

JCU – Professional Programs Unit

# Partners, Not Predators

How Regional University Study Hubs can augment university study

Ben Archer



# A.I. and Regional University Study Hubs

Create an A.I. image of:

A person trying to read a book while flying like a bird over a desert

Email it to me:

[ben.archer@jcu.edu.au](mailto:ben.archer@jcu.edu.au)

Best 3 get a prize

# Spoiler Alert

By focusing partnership agreements between Regional University Study Hubs and Universities on enrolments and student experiences, the two organisations can achieve a mutual agreement.

RUSH's have the potential to be a key player in the Australian HE ecosystem.

# RUSH Existence – Why?

Only 14 out of 43 universities have a presence outside of an urban centre.

This places RRR students at a disadvantage:

- Lower cultural capital when attending an urban university
- On scale, a lower educational outcome = lower income within the community

# What Motivates Universities?

In theory – it's the public good.

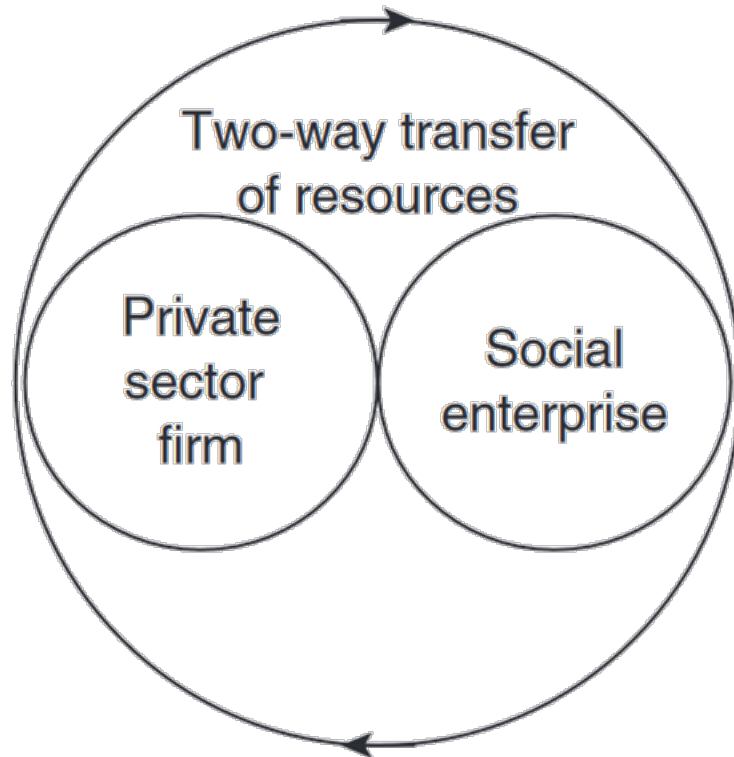
- Australian Government Higher Education Standards Framework (2021)

However, it's not the motivating measure.

Same framework outlines staff-to-student ratio as a measure of financial stability and financial liquidity as measures for ongoing registration.

# The 'How' of Collaboration

Thesis



Exchange value of partner identified/established

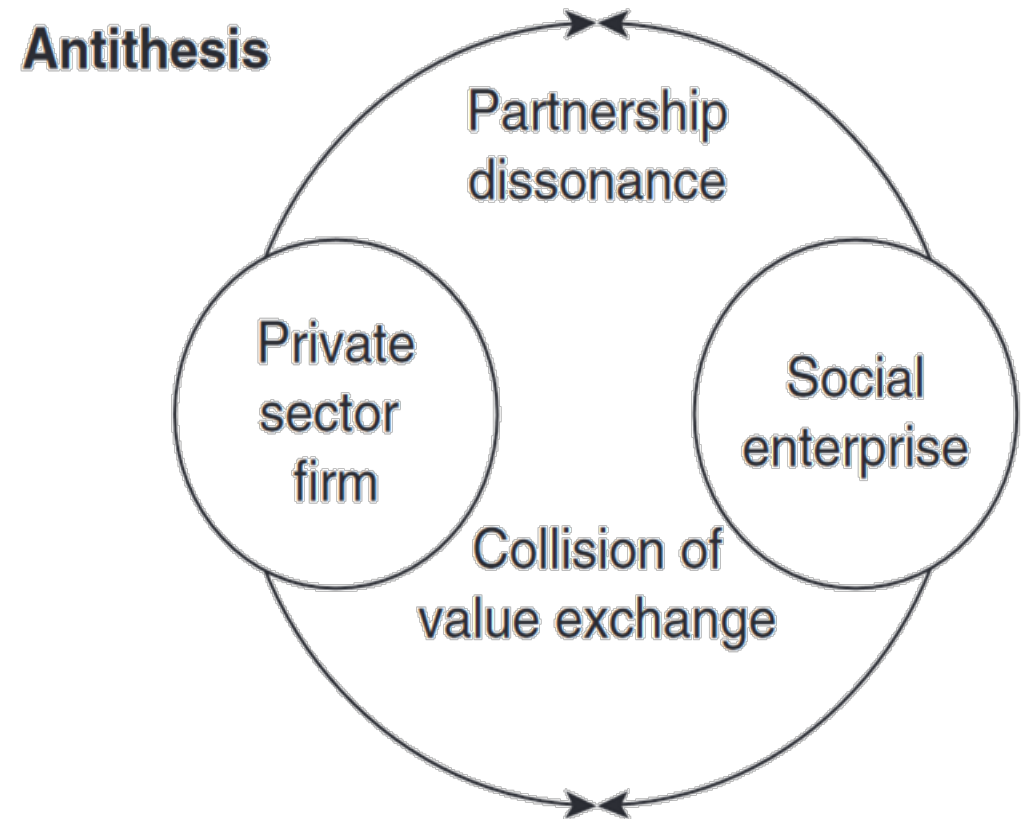
## Di Domenico et. al. (2009) Dialectical Behavioural Theory

