



UNSW
THE UNIVERSITY OF NEW SOUTH WALES

Never Stand Still

Australian School of Business

Student Development & Engagement Framework

Community, Networking, Development

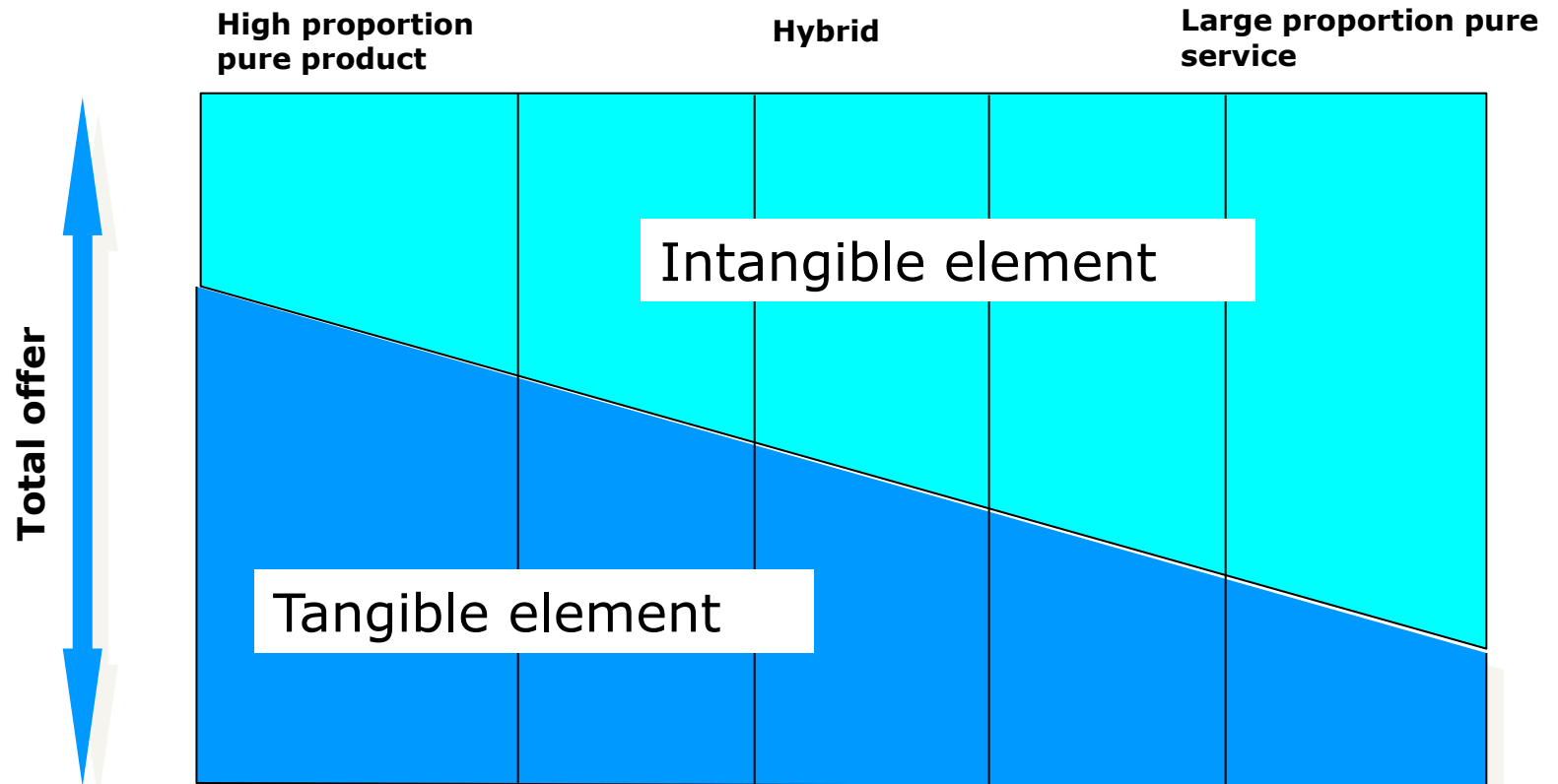


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The relative value and role of service in choice and satisfaction



Examples:

Packaged and "off the shelf" goods

Short-term "life"

