



INVESTMENT BANKING INSTITUTE
BUSINESS SCHOOL

**Investment Banking Institute
Business School (IBIBS)**

Strategic Objectives & Performance Measures (2010/ 2015)

Presented 22 March 2013 (Last Reviewed 20 March 2013)

Strategic Objectives & Performance Measures

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Strategic objectives & performance measures

The following performance measures and strategies are provided as an outline for each of the objectives for the proposed collaboration.

- Objective 1 – Business Operations;
- Objective 2 – Professional Relationships;
- Objective 3 – Marketing (Locally and Abroad);
- Objective 4 – VET Opportunities;
- Objective 5 – Graduate Outcomes; and
- Objective 6 – Additional Programs.

All of IBIBS's strategic objectives have been broken down and expanded into the following elements:

- Specific Output;
- Strategies;
- Performance Measures;
- Targets/Goals; and
- Input Resources Required (Inputs).

Objective 1 – Business Operation

Strategic Objective	1. Develop business operations of the institution internally and with collaboration partners through the delivery of high quality programs			
Specific Output	Strategies	Performance Measures	Targets/Goals	• Input Resources Required (Inputs)
Commence delivery of IBIBS course in 2014 in Victoria	Formalise delivery dates, modes and subject sequence to facilitate forward planning by students and course marketing team.	Appropriate students are sourced, that meet enrolment criteria and are formally enrolled.	Cohorts of 20 - 30 students are enrolled into each program.	<ul style="list-style-type: none"> • Student enrolment system • Program Marketing brochures • Website content & information
	IBIBS administration staff manage inquiries from prospective student professionally	IBIBS operational policies and procedures are developed, implemented and supported by Customer Relationship Management (CRM) software.	Operating policies and procedures reviewed and enhanced to meet existing future operational needs and future needs.	<ul style="list-style-type: none"> • Operating procedures • Staff induction & ongoing training • CRM software
	Recruit and induct highly qualified teaching and appropriate support staff for the IBIBS programs.	Sufficient and suitable staff are recruited into the operation for teaching, assessment and administration.	All staff inducted appropriately and meet annual performance requirements.	<ul style="list-style-type: none"> • Position Descriptions • Employment agreements • Induction training materials
	Secure suitable support resources for the program(s) including electronic materials and hardware/software.	Sufficient and suitable support resources are available to students.	Essential resources for each course/program available in soft and hard copy.	<ul style="list-style-type: none"> • Subject curriculum • Master Version of subject materials • Prescribed and recommended reading resources and other subject support materials
	Work toward a reputation of 'best value for money' education provider.	Achieve high satisfaction levels on subject evaluations and responses from CEQ data.	Consistently maintain top 10 CEQ ratings for good teaching, generic skills and overall satisfaction.	<ul style="list-style-type: none"> • Subject Unit evaluation forms/software/website • CEQ forms/software

Objective 2 – Professional Relationships

Strategic Objective	2. Develop relationships with various government, commercial and educational institutions and suitable professional associations to ensure program outcomes satisfy entry-level and professional development recognition for membership and/or employment opportunities for students			
Specific Output	Strategies	Performance Measures	Targets/Goals	Input Resources Required (Inputs)
Develop relationships with key organisations & professional associations.	Engage employers and professional bodies relevant to graduate career development opportunities	List of relevant employers and professional bodies maintained and current.	Grow number of relevant employers and professional bodies by three per year	<ul style="list-style-type: none"> • Operating policy & procedures • Staff training materials • CRM software
	Identify and disclose membership or recognition criteria.	Current membership or recognition criteria identified and documented.	Communicate criteria in writing to all relevant staff and students.	<ul style="list-style-type: none"> • Operating policy & procedures • Staff training materials • CRM software
	Target key executives within employer or professional bodies for ongoing point of communication.	Maintain regular documented communications with key executives	Minimum of three telephone and one face to face contact annually	<ul style="list-style-type: none"> • Operating policy & procedures • Staff training • CRM software
	Insert membership or recognition criteria into course materials and career strategies.	Current membership or recognition criteria incorporated into all relevant IBIBS documentation.	Documented review conducted annually and files actioned as required.	<ul style="list-style-type: none"> • Operating policy & procedures • Staff training materials • CRM software

