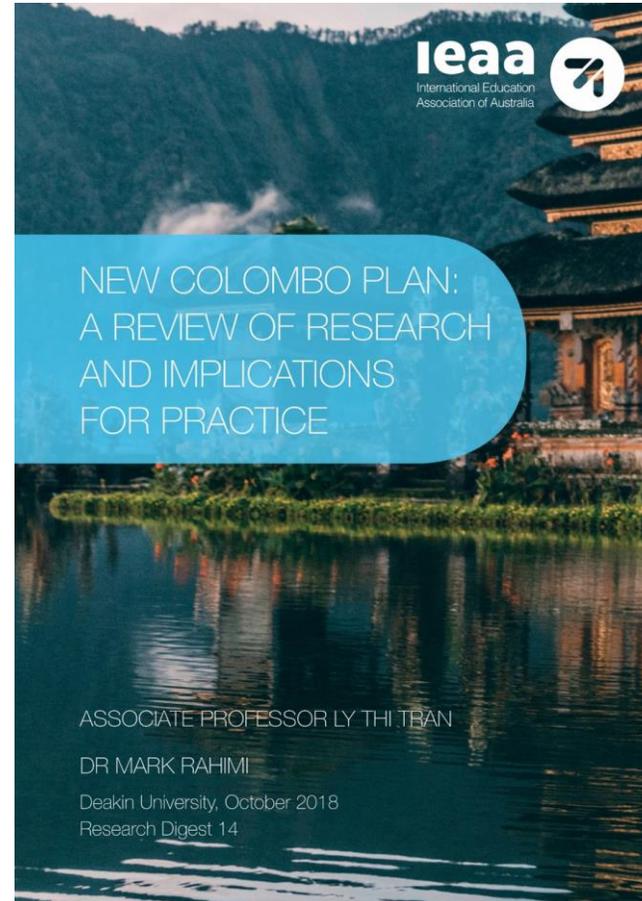
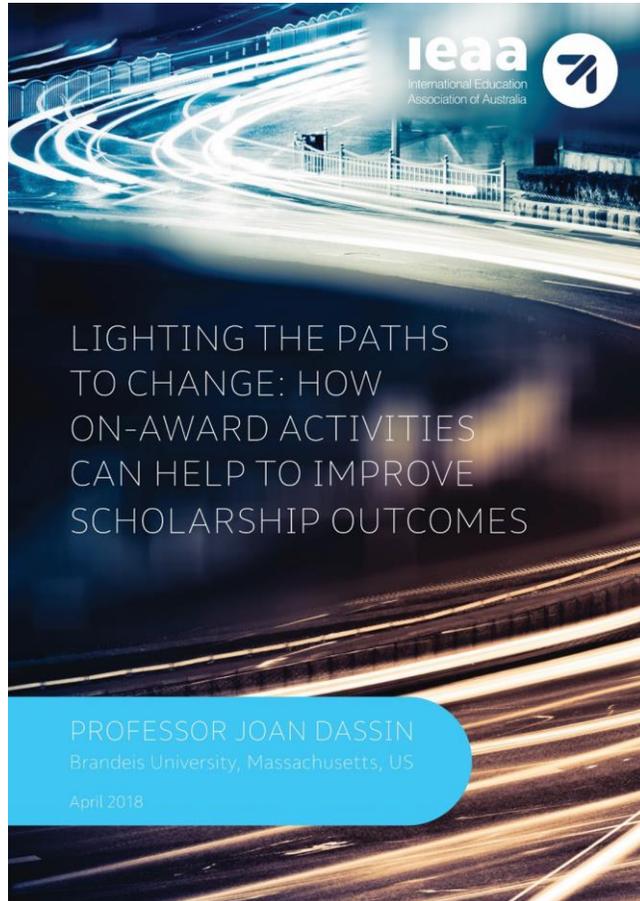
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- Health and wellbeing
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- Connectedness with local communities.

Australia's role in the Asia Pacific

- Informing Australia's strategic involvement in the region
- Regional positioning
- Aid, reciprocity, showcasing positive examples of international education
- Long-term impact and influence.

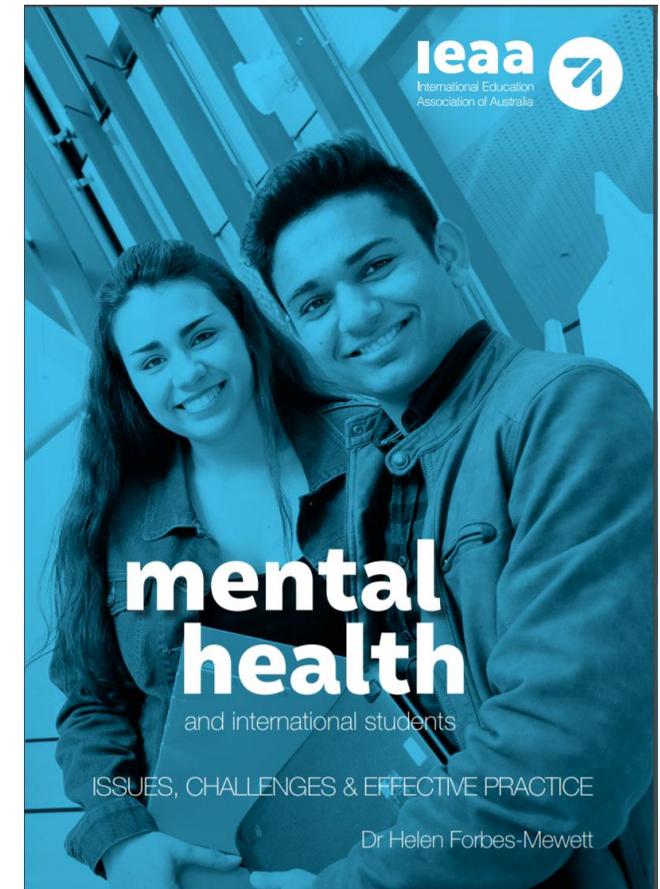
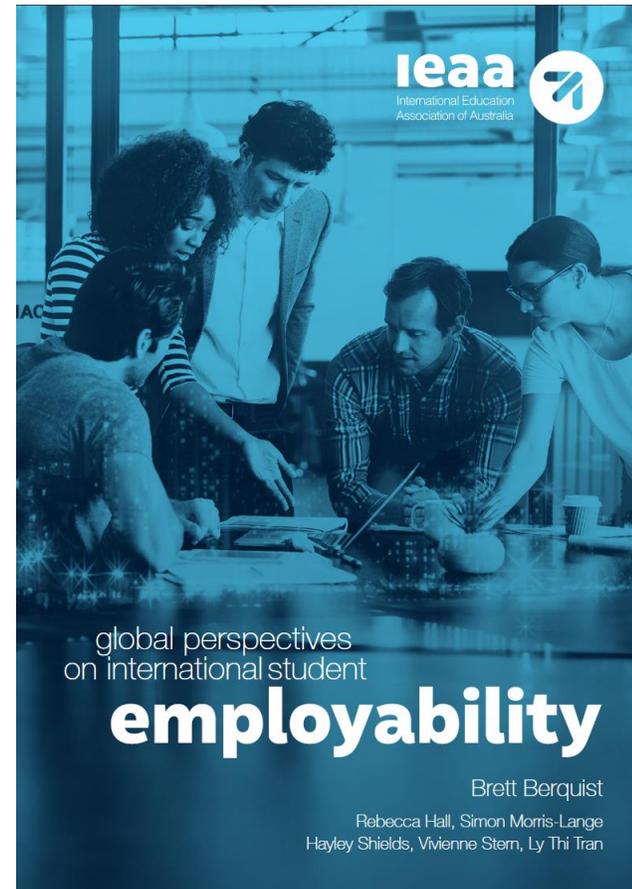
Research digests

How do we support research?



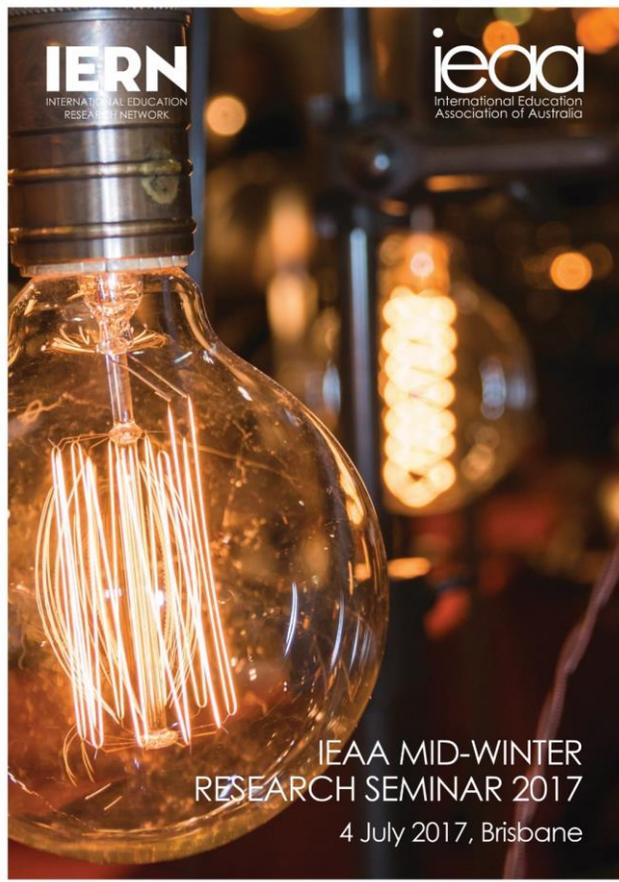
Research in action

How do we support research?



Research events

How do we support research?



Australian International Education Conference

20/20 Vision: insights for the decade ahead

aiec

2020 ■ Gold Coast

20/20 Vision: Insights
for the Decade Ahead

Australian International
Education Conference

13–16 October 2020

Gold Coast Convention
and Exhibition Centre



www.aiec.idp.com

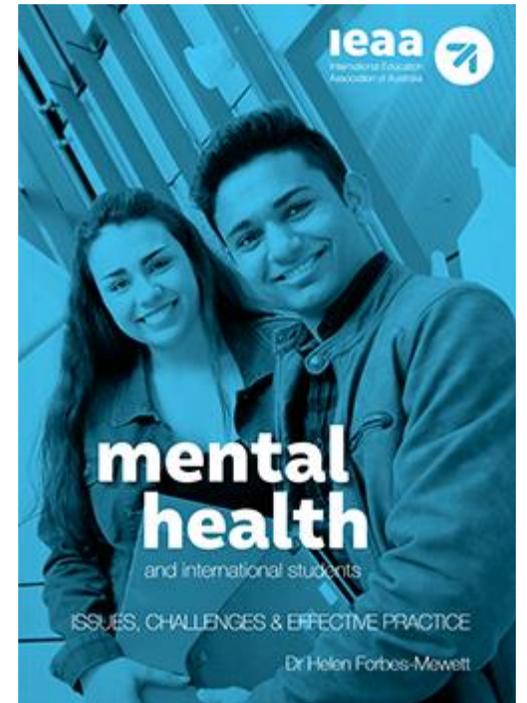
  #aiec2020

Mental health and international students

issues, challenges and effective practice

- Encouraging shift in perceptions of mental health
- The notion of mental health is now more broadly applied and its commonality is increasing in the education setting
- Normalising mental health calls for culturally diverse and ongoing responses from education institutions
- Need to understand approaches to mental health in students' home countries

