



THE AUSTRALIAN NATIONAL UNIVERSITY

THE GRADUATE SCHOOL

**A REPORT ON THE STOPOVER GRANTS
SCHEME**

Lorraine Lewis and Ray Spear

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RATIONALE

The International Education Office (IEO) has the main responsibility at the ANU for the recruitment of international students, and in this it carries out the usual activities performed by most universities, including several major overseas missions each year. Some academic areas, such as the National Centre for Development Studies, also do their own direct overseas recruitment.

Surveys undertaken over the past few years have emphasised the importance of personal contact in recruiting graduate students, particularly at the PhD level. Since 1991, all newly enrolling graduate students have been invited to complete a simple questionnaire indicating what factors they considered significant in their decision to come to ANU to do graduate study. The form used in 1996 is shown in attachment 1. A survey of this type has obvious limitations. For example, it gives no indication of why students choose not to come to the ANU. However, it does indicate the factors that influential for students who did come.

The most recent summary of survey results is presented in Graduate School Occasional Paper GS97/4. A selection of the 1996 results for international students is shown in Table 1.

Table 1: Summary of 1996 recruitment survey results for international students for selected factors (in percentages)

(RESEARCH = PhD + M(Res); COURSEