

GERALDTON UNIVERSITIES CENTRE



Strategic Plan 2020-2025

Strategy Summary

Our Vision
(What do we want to be)

By 2025, Geraldton Universities Centre is a valued choice for local university students, recognised for the quality of our education, support and graduates

To achieve our purpose of:
(Why are we here?)

To enable people in Mid-West WA to complete a university qualification, locally

We will deliver:
(Our primary benefit)

Quality university education completed in regional location

Which is achieved by:
(Our goals)

Graduate growth	Organisational sustainability	Diversified offer
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Through focusing on our priorities to:
(Strategies we will use to achieve our goals)

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| <ul style="list-style-type: none">▪ Enhance university relationships▪ Build brand awareness and reputation | <ul style="list-style-type: none">▪ Diversify revenue streams▪ Strong advocacy for regional, rural & remote tertiary education and students | <ul style="list-style-type: none">▪ Optimise course offerings▪ Respond to changing student expectations |
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Which will see success as measured by:
(Our Primary Indicator)

Number of GUC graduates

...and management success as measured by:
(Our KPI's)

Brand Strength Brand perceptions Partner satisfaction	Organisational Strength Operating Surplus \$ % Revenue non-EFTSL	New Models Student satisfaction NPS (student, employer)
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And enabled by:
(Our competencies)

Relationships	Local Student Support
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About GUC

GUC is a national best-practice, regional university centre serving WA's Mid-West region

The Geraldton Universities Centre (GUC) is an independent, not-for-profit organisation that supports university courses in Geraldton on behalf of partner universities including CQUniversity, the University of Southern Queensland and Curtin University. The higher education awards for these courses are offered and conferred by the university partners.

GUC aims to be the first point of contact in the Mid-West for those seeking information on university study, and has a clear and unwavering objective to **facilitate, deliver, promote and provide access to university education for people residing in the Mid-West.**

GUC was established as a higher education hub in 2001 in response to a lack of access to university education in the Mid-West and lobbying for an allocation of university places specifically for Geraldton.

GUC operates a nationally renowned mixed-mode and supported distance education model at the Centre under three guiding principles:

- Utilise the best possible technology for high quality online experiences, ALWAYS accompanied by local face-to-face support
- Ensure that the programs delivered to students at the GUC provide equity in terms of quality, services and value for money
- Agreements with our university partners be mutually beneficial

With the support of the Commonwealth's Regional University Centres program and Royalties for Regions funding, Geraldton Universities Centre has expanded its infrastructure and services in order to meet increasing student enrolments. Today, around 300 students a year are supported at the Centre in mixed mode courses with more than one hundred other students studying across the region who access GUC as their exam centre.

Strategic Direction

GUC's purpose is to enable people in Mid-West WA to complete a university qualification, locally.
Our success is measured by the number of GUC graduates and we aim to grow to 60 graduates by 2030

Vision

To be a valued choice for local university students, recognised for the quality of our education, support and graduates

Purpose

Enable people in Mid-West WA to complete a university qualification, locally

Values

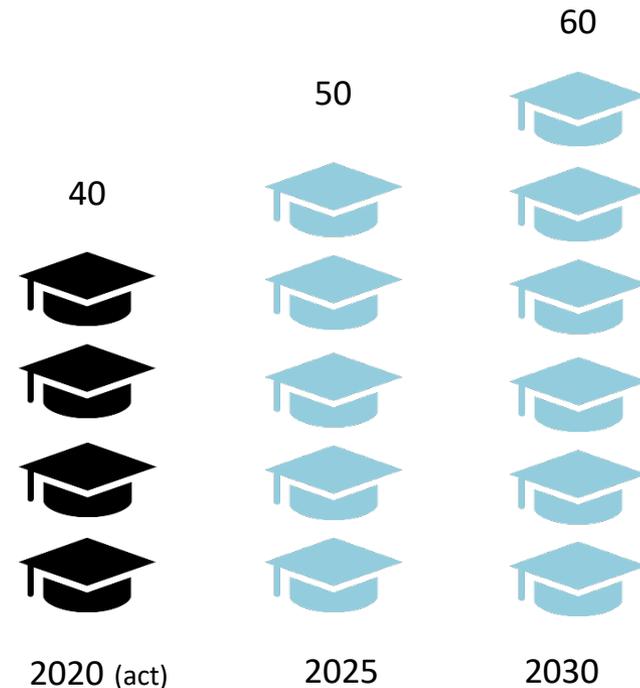
Community

Aspiration

Partnerships

Equity

Target Number of GUC Graduates



Strategies - Description

STRATEGY	DESCRIPTION
<p>1. ENHANCE UNIVERSITY RELATIONSHIPS</p> 	<p>GUC has strong relationships with its university partners and will look to further extend and nurture these relationships to ensure support for core courses. Initiatives focused on relationships and communication will include regular visits, joint committees, and fostering contacts across university areas.</p> <p>We will also seek collaborative opportunities in research and promotion of papers, and cross promotion of academics' abilities. These programs will also help to build GUC's leadership position.</p>
<p>2. BUILD BRAND AWARENESS & REPUTATION</p> 	<p>GUC has a strong desire to support more people in mid-west WA to complete a university qualification, locally. To build demand for the quality courses we support locally, we need to build strong brand awareness and understanding within target groups. Awareness and acceptance of locally supported university courses are necessary pre-cursors to student uptake.</p> <p>This strategy also aims to build our 'expert' brand position and to ensure that GUC and its partner universities are associated with local delivery. We will focus on promoting GUC and its partner universities, and becoming an expert representative on regional, rural and remote post-secondary education.</p>
<p>3. DIVERSIFY REVENUE</p> 	<p>To ensure long-term sustainability, GUC, while always working with partners to maintain mutually beneficial EFTSL share arrangements, will also focus on reducing sole reliance on EFTSL funding.</p> <p>This strategy aims to build diversified revenue streams. Initiatives will focus on accessing existing government HE funding sources and increasing regional and special purpose grants to support programs at the Centre.</p>
<p>4. OPTIMISE COURSE OFFERINGS</p> 	<p>To respond to increasing demand for a broader range of courses, and ensure viability of ongoing courses, we will continually review our course portfolio. A program of work will be undertaken to identify and support new, target undergraduate and graduate certificate courses in health, social services and technical spaces.</p> <p>We will also trial alternative professional short courses (micro-credentialing modules).</p>
<p>5. RESPOND TO CHANGING STUDENT EXPECTATIONS</p> 	<p>GUC will test and respond to changing student expectations of their student and social experiences. To implement this strategy, we will look to understand and develop different models of support where needed, including tutorial and campus experiences that add value for students.</p>
<p>6. STRONG ADVOCACY FOR RRR TERTIARY EDUCATION & STUDENTS</p> 	<p>We will use our strong position as a best practice model in regional university delivery to support the federal government's National Regional, Rural and Remote Education Strategy which aims to drive increased post-secondary RRR participation. GUC will advocate for regional tertiary education capacity and aspiration, developing better educational opportunities and pathways, and reducing the significant disparity in tertiary education outcomes for students from regional and remote areas.</p>