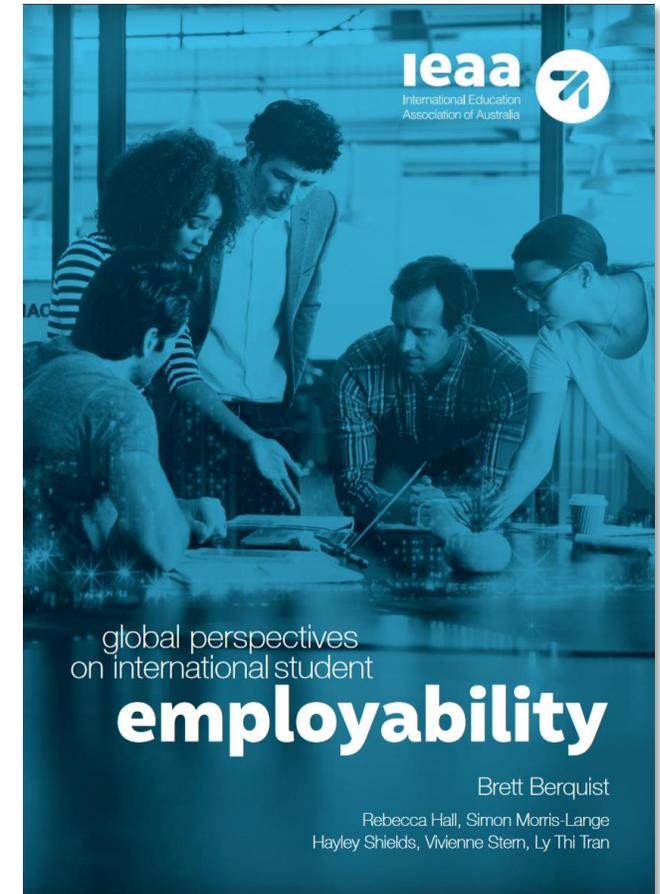
ieaa.org.au/research



Global employability

- Analysis of global policy settings and provider initiatives around international student employability
- Case studies from:
 - Australia
 - New Zealand
 - United Kingdom
 - Europe.

ieaa.org.au/global-employability

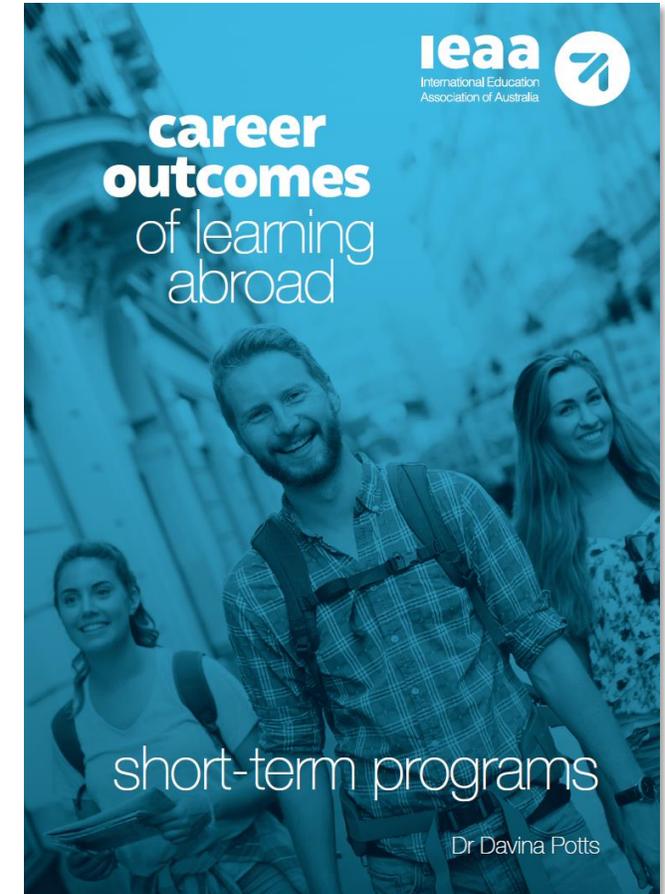


Career outcomes of learning abroad

New report released on 1 December

- First first large-scale examination of learning abroad outcomes for Australian graduates.
- Key findings:
 - 83% developed skills to support their current and future professional role
 - 63% said it had a positive impact on their long-term career prospects
 - 53% said it helped them obtain their first job in their field of study.

ieaa.org.au/learningabroad



ieaa

International Education
Association of Australia



AN ONLINE
GUIDE FOR
INTERNATIONAL
STUDENTS

**employable
you**

Community engagement

www.broadenourhorizons.com.au

International students in the community

Find Out More

International Education: Broadening Australia's Horizons Communities

International Education: Broadening Your Business Horizons Employers

International students in the workplace

Find Out More



Thank you
