Cost, quality, productivity, and coping with financial adversity have always been important for universities, but the juxtaposition of technology, globalisation, and the current economic climate make them crucially important now.
Overview

The program is a continuation of the conversations held during late 2009, and will incorporate new insights from Bill Massy’s ongoing work in this area.

Cost, quality, productivity, and coping with financial adversity have always been important for universities, but the juxtaposition of technology, globalisation, and the current economic climate make them crucially important now. This one-day executive seminar will explore these issues in depth using examples from participants as well as from Massy’s recent work.

Designed for

This seminar is designed for senior executives including Pro-Vice Chancellors, Deputy Vice-Chancellors, Chief Financial Officers, Deans, Head of Schools and Executive Directors.

Delivery mode

A highly interactive one day seminar.

Dates & location

11 May 2010, Melbourne
14 May 2010, Sydney

Cost

$1,090 ($1,199 inc GST)
Fee includes all materials, lunch and refreshments.

Program content

Among the specific topics to be considered are:

- A comprehensive schema for thinking about finance and productivity in the context of mission and market
- What to do and not do when facing financial adversity
- Academic quality work as a way to boost learning productivity
- A model for departmental teaching productivity, which can be implemented in stages by any institution
- Activity-based costing (ABC) for current and proposed teaching methodologies including non-traditional applications of technology
- A model for systematically balancing the academic returns from budget proposals with their costs and/or revenues
- Design approaches for institutional enterprise modelling

The workshop will consider both principles and practical applications. Participants can expect to leave with particular improvements that can be implemented during the next budget cycle and a comprehensive understanding of the economic and behavioural forces that drive productivity and financial outcomes in tertiary institutions.

Registration

To register for this program please return the enclosed registration form or for more information please visit our website www.lhmartininstitute.edu.au. As places are limited early registration is encouraged.

Massy’s core idea is that universities can improve their teaching performance by drilling into the data they already have in their management information systems to work out what the academically optimum, cost-effective class size is and what course design can accomplish."

Stephen Matchett, HES, The Australian (“Cover all bases for productivity”, 13 January 2010)
Seminar leader

William F. Massy Professor Emeritus of Education and Business Administration, Stanford University

Professor Massy’s contributions in these areas are well known. His Planning Models for Colleges and Universities, Resource Allocation in Higher Education, Honoring the Trust: Quality and Cost Containment in Higher Education, and Academic Quality Work: A Handbook for Improvement have become standards in their respective fields, and his many papers in these areas are highly regarded. In a recent development, he has been appointed to the U.S. National Academy of Sciences’ panel on “Measuring Higher Education Productivity.”

Formerly Vice-President for Business and Finance and Vice-Provost, Research at Stanford, Dr. Massy holds a Ph.D. in economics and MS in management from the Massachusetts Institute of Technology, and a BS from Yale University. He was also a member of the Hong Kong University Grants Committee for twelve years and is an experienced auditor with the Australian Universities Quality Agency, including conducting institutional audits for ANU, Bond University, RMIT University and the University of Melbourne.

“One interesting thing I intend to take up with faculty heads is the way activity-based accounting can give them control over what they are teaching.”

Andrew Vann, Senior Deputy Vice-Chancellor, James Cook University (2009 Participant)
About the LH Martin Institute

Tertiary education is a complex and rapidly changing environment in which to lead and manage. A strong understanding of its unique structure and complex policy environment is crucial to the success of your institution.

The LH Martin Institute for Higher Education Leadership and Management has been established 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. We are committed to developing the knowledge and skills of both current and aspiring leaders to ensure they meet their personal and organisational goals.

Our activities include postgraduate award programs, executive education programs, conferences, public seminars, research and consulting projects.

Executive Education Program 2010

The LH Martin Institute's Executive Education program provides relevant and practical professional development for leaders and managers working in higher education, VET and private institutions.

Our suite of executive education programs has been specifically designed to meet the leadership and management development needs of the next generation of leaders in higher education and VET institutions.

In developing these programs the LH Martin Institute has collaborated with a range of local and international organisations to understand and address the professional development requirements specific to the tertiary sector.

The range of executive education programs currently offered by the LH Martin Institute includes:

- The Leadership Programs
- The Executive Seminar Series
- Specialist Short Courses

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Further Information

Detailed information regarding the full range of LH Martin Institute programs is available on the Institute website: www.lhmartininstitute.edu.au

The Institute, in response to the needs of the sector, is continually developing and conducting new programs, research and other collaborative projects. To be kept informed we encourage you to subscribe online to receive the latest information via the Institute's monthly digital newsletter.