

## GRIFFITH UNIVERSITY - GRIFFITH COLLEGE JOINT STRATEGIC PARTNERSHIP COMMITTEE TERMS OF REFERENCE

### Context

Griffith College and Griffith University have entered into a co-operative arrangement in which the College operates as a higher education provider on a number of the University's campuses (currently Gold Coast, Mount Gravatt) providing University pathway programs leading to Griffith University degree programs. The University provides the College with services and facilities to assist in delivery of its programs and services, in consideration for which the College pays the University a fee.

### Role of Committee

Operational implementation of the Agreement is managed by different elements and committees within both institutions.

The role of the Committee is to act as a forum to:

- determine and implement solutions to impediments, develop effectiveness and efficiency solutions and identify strategic opportunities for business development, growth and expansion of the recruitment of students for College and University Programs;
- review the overall performance of the Parties under the 2020-2030 Agreement, identify any challenges restricting the Parties from achieving the objectives of the Agreement;
- ensure the coordination and alignment of marketing and promotional plans and activities to avoid duplication and maximize the impact of such activities;
- seek to resolve any areas of conflict between the parties;
- implement effective risk management of all issues to minimize or eliminate risks, threats and potential barriers to success of the collaboration contemplated by the Agreement; and
- establish relevant subcommittees as necessary to achieve the objectives of the Committee.
- consideration and resolution of any matters referred to it by any subcommittee or working party established to support strategy or policy matters impacting the Agreement.

### Membership

The Committee is comprised of senior executives of suitable office and authority nominated by each party.

| University                               | College                         |
|--|---------------------------------|
| Vice President (Global): <i>Co-Chair</i> | EGM UPA: Co-Chair               |
| Deputy Vice Chancellor Education         | College Director & Principal    |
| Chief Marketing Officer                  | Director Marketing & Admissions |
| PVC Griffith Business School             | Academic Director               |

All members are ex officio.

### Frequency of Meetings

The Joint Strategic Partnership Committee shall meet at least once every 12 months during the Agreement Term, and all reasonable attempts will be made to schedule one meeting per trimester.

## Supporting Subcommittees

Supporting the work of the JSPC are three subcommittees, and ad hoc working parties may be established as required.

| STUDENT EXPERIENCE SUBCOMMITTEE  |  |
|--|--|
| Student Experience Subcommittee is established to:   |  |
| <ul style="list-style-type: none"> <li>ensure seamless transition for students graduating from the College into the University (targeted working groups may be established as necessary); and</li> <li>monitor and evaluate provision of College student access to services and facilities.</li> </ul> |  |
| <i>Membership</i>  |  |
| University   | College                                  |
| <i>Griffith International</i>  | Director, Student & Academic Services    |
| Director, Griffith International or nominee (e.g. Manager, International Student Experience)   | Program Convenor (GC)                    |
| International Student Advisor (GC)   | Program Convenor (MG)                    |
| International Student Advisor (NA)   | Student Learning Advisor (GC)            |
| <i>Griffith Business School</i>  | Student Learning Advisor (MG)            |
| TBC  | Student Counsellor (GC)                  |
| <i>Griffith Health Group</i>   | Student Counsellor (MG)                  |
| TBC  | Student & Academic Services Manager (GC) |
| <i>Arts, Education &amp; Law Group</i>   | Student & Academic Services Manager (MG) |
| TBC  |  |
| <i>Griffith Sciences</i>   |  |
| TBC  |  |
| <i>Griffith Student Administration</i>   |  |
| Director, Student Services   |  |
| Coordinator, Orientation & Transition, Student Success   |  |

| STUDENT ADMINISTRATION SUBCOMMITTEE  |  |
|--|--|
| Academic Services Subcommittee is established to:  |  |
| <ul style="list-style-type: none"> <li>implement new academic programs and changes to existing programs;</li> <li>oversee University/College system integration projects (targeted working groups may be established as necessary);</li> <li>oversee student admissions and articulation issues (international and domestic); and</li> <li>manage other matters that arise from time to time.</li> </ul> |  |
| <i>Membership</i>  |  |
| University   | College  |
| Deputy Academic Registrar (Chair)  | College Director & Principal (Deputy Chair) or nominee |
| Snr Manager, Academic Services   | Academic Director                                      |
| Snr Manager, Domestic Admissions   | Director, Student & Academic Services                  |
| Deputy Director Griffith International   | Admissions & Recruitment Managers                      |
| Director, Student Administration   | Quality & Compliance Manager                           |
| Manager, Academic Credit Transfer  |  |
| Manager, International Admissions  |  |
| Student Centre Manager GELI, by invitation.  |  |
| Subcommittee Secretary   |  |

## MARKETING & RECRUITMENT SUBCOMMITTEE

Marketing & Recruitment Subcommittee is established to:

- ensure cohesive and optimized development and implementation of marketing strategy and initiatives; and
- ensure efficient and effective use of resources and consistency in marketing messaging across the University and College.

### *Frequency of Meetings*

The Marketing & Recruitment Subcommittee shall meet in coordination with the JSPC schedule of meetings which is to meet at least once every 12 months, and all reasonable attempts will be made to schedule one meeting per trimester. M&R Subcommittee Meetings are to be scheduled 2-4 weeks prior to each JSPC meeting.

### *Membership*

| University                                   | College  |
|--|--|
| Director, Marketing & Brand Strategy (Chair) | Director, Marketing & Admissions                           |
| Director, International                      | Admissions & Recruitment Mgr - Domestic (as required)      |
| Director, International Marketing            | Admissions & Recruitment Mgr - International (as required) |
| Relevant representatives (as required)       |  |