

Division of Global Strategy and Engagement

Divisional Structure

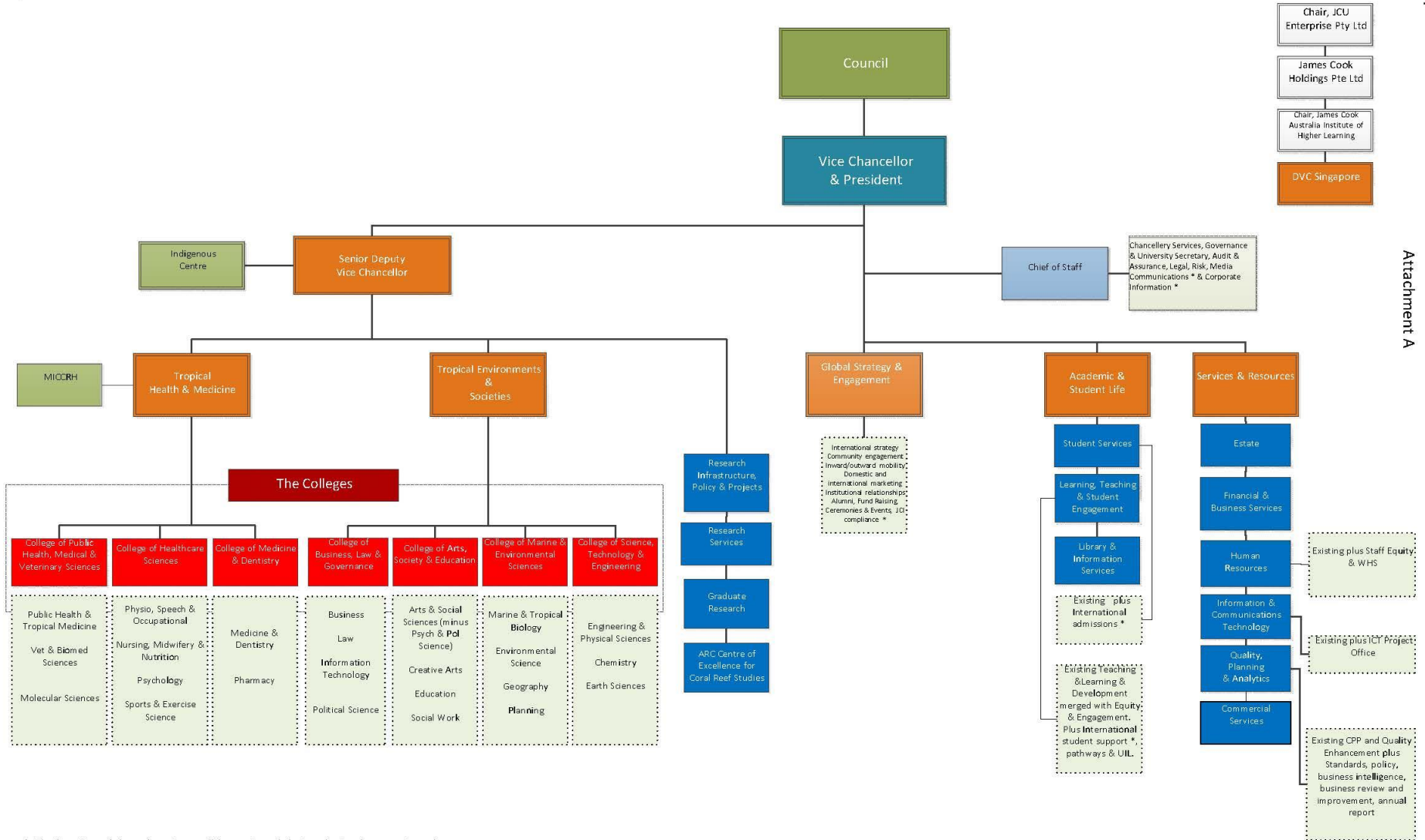
Professor Robyn McGuiggan

Deputy Vice –Chancellor Division of Global Strategy and Engagement
and Head of the Cairns Campus

Purpose

- Complete the new University Headline Structure
 - By establishing the structure of the new Division of Global Strategy and Engagement
 - In accordance with JCU Enterprise Agreement 2013-2016
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University Headline Structure – Explanatory Diagram



Attachment A

* The location of these functions will be reviewed during the implementation phase

Bringing together:

- International strategy
 - Inward/outward mobility
 - Domestic and international marketing
 - Community engagement
 - Institutional relationships
 - International compliance
 - Alumni
 - Fundraising
 - Ceremonies and events
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Sought further consultation:

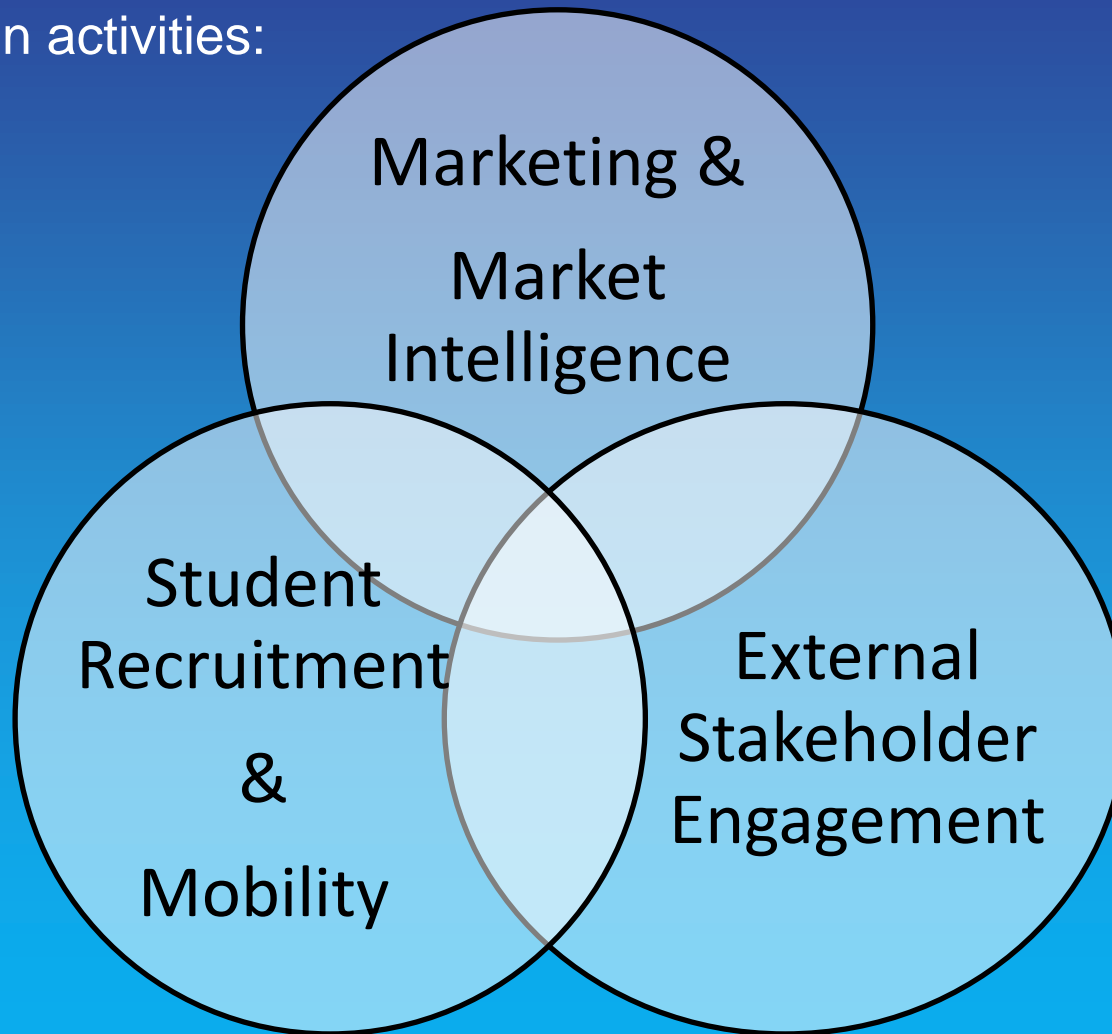
- Media communications
 - International admissions
 - International student support
 - James Cook International compliance
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Aim of the proposed structure