- Universities struggling for enrolments post-international cap
- RUSH's are social enterprises that can assist universities in boosting enrolments



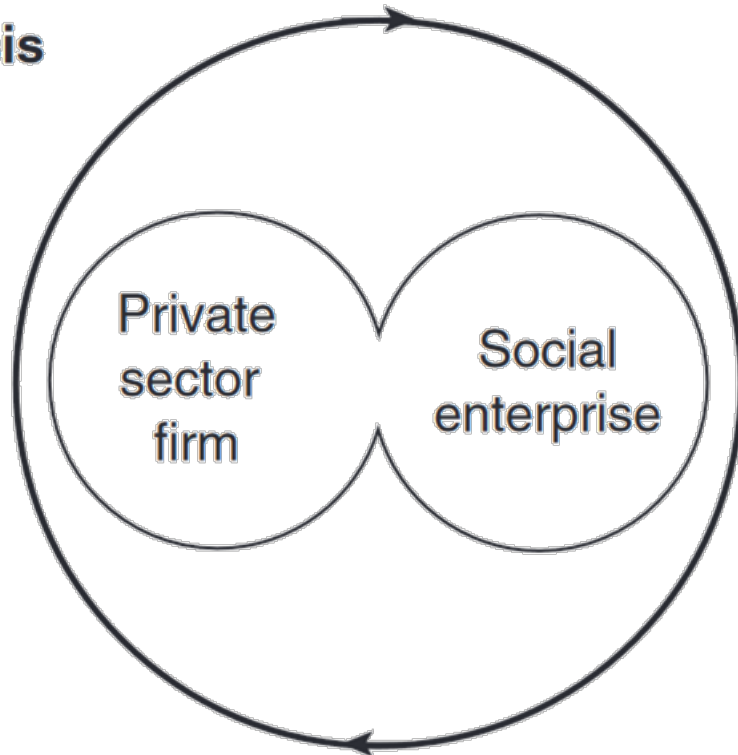
# The 'How' of Collaboration

- The values of the two organisations are different:
  - Universities seek to create value from their students
    - Domestic students should be the 'bread and butter' of enrolments
  - Regional University Study Hubs seek to increase the number of qualified people in the local region
    - Universities are fearful of the role RUSH's have, and attention they are receiving.
    - Providing upfront agreements could be a way of avoiding value collisions.



# Resolving Dissonance and Values Clashes

Synthesis



Emergence of new organization/collaborative state

- Positioning the marketing for our university partners as a way to boost enrolments based on the skill shortages in the community helps provide synthesis for our agreements.



# How To?

RUSH's currently contribute 4,400 enrolments to the Australian Higher Education Ecosystem.

That's roughly 102 students per HE institution.

And it's growing...

# Future Research

- Universities will be looking to diversify their income streams following the international cap.
  - Some RUSH's are already being given CSP's to meet critical workforce needs in their communities.
- Universities need to consider the role that RUSH's can play in boosting their domestic EFTSL.
  - Is a 10% fee for service going to a RUSH better than getting 0% of a domestic fee student?
    - The institution with the most RUSH students pays a service fee to most of their RUSH partners.

# Future Research (continued)

- Examine potential local support mechanisms for Higher Degree by Research students.
  - Particularly with the development of industry-sponsored PhD students.
- Examine the role of Career Development practitioners in developing relationships between universities and RUSH's.
- Role of marketing RUSH's to universities



[ben.archer@jcu.edu.au](mailto:ben.archer@jcu.edu.au)

[linkedin.com/barcher001](https://www.linkedin.com/company/barcher001)

