UniSA Online Launch

Time: 4:30pm – 6:00pm
Date: Wednesday 29 November, 2017
Place: Yungondi Atrium
• Good afternoon.

• One of the many great advantages of being a University of Enterprise is that when you set out to create something new and exciting that adds value to your business model, other things happen that are just as valuable.

• Just like Dr John Pemberton who was forced by America's Prohibition laws to replace wine with sugar to sweeten his nerve tonic,

• and came up with Coca Cola,

• so it was with delivering UniSA Online. It gave us an opportunity to take a fresh look at many of our programs, and some new ones, so that they could be presented in a truly online manner.

• It also gave us a new Customer Relationship Management system to help us manage our relationships with current and future students
• a system that was implemented in a time frame that most other organisations would find impossible.

• Re-thinking some of our programs took some courage.

• It involved questioning the teaching model we've had all these years, and overturning it.

• It involved thinking about how students participate interactively,

• how comfortable and knowledgeable they are with technology and how they absorb information.

• Besides coming up with a new suite of high-quality, 100% online undergraduate courses that can be studied anytime, anywhere,
• we developed each and every one of these degrees from scratch –

• at every point, considering how we can teach to the highest standards in an online environment, while maintaining a focus on developing the skills employers are looking for today.

• All this, like Coca Cola, was new knowledge that will help us to attract new audiences and to enhance the experiences of the audiences we have.

• The importance of UniSA Online cannot be overstated.

• No pressure there folks.

• In 2013 when we planned how we intended to grow into the future, we knew that we were in the middle of the age of digital disruption and learner enablement.
• We recognised that digital disruption provided genuine opportunities for curriculum transformation, improved student accessibility to education, and an enriched student experience.

• We have an obligation to provide students with the best possible learning resources, to encourage deeper and broader intellectual engagement and to support personalised learning and assessment strategies.

• But our digital learning strategy extends beyond the support we provide for our current students.

• It will become a vehicle through which our academic staff will become educators for a global audience.

• By 2020 we want to be recognised internationally as a leading university for its use of innovative digital technologies to ensure a high quality student learning experience.
• So UniSA Online was not a case of us taking what is presented on campus and putting it online

• It is re-inventing who we are and what we teach, to become a University for the 21st century.

• And as a University of the 21st century we want to take advantage of larger market opportunities -

• to become the University of Australia perhaps.

• Which is why we have embraced Online completely and we're doing it in a way that puts us ahead of our competitors.

• There are many people responsible for taking us to this point in time and I would like to thank all of you.

• From the UniSA Council and SMG to Allan, Tom and the project team
• to the Divisions who overcame the challenge of change and got on board with this

• and to all the supporting units who put their people and their expertise to work to get UniSA Online online.

• You all have embraced challenges, looked for solutions, learned from each other and other organisations outside of the University and even the sector.

• The way that so many different areas across the University worked together to make this happen is the embodiment of Australia's University of Enterprise

• and is a prelude to how we will work together in the future which you will see when we launch Enterprise 25.

• I've been very proud to watch the level of passion, professionalism and collaboration that you have shown to deliver this project - which is quite unique in our market in many ways.
• We have a long and proud history of reaching out and bridging barriers to higher education, dating back to the 1990s when we were one of the largest providers of distance education in Australia.

• 30 years ago, we were a leader in distance education - and now we are leading again.

• When we operate as one team and put our minds to something, nothing is beyond us

• Thank you for all of your efforts in putting UniSA Online and starting a whole new chapter in our success.