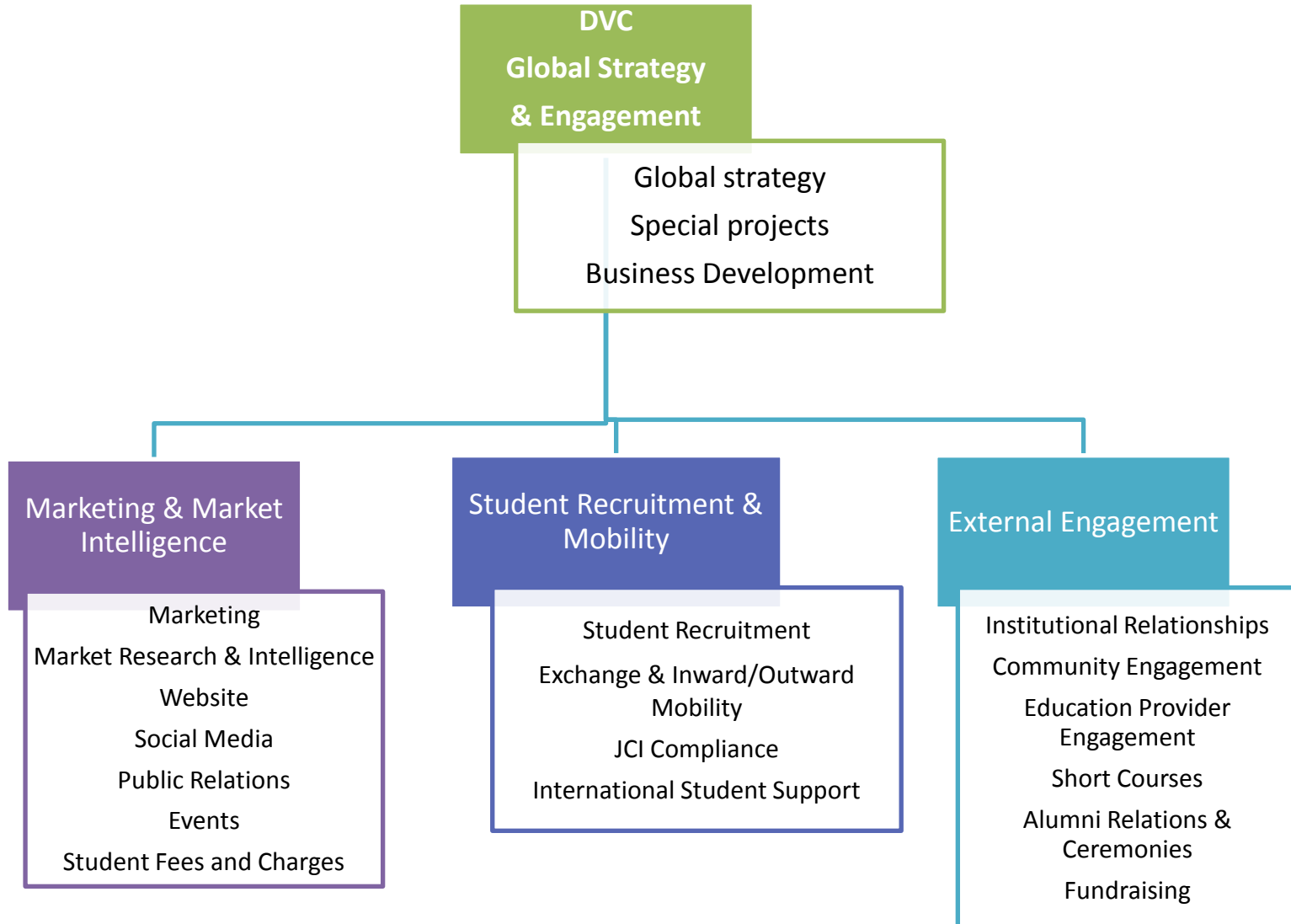
- Support JCU's ambition to be a world leader in education and research for the Tropics
 - Ensure a Global Focus and collaboration of activities across Divisions
 - Remove duplication and promote synergies
 - Integrate International & Domestic activities
 - Streamline interaction across all Divisions of the University
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Designed around

Three main activities:



Proposed Structure



Consultation Feedback

- Importance of Digital Strategy
 - Location of International Student Support
 - Location of study abroad and inter-campus mobility
 - Location of Sponsorships and Memberships
 - Inclusion of Professional Development
 - Location of Schools Engagement
 - Purpose of the Directorate of Engagement
 - Location of Admissions
 - Student enquires
 - Events
 - Higher Degree Research Application and Offer Process
 - Definition of ‘Special Projects’
 - Work Integrated Learning (WIL)
 - Oversight of the Cairns Campus
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Approved Structure

DVC, Global Strategy & Engagement

Division & Cairns Campus administrative oversight
Global strategy:
marketing
international
engagement
Special projects
Business development:
Single contact point for all Divisions

Marketing

Domestic & International

Marketing:

international and domestic:
brand, course and research

Market research & intelligence

Digital strategy:

Web site
Social media

Content development

Public relations

Events

Setting of student fees, charges,
scholarships

Student recruitment

Domestic & International

Student recruitment:

International & domestic agent relationships
Study tours
UIL relationship management
Exchange study abroad & mobility
Delegations

JCI compliance including:

International sanctions
international agreements
Aid & international scholarships

International student support

External Engagement

Domestic & International

Institutional relationship management:

international & domestic
staff mobility

Community engagement:

Industry/Government/
Professions/Indigenous/NFP

Education provider engagement:

Schools
TAFE
Community
Campus tours

Short courses & Professional Development

Alumni relations and ceremonies

Fundraising

Sponsorships & memberships

Next steps

- New reporting lines will take effect on Monday
- Mark Wolff will be seconded into the Director of Marketing role from Monday & Jo Asquith into the Director of Student Recruitment role
- External Engagement staff will report directly to me until a Director is appointed
- Long term appointment of all 3 Directors should be completed in 2-3 weeks
- Informal consultation will begin around developing the Directorate structures

Thank you
