

A call for action to innovate

Abstract: The higher education sector is facing an ever increasing pressure to evolve and transform its business to not only put students at the centre but to meet present demands and future challenges. The Australian higher education sector has to re-invent itself to increase its market share due to increased competition and funding, globalisation and use of digital technology to deliver and access education. In 2016, we were challenged with the task of creating an integrated, seamless and personalised service for the new flagship campus at Parramatta City, which has the student squarely in the centre of the design. A time when the organisation embarked on major transformational change with reduced funding and early voluntary retirement scheme (EVRS). We worked with these constraints and saw them as an opportunity and stimulus to find a better way of doing something - a call for action to innovate. The call to 'do more with less' has entered the mainstream - albeit without any real definition of what that means or how to do it. A clear and shared vision was both the impetus and framework that steered and guided the project, to deliver a tiered-service model through a centralised student services hub. The formation of strong partnerships and innovative technology enablers, such as the implementation of the virtual queue management system and an interim knowledge management system were integral. The Shared Services Program will use this model as basis in developing the future state service delivery model for student enquiries for the university.

Target Audience: Schools, Student Support Services, Student Administration, ITDS & Library

Take home message: Our focus should be on 'moments of truth' to provide an improved student experience that differentiates us from our competitors and impacts a credible impression that will foster brand loyalty. • How we respond to these constraints will be a major determinant in transforming our operating model.