Objective 3 – VET Opportunities

<p>Objective</p>	<p>4. Identify opportunities with current and future VET clients to encourage whole of life learning where appropriate into higher education programs of IBIBS</p>			
<p>Specific Output</p>	<p>Strategies</p>	<p>Performance Measures</p>	<p>Targets/Goals</p>	<p>Input Resources Required (Inputs)</p>
<p>Create whole of life learning partners with current and future VET clients.</p>	<p>Create strategies to form partnerships in whole of life learning.</p>	<p>Research new potential partners.</p>	<p>Specific parameters of partnerships are identified.</p>	<ul style="list-style-type: none"> • Operating policy & procedures • Staff material & training • CRM software
	<p>Commence whole of life learning collaboration with current and future VET clients.</p>	<p>network with all potential partners to identify specific necessities.</p>	<p>Execute formal arrangements with minimum of 5 parties annually.</p>	<ul style="list-style-type: none"> • Operating policy & procedures • Staff material & training • CRM software
	<p>Implement review of whole of life learning collaboration.</p>	<p>Undertake documented review of any actual partners.</p>	<p>Confirm two new partnerships per year.</p>	<ul style="list-style-type: none"> • Operating procedures • Staff training • CRM software

Objective 4 – Marketing

Objective	3. Develop marketing campaigns in domestic and international markets to enhance awareness of the institution to maximise interest from employers, professional associations and prospective students			
Specific Output	Strategies	Performance Measures	Targets/Goals	Input Resources Required (Inputs)
Increase brand awareness of IBIBS through strategic marketing to increase commercial outcomes.	Develop targeted marketing and advertising strategy (locally and abroad).	Create new markets accessed locally and abroad relevant to marketing plan.	Awareness level of IBIBS is supported by growth in agent and student inquiries.	<ul style="list-style-type: none"> • Marketing and advertising plan • Capital budget forecast • Advertising and promotional materials • Install CRM software
	Create awareness of various courses provided.	Grow number of course inquiries.	Inquiries grow by minimum 20% annually.	<ul style="list-style-type: none"> • Install CRM software • Advertising contracts & materials • Promotional Signage/banners
	Raise enrolments and academic profile within Victoria and elsewhere.	create course structures that reflect current professional needs including opportunities for flexible delivery.	Grow the number of applicants by 20% per year and number of first preference.	<ul style="list-style-type: none"> • CRM software • Enrolment agreements • Advertising and promotional materials • Signage
	Advertise through a number of distributions channels using different advertising mediums to maximise brand exposure of IBIBS.	Broader community and professional awareness.	Increase by a minimum of three editorials annually in suitable publications.	<ul style="list-style-type: none"> • Magazine /News Articles • Media releases • CRM software
	Develop follow-up strategies. To each distribution channel and medium	Undertake a documented review of marketing and advertising strategies that map ROI on identified mediums.	Forecast to increase conversion rate of enrolment inquiries by at least 5% per year	<ul style="list-style-type: none"> • Follow up operating policy & procedures • Marketing Staff materials & training • Install CRM software

Objective 5- Graduate Outcomes

Objective	5. Engage with universities to ensure pathways are achievable and outcomes are appropriate for graduates.			
Specific Output	Strategies	Performance Measures	Targets/Goals	Input Resources Required (Inputs)
Create innovative 'points of difference' strategies with partners for IBIBS.	Create specific parameters framework to develop innovative 'points of difference' strategies.	Formal Plan based upon best practice and perceived value.	Adjust plan each year.	<ul style="list-style-type: none"> • Innovation plan • Supported innovation group
	Conduct industry research plotting innovation against programs, industry needs and employer needs.	Conduct regular CAP sessions.	Minimum of three CAP meetings annually.	<ul style="list-style-type: none"> • Create Innovation plan • Supported innovation group
	Undertake and implement strategy.	Strategy introduced into marketing and advertising plan, course materials and administration/recruiting.	Plan implemented at least annually.	<ul style="list-style-type: none"> • Create Innovation plan • Supported innovation group
	Formally review strategy.	Conducted documented review of strategy.	Review of strategy conducted each year.	<ul style="list-style-type: none"> • Create Innovation plan • Supported innovation group