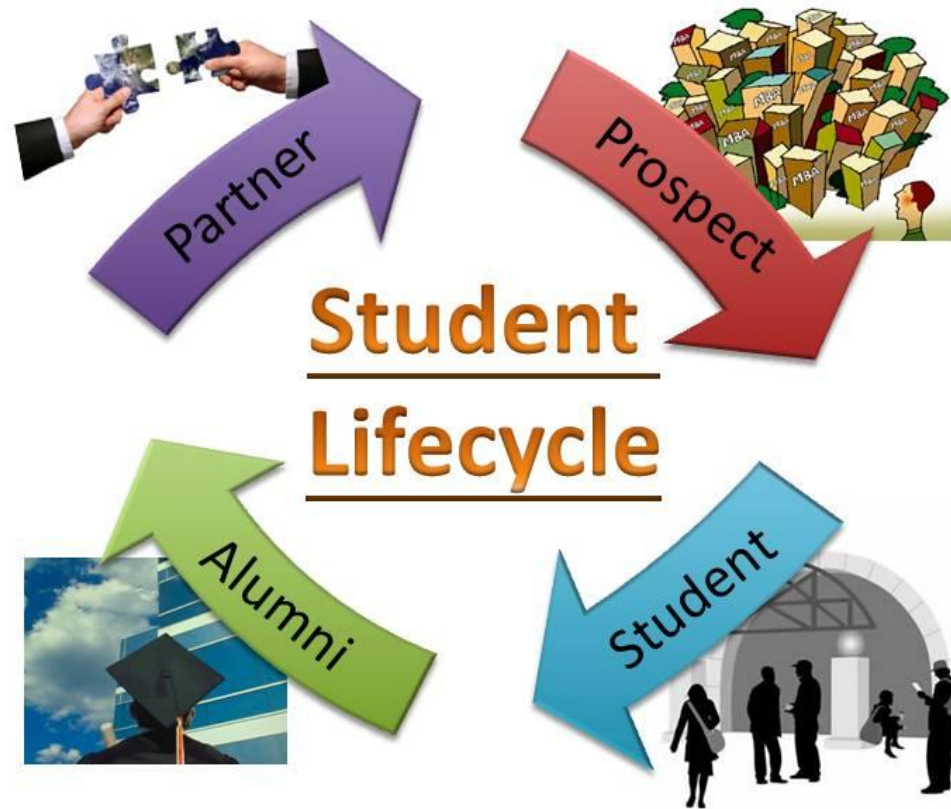
Private car, domestic machinery, "white goods"

Financial services, travel, holidays, "infrastructure support"

