Conference Program

Assessing Higher Education Performance
Initiatives and Implications

20-21 October 2011
Crown Promenade Hotel, Melbourne

Organised by the LH Martin Institute and the European Centre for the Strategic Management of Universities (ESMU) as a culmination of the three-year EU-STEP project funded by the European Union Erasmus Mundus program.

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Assessing Higher Education Performance
Initiatives and Implications

Director’s welcome

Performance assessments and their consequences are issues occupying the attention of higher education policy makers and institutional leaders nearly everywhere. Performance assessment has institutional funding implications and impacts directly or otherwise on how academics structure the curriculum and evaluate its quality, access research funding and achieve scientific esteem. It also may help determine at what institution students choose to study – domestically or internationally – and where academics choose to build a career.

The use of performance assessment for international comparisons and benchmarking of higher education institutions is increasing – witness, for example, the proliferation of global university rankings. Many countries are concerned about the standards achieved by university graduates, while at the same time, gaining tertiary qualifications is becoming the norm for the vast majority of citizens.

This symposium examines prominent international initiatives directed at assessing higher education learning and research outcomes, which are:

1. Assessing Excellence, the EU2020 Strategy and Promoting Research for Innovation in Realising the Europe of Knowledge
2. U-Map and U-Multirank
3. Tuning

Each initiative examined has global implications for higher education systems, with most specifically concerned with an international dimension of performance measurement. I look forward to discussing them with you throughout the next two days.

Professor V. Lynn Meek
Director
LH Martin Institute
## 2011 Conference Program

### Day 1: Thursday 20 October 2011

**Chair:** Dr Peter West

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| 9:00  | Welcome and Introductions       | H.E. Mr David Daly, Ambassador and Head of the Delegation of the European Union to Australia and New Zealand  
Professor Lynn Meek |
| 9:30  | Assessing Excellence, the EU2020 Strategy and Promoting Research for Innovation in Realising the Europe of Knowledge | Professor Frans van Vught, The ‘Europe of Knowledge’, the innovation policy of the European Union  
Professor Jeroen Huisman, Assessing Research Excellence  
Professor Linda Butler (Respondent) |
| 11:00 | MORNING TEA                     |                                                                          |
| 11:30 | TUNING                          | Professor Robert Wagenaar, The TUNING Strategy  
Associate Professor Mark Freeman (Respondent) |
| 1:00  | LUNCH                           |                                                                          |
| 1:45  | U-Map and U-Multirank           | Mr Jon File, U-Map and Multirank                                         
Professor Linda Kristjanson (Respondent) |
| 3:00  | AFTERNOON TEA                   |                                                                          |
| 3:30  | Assessment of Higher Education Learning Outcomes (AHELO) | A/Professor Hamish Coates, AHELO feasibility study & beyond  
Professor Roger Hadgraft (Respondent) |
| 5:00  | DRINKS                          |                                                                          |

### Day 2: Friday 21 October 2011

**Chair:** Dr Peter West

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| 9:15  | The Future of Higher Education Assessment in Australia – Stakeholder Perspectives | Panel Discussion: Dr Glenn Withers AO, Professor Marian Simms,  
Mr Peter Tyree, Mr David de Carvalho and Mr Sam Grunhard. |
| 11:00 | MORNING TEA                     |                                                                          |
| 11:15 | The Future of Higher Education Assessment in Australia – Perspectives from the Floor | Facilitator: Dr Peter West |
| 12:00 | Close                           | Professor Lynn Meek                                                      |
| 12:15 | LUNCH (STANDING LUNCH IN PRE-FUNCTION SPACE) |                                                                          |

Disclaimer: Details are correct at time of printing. Presenters may change without prior notice due to unforeseen circumstances.
Conference Schedule of Speakers

Day 1: Thursday 20 October 2011

**Chair:** Dr Peter West OBE
Former Chief Operating Officer, University of Strathclyde, Scotland; Former President, IHME, the OECD’s Institutional Management in Higher Education programme.