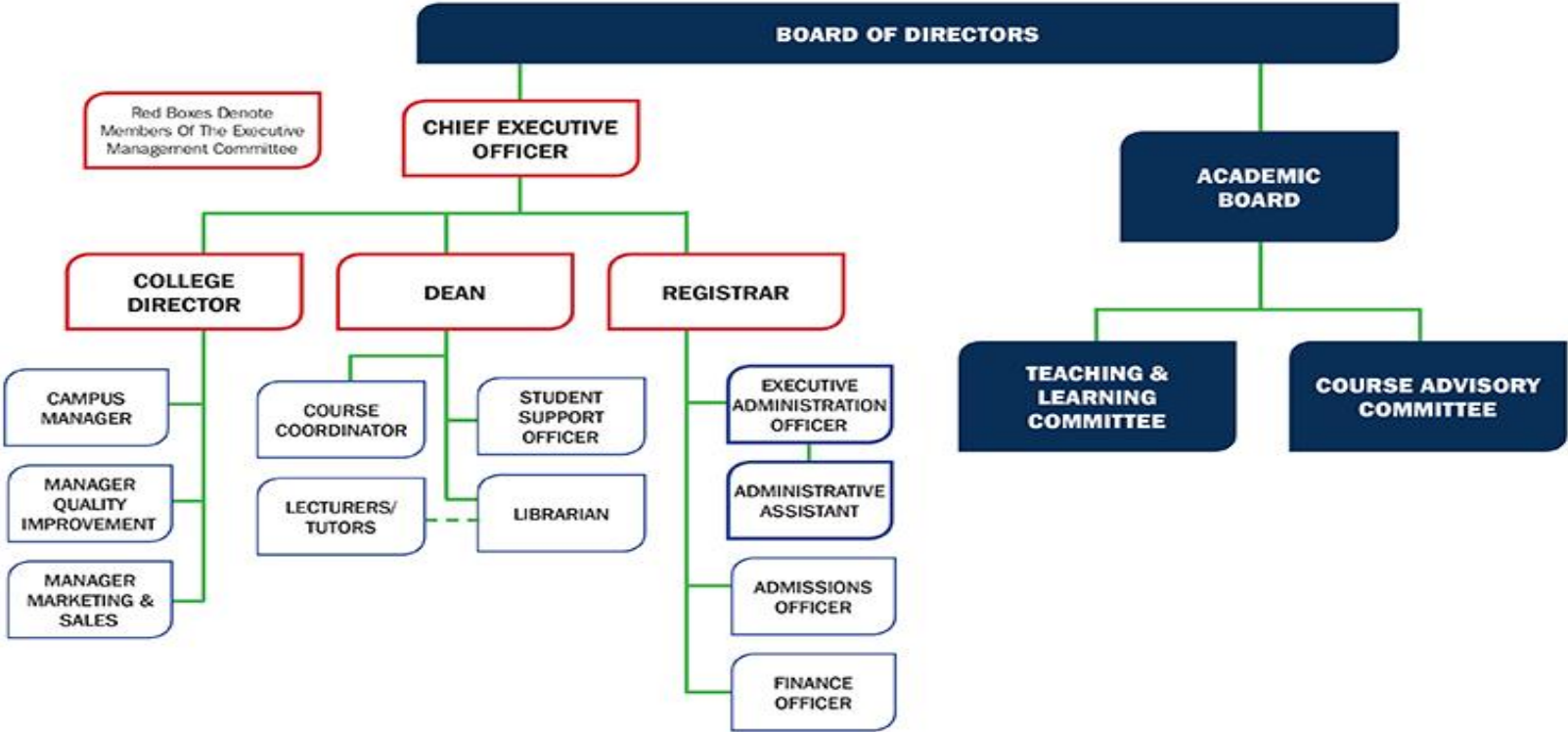
Objective 6 – Additional Programs

Objective	6. Create further higher education courses or subjects than those offered currently			
Specific Output	Strategies	Performance Measures	Targets/Goals	Input Resources Required (Inputs)
Create New higher education courses & subjects for delivery in Victoria	study employer requirements and skills shortages for Victoria and nationally	research and liaise with professional groups.	Undertake formal reviews each quarter.	<ul style="list-style-type: none"> • Create Innovation plan • Supported innovation group
	Plot industry/employer and skills shortages against programs offered	Create prioritised areas relevant to programs.	Deliver feedback to marketing staff about priority areas each quarter.	<ul style="list-style-type: none"> • Create Innovation plan • Supported innovation group
	Review strategy.	Conducted documented review of strategy.	Formal review conducted annually.	<ul style="list-style-type: none"> • Create Innovation plan • Supported innovation group

IBIBS Governance and Organisational Structure



GOVERNANCE AND ORGANISATIONAL STRUCTURE



IBIBS Strategic Objectives – Measurements- Goals
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