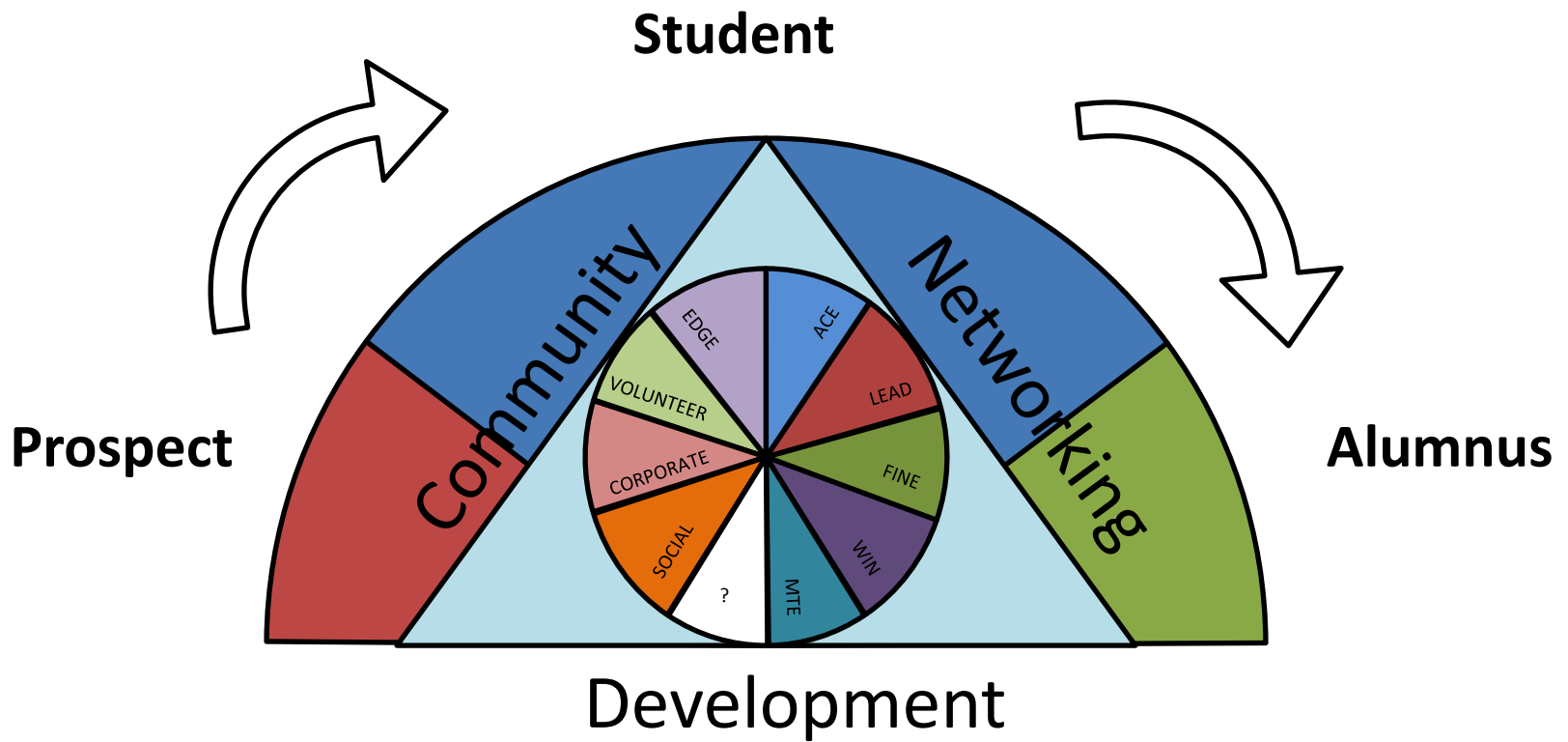
Education, learning, skills development

Long-term "life"

Student Development & Engagement Framework



Student Development & Engagement Framework



Orientation and Induction



Welcome ■ Information ■ Networking



Transition and Mentoring



Leadership Development



Leadership • Education • Association • Development



ACE

Advancement • Community • Excellence

Business Engagement

**Meet the
Executive** 

Meet the CEO



Social development and community building

NICE

networking. integration. community. enjoyment



Team Building

TEAM

TEAMWORK. ENGAGEMENT. ASPIRATION. MOTIVATION



Corporate and Industry Partnership

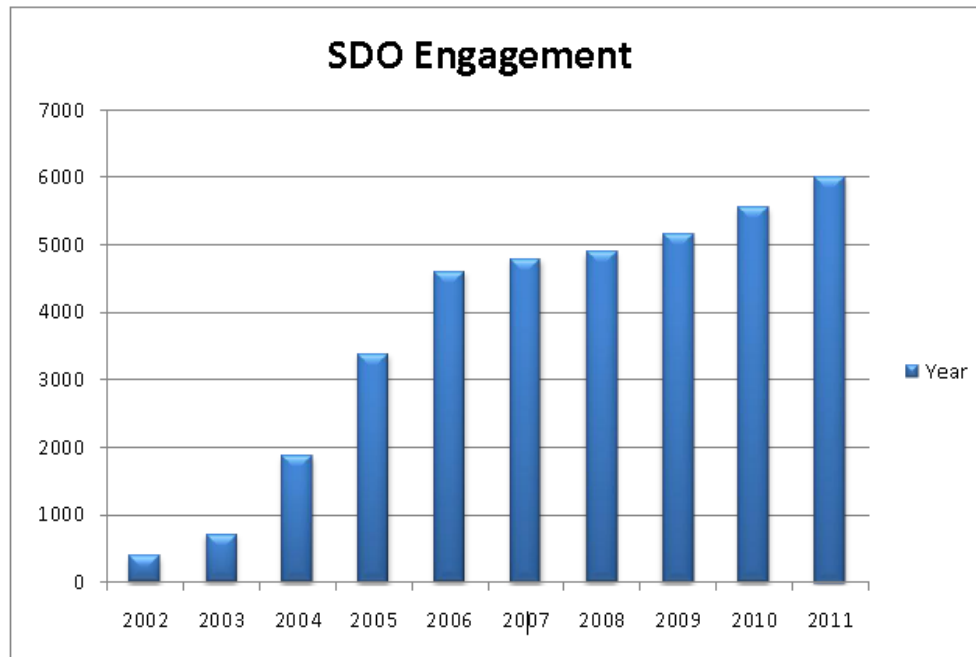
**CORPORATE
PARTNERSHIP
PROGRAM**



SDO Engagement Statistics

SDO Engagement

Year	Number of Students
2002	385
2003	695
2004	1860
2005	3380
2006	4590
2007	4790
2008	4875
2009	5145
2010	5545
2011	6000 (projected)



SDE Framework (Benefits)

1. Contemporary and dynamic student experience through student engagement
2. The institution - a great place to learn and to return
3. The inclusion of “service element” in the education proposition
4. Enhanced brand image and reputation
5. Word-of-Mouth (Peer Culture - Endorsement of Choice etc.)
6. Increased number of leads, applications, acceptances and student numbers
7. Engaged Alumni
8. Enhanced corporate/industry partnership opportunities
9. Strategically differentiating institution from its competitors
10. Added value (perceived and actual)



Questions