Peter is a graduate in Modern History from the University of St. Andrews, where he was President of the Union. His career to date has taken him to Edinburgh University (1972-77), Leeds University (1977-83) and Strathclyde, where he is currently Special Adviser to the Principal. Peter has been involved in Higher Education management training in many parts of the world and is currently Treasurer of ESMU. His publications on higher education management have appeared in journals including the Higher Education Quarterly and the OECD’s ‘Higher Education Management Policy’. He has been awarded honorary doctorates by the Universities of Rostov-on-Don, Russia (1996) and Malawi (2002) and Fellowships of Bell College (2004) and of the University of Strathclyde (2010). He is also a Deputy Lieutenant of the City of Glasgow (2004). He was awarded the OBE for services to Higher Education in Scotland and Malawi in 2006.

**9:00 Welcome and introductions**

H.E. Mr David Daly
Ambassador and Head of the Delegation of the European Union to Australia and New Zealand

Ambassador Daly has worked in the external relations side of the EU for almost 20 years and had previously served in the Irish Diplomatic Service. Prior to his posting in Canberra in 2009, Ambassador Daly was Acting Director of the European commission responsible for the accession of Croatia and Turkey to the European Union and for relations between the EU and the Former Yugoslav Republic of Macedonia. He has been responsible for the EU’s relations with many western Balkan countries since 2000. Ambassador Daly has also worked as a trade negotiator which, amongst other things, saw him involved in a standing disputes settlement and notification panel at the WTO in Geneva (Textiles Monitoring Body). Ambassador Daly has a Masters Degree in Economic Science (European Studies) from Dublin University, an Honours degree in Public Administration from University College Dublin, and Graduate Membership of the Institute of Personnel Management, London (1984). He recently undertook an Executive Management course in Leadership at the Kennedy School of Government, Harvard University, Cambridge.

**Professor Lynn Meek**
Director, LH Martin Institute
Professor and Foundation Director of the LH Martin Institute, Lynn was previously Professor and Director of the Centre for Higher Education Management and Policy at the University of New England. Having completed a PhD in the sociology of higher education at the University of Cambridge, he has nearly three decades experience researching higher education policy issues. Lynn's specific research interests include governance and management, research management, diversification of higher education institutions and systems, institutional amalgamations, organisational change and comparative study of higher education systems. He has attracted numerous competitive research grants, is regularly invited to address international conferences and to be guest editor of international journals with respect to special issues on aspects of higher education policy. Lynn has published 30 books and monographs and numerous scholarly articles and book chapters. He is on the editorial board of several international journals and book series and has worked with such international agencies as UNESCO and the OECD.

**9:30 Assessing Excellence, the EU2020 Strategy and Promoting Research for Innovation in Realising the Europe of Knowledge**

**The Europe of Knowledge**

Professor Frans van Vught
Chairman, ESMU; Advisor to President of the European Commission José Manuel Barroso; Former Rector and President of the University of Twente, the Netherlands.

Frans was Rector and President of the University of Twente from 1997 to 2005. Before that he was the founding director of the Center for Higher Education Policy Studies (CHEPS), University of Twente, the Netherlands. Frans is a member of the Netherlands’ National Innovation Platform (presided by the Prime Minister) and of the National Social Economic Council. Internationally, he is a Member of the University Grants Committee of Hong Kong and the German Akkreditierungsrat. He has published widely (and in several languages) on higher education policy and management issues and has been consultant for many international organisations, governments and universities. He holds several academic awards and is honorary doctor of the University of Ghent, Belgium.

**Assessing Research Excellence**

Professor Jeroen Huisman
Director, International Centre for Higher Education Management (ICHEM), University of Bath, UK

Prior to becoming Director at ICHEM, Jeroen worked at the Center for Higher Education Policy Studies (CHEPS) at the University of Twente, the Netherlands from 1991 to 2005. Jeroen’s current research interests are the impacts of the change from government to governance in higher education, the dynamics of organisational change, inertia and diversity in higher education, institutional management and governance, and internationalisation and Europeanisation. Jeroen has been involved in a number of national and international research projects commissioned by national governments, the European Commission and the OECD. He has also undertaken various consultancy projects internationally. His teaching portfolio includes governance, organisational change, diversity and Europeanisation. He is also editor of Higher Education Policy, book series editor (with Lynn McAlpine) of the SRHE/Routledge series on higher education, and editorial board member of Tertiary Education and Management (TEAM), Journal of Studies in International Education, European Journal of Higher Education, and Educational Researcher (US).
Professor Linda Butler
Conjoint Professor, University of Newcastle

Linda has been active in bibliometric research since 1988, and from 1999 to 2009, was head of the Research Evaluation and Policy Project at the Australia National University (ANU). Linda is Australia’s leading expert in bibliometric analysis, and her findings on the effects of using publication counts to determine the distribution of some research funding to universities has had significant public policy impact. Linda’s expertise is widely sought in the current climate of increased interest in assessing the impact research, both in Australia and internationally. She provided advice to the Australian Government on both RQF and ERA developments and is currently serving on an expert panel of the Council of Canadian Academies reporting on science performance and research funding. She is on the editorial committee of Scientometrics and Research Evaluation, and has given numerous invited presentations at major international conferences. Linda currently has positions as a School Visitor at the ANU, and a Conjoint Professorship at the University of Newcastle.

11:00  Morning tea

11:30  Tuning

The Tuning Strategy

Professor Robert Wagenaar
Coordinator, Tuning Educational Structures; Director, undergraduate and graduate studies, Faculty of Arts, University of Groningen, the Netherlands

Robert has a long standing experience regarding international co-operation in higher education. Together with Julia Gonzalez of the University of Deusto, Bilbao, Spain he is joint-coordinator of the Tuning Educational Structures projects, which have obtained worldwide interest. He is also an external expert for the Directorate-General for Higher Education and Culture of the European Commission and chair of the Dutch team of Bologna Experts. Robert is a trained historian, with a special interest for Contemporary History in particular Dutch History and History of Journalism. He has published in the fields of contemporary history and journalism as well as higher education. As Director of undergraduate and graduate studies for the University of Groningen’s Faculty of Arts he is responsible for 19 Bachelor programmes as well as more than 40 Master programmes.

U-Map and U-Multirank

Mr Jon File
Director, Development and Consultancy, Centre for Higher Education Policy Studies (CHEPS), University of Twente, the Netherlands.

Jon File holds a first-class Honours degree in Sociology from the University of Cape Town. His career has been primarily in university planning and management, having held the posts of Director of Academic Support Programmes, University Planning Officer and Academic Secretary at the University of Cape Town between 1980 and 1997. He was a member of the 13-person National Commission on Higher Education appointed by the new South African government to make proposals for the transformation of higher education in 1995–1996. He joined CHEPS in 1998. Jon’s current interests are comparative perspectives on the effects of governmental policies on higher education institutions, planning at the institutional and systems levels, higher education reform in the context of major socio-political transformation and the development of higher education leaders and managers through education and training programmes.

1:00  Lunch

1:45  U-Map and U-Multirank

AHELO feasibility study and beyond

Associate Professor Hamish Coates
Foundation Director of Higher Education Research, Australian Council for Educational Research; Program Director, LH Martin Institute

Over the last decade Hamish has led a large number of projects that have influenced research, policy and practice. He is Project Director of the OECD’s AHELO Feasibility Study, the largest and most complex global study of its kind yet conducted. Hamish conducts a wide range of research in tertiary education management and policy, and is considered an authority in several areas. His publications focus on the definition, measurement and evaluation of education processes, contexts and outcomes. Active interests include large-scale evaluation, tertiary education policy, institutional strategy, outcomes assessment, learner engagement, academic work and leadership, quality assurance, tertiary admissions, and assessment methodology. Hamish serves on a number of editorial boards, has been a consultant to the World Bank and OECD, and has held visiting fellowships at the University of Michigan and UNESCO’s International Institute for Educational Planning.
Respondent

Professor Roger Hadgraft
Professor, Faculty of Engineering, University of Melbourne
Roger is a Professor and former Director of the Engineering Learning Unit in the Melbourne School of Engineering at the University of Melbourne. He is a civil engineer with more than 15 years involvement in leading change in engineering education, with a particular focus on problem/project-based learning (PBL) and the use of online learning technology, introducing a project-based curriculum into civil engineering at Monash University, commencing in 1998, and at RMIT in civil, chemical and environmental engineering from 2002-2006 with a focus on sustainable engineering where he also co-established the multidisciplinary Master of Sustainable Practice. At the University of Melbourne he has provided leadership in the introduction of the Melbourne Model in both Engineering and in Environments. In 2010, he was ALTC Discipline Scholar in Engineering and ICT with Prof. Ian Cameron from UQ.

Day 2: Friday 21 October 2011

9:00 Overview of day 1 proceedings
Dr Peter West and Professor Lynn Meek

9:15 The future of higher education assessment in Australia – stakeholder perspectives
Dr Glenn Withers AO
CEO, Universities Australia
Prior to becoming Chief Executive of Universities Australia Glenn was Professor of Public Policy at the Australian National University and a Professor at the Australia and New Zealand School of Government. He has extensive experience working in government, including as Head of the Economic Planning Advisory Commission, Chair of the National Population Council, and consultant and adviser for business and governments such as the OECD and Business Council of Australia. Glenn has a PhD from Harvard and was awarded an Order of Australia in 1992 for service to applied economics.

Professor Marian Simms
Executive Director, Social, Behavioural and Economic Sciences, Australian Research Council
Professor Marian Simms joined the ARC in August 2011. Prior to this, she held the position of Head of the School of History, Heritage and Society at Deakin University from 2009-2011 and Chair in Australian Studies. She holds an honours degree in History and Political Science from the ANU and a PhD in Politics from La Trobe University. Marian has been active in the administration and evaluation of research. She served as the inaugural convenor of the Humanities Research Cluster on Political Communication, Policy and Participation at the University of Otago between 2005 and 2009; and as Chair of the International Political Science Association’s Research Committee on Gender, Globalization and Democratization between 2003 and 2006. She served two terms as a member of the Social Science panel of the Performance Based Research Funding Evaluation in New Zealand (equivalent of Australia’s ERA).

Mr Peter Tyree
President, Business/Higher Education Roundtable (B-HERT)
Peter was the Chair of the Tyree Group of Companies, one of the largest non public companies in Australia. His professional engineering background includes areas as diverse as sewerage treatment and its associated civil construction; the field of design of Extra High voltage switch gear and in particular SF6 technology. In his relationships with universities, his involvement has been as a member of a number of “visiting” Committees, School and faculty advisory boards and Foundations, particularly the University of Wollongong, University of Sydney and the University of NSW, each of which has given Peter deep insights into how important the Business/Higher Education relationships are.

Mr David de Carvalho
Group Manager, Higher Education Group, Department of Education, Employment and Workplace Relations
David commenced his role with the Higher Education Group on 11 October 2011. As Group Manager he is responsible for leading the Higher Education Group in supporting Australia’s higher education sector through a suite of initiatives that support institutions, students and staff in the sector. David has many years experience in increasingly high level roles at federal and state government levels including most recently with the Department of Finance and Deregulation where he was the First Assistant Secretary, Social Policy Division in Budget Group. David’s academic credentials include an Executive Masters in Public Administration and Master in Public Law from the ANU as well as a Diploma of Education and Bachelor of Arts (Hons) from the University of Melbourne.

11:00 Morning tea

11:15 The future of higher education assessment in Australia – perspectives from the floor
Facilitator: Dr Peter West

12:00 Close

Professor Lynn Meek

12:15 Lunch (standing lunch in the pre-function space)
About the LH Martin Institute

The LH Martin Institute has been established by the Australian Government to enhance tertiary education in Australia and New Zealand by providing a suite of programs and activities focused on institutional management and leadership within this sector. These include postgraduate award programs, executive education, public seminars and conferences, customised leadership programs and research.

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ESMU was created in 1986 as an international think tank non-profit association to promote the strategic management of European universities. By offering management development programmes, benchmarking exercises and a learning environment on good management practices, ESMU brings valuable support to European universities striving to further their strategic developments.

For more information about ESMU and the EU-STEP project, please visit www.esmu.be

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