



THE UNIVERSITY OF
MELBOURNE

MSPACE

Professor Simon Bell
Head of School



First, Let's Dispel A Rumour

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14 February 2019



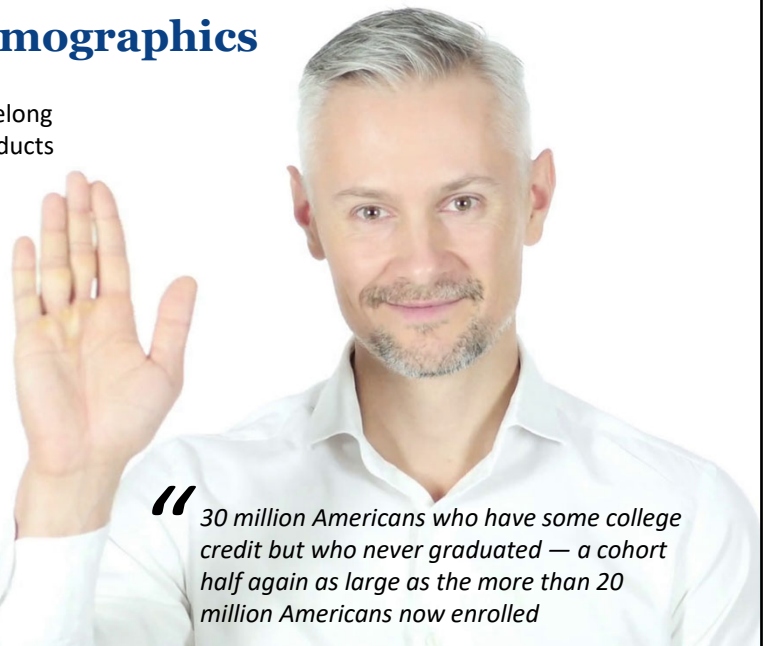
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An Evolving Context for Education



New Learner Demographics

Traditionally, universities have *welcomed* lifelong learners but have typically not built any products specifically *for* them



“ 30 million Americans who have some college credit but who never graduated — a cohort half again as large as the more than 20 million Americans now enrolled

Gardner (2018) Chronicle of Higher Education



The Rise of the Protean Career

The boundaryless career in which the individual's psychological contract is with one's self rather than the organisation

How Many Careers
Will You Have In
Your Lifetime?



New International Opportunities

The on-line era opens up the possibility of serving regional, inter-state, and international markets
... at scale

“ ..a \$6,000 degree in hospital administration that can be studied online from India

Deakin University launches low-cost hospital degree to encourage Indian students

Robert Bolton

Mar 11, 2019 — 11:00pm



FINANCIAL REVIEW



More Discerning Corporate Clients

In custom education, Universities have historically set the tone for what must be included in an accredited program

Increasingly, clients want more of a say in:

- what is taught
- the mode of delivery
- how impact is measured

preview	pwc program "MC" previews module				
intro + prep	practice hook	research domain orientation	pre-reading (link) + reflection prompt		
lesson 1	practice hook	module lead video lecture (2 parts) with activity	point / counterpoint	expert interview	pwc short feature recap + activities
lesson 2	practice hook	module lead video lecture (2 parts) with activity	point / counterpoint	pwc video case	reaction/discussion recap + activities
lesson 3	practice hook	module lead video lecture (2 parts) with activity	point / counterpoint	pwc feature	reaction/discussion recap + activities
summary	pwc program "MC" summarizes module, prompts self-study				
ALP	assignment, assigned readings, forum discussion prompt				

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Our University's Response is MSPACE





How will MSPACE get there?

Our uniquely positioned school ...

- 85 professional staff (learning design, production, project management, customer service, marketing)
- 5 specialised academic staff

... will build world-class educational products to the market

1. Divisional Programs: Courses in and of Academic Divisions, supported by MSPACE operations.
2. Shared Programs: Courses where MSPACE, Academic Divisions or external parties share delivery risk and return
3. MSPACE Programs: Courses where MSPACE develops and offers the course to the market using internal and/or external resources.

*Taking the best of what we offer
to new markets*

*Innovation & new market access
through partnerships*

*Radical innovation &
experimentation*

What we've built already

Graduate Certificate in Clinical Teaching

- 36% of enrolments are from regional Victoria
- 28% are from interstate
- 3% are international





What we've built already

Master of Evaluation

- 5% of enrolments are from regional Victoria
- 44% are from interstate
- 22% are international (accessing policy professionals in remote locations)



**How Might MDHS
and MSPACE
Work Together
Most Effectively?**





We Should Start with a Great Strategy

1. Making choices about which markets we want to serve
2. Choices about modes of delivery
3. Making difficult choices about what we *won't* be building (for now!)



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We Should Have a Sense of Our Capacity to Deliver

1. Clarity on what capacity MSPACE have to build new products
2. Looking inside MDHS for capacity:
 - Motivation (e.g., workloads)
 - Ability (e.g., skill development, shadowing)

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Seamless Integration of Our Respective Teams

1. Clarity on roles
2. Ease of access
3. Faster turnaround

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Thank you

Chancellery (Academic)