
MIBA STRATEGIC PLAN 2010-2013

A. Vision

Accessible, Quality Australian Higher Education for students worldwide – anytime, anywhere

B. Mission

We are committed to the equitable provision of quality online Australian higher education for students. We provide business education to students worldwide in support of continuous learning and to meet labour market demands.

C. Values

- Equality of opportunity for students and staff
- Equity and social justice
- Quality in everything we do
- Knowledge and learning
- Respect and support for students and colleagues
- Strive for diversity in academic expertise, student ratios, and program offerings as the global business environment changes

D. Goals, strategies, key result areas and KPI's:

Goal 1: Encourage student participation particularly in locations where students are not currently fulfilling their potential through access to higher education

Provide affordable, accessible, high quality online education and effective support services to students worldwide

Strategies:

- Ensure students have appropriate access to learning tools and information resources to support effective learning

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- Strengthen services to students, ensuring that they are flexible, accessible on demand, fit for purpose and responsive
- Constantly improve and promote communication with students and provide opportunities for students to engage with each other and provide feedback used to improve their student learning experience
- Improve mechanisms to support students who are employed while studying.
- Provide opportunities for knowledge and skill enhancement, particularly for those seeking to enter or improve their position in their workforce
- Ensure learning provides for flexible entry and exit points for students
- Continuous monitoring of student learning outcomes and performance
- Improve student tracking systems to understand student choice, provide transition support and monitor outcomes
- Improve the learning experience for regional and remote students
- Nurture and support indigenous students with the aim of increasing the number of indigenous graduates
- Maximise relationships with alumni to improve international relations and long-term feedback

Key Result Area:

Student performance

KPI's:

- Student and graduate satisfaction
- Student engagement (as measured by the Australasian University Survey of Student Engagement)
- Employer satisfaction with student and graduate quality
- Graduate employment rates and starting salaries
- Course completion rates
- Number of graduates from remote and regional areas
- Number of indigenous enrolments
- Proportion of low socio-economic students, as defined by the Commonwealth Government
- Provision of scholarships (secure sponsorships from appropriate individuals and organisations for sponsorship of scholarships)

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Goal 2: Academic

Maintain a professional academic team committed to and capable of, delivering quality online higher education

Strategies:

- Progressive academic policies and procedures that encourage academic integrity and quality
- Ensure Academic integrity is at the core of all activities
- Continually assess and improve teaching quality
- Prioritise professional development activity to support chosen directions and goals
- Encourage a culture of scholarship among all academic staff, with a focus on and maintenance of contemporary knowledge and skill in relevant disciplines
- Improve opportunities for staff engagement in international networks, in order to enhance cross-cultural skills and understanding
- Conduct regular peer, supervisor and external evaluation of teaching

Key Result Area:

Academic performance

KPI's:

- Proactive engagement with students
- Informing, monitoring and feedback on academic integrity and honesty
- Student and graduate evaluation of teaching results
- Student satisfaction with teaching quality
- Academic engagement
- Learner engagement with learning materials
- Peer review

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Goal 3: Courses

Provide high quality courses that meet Australian academic standards and the needs of students, employers and communities

Strategies:

- Use market intelligence and objective benchmarks for course delivery and student experience
- Teaching pedagogy and course structure reflects best practice in on-line learning (See on-line learning strategy for KMEC and MIBA)
- Develop nested programs in line with the knowledge and skills requirements of the current and future labour market and the learning needs of the students.
- Build on current course offerings to reflect labour force requirements, employer needs and student location
- Promote course development to achieve an increasingly internationalised curriculum
- Ensure feedback and recommendations from CAC implemented when appropriate.
- Expand course offerings to meet labour market demands

Key Result Area:

Course quality

KPI's:

- Academic Board sign-off
- Course measured and benchmarked to achieve AQF standard
- Course content up-to-date and aligned with MIBA's online strategy
- Assessment standards met for online learning and course level
- Student feedback
- Performance benchmarks
- Employer feedback

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Goal 4: Organisational Effectiveness and Financial Sustainability

Manage all key systems and resources to deliver quality services in higher education and sustainability profitability

Strategies:

- Ensure MIBA is financially robust
- Provide for continuous quality improvement informed by stakeholder feedback
- Ensure decisions on course content changes, approaches to teaching and student services are evidence-based, drawing on student feedback and market intelligence about employer and students needs, interests and preferences
- Develop and maintain efficient and effective systems to support and sustain excellence in online education
- Attract, develop, reward and retain staff who are focused on the needs of our students and learning communities
- Leverage partnerships to achieve business goals
- Foster partnerships that enrich and develop our communities in mutually beneficial ways
- Improve leadership and accountability
- Protect and further MIBA's best interests by developing and implementing a comprehensive and robust risk management framework
- Enhance the academic and organisational governance of MIBA underpinned by clearly documented policies and procedures
- Establish mechanisms to inform and act on recommendations from CAC and the Academic Board

Key Result Area:

Organisational and business performance

KPI's:

- Organisational effectiveness audits
- Ongoing system improvements to meet changing requirements of Accrediting Authorities
- Student facilities and services effectively managed
- Staff commitment and engagement levels
- Financial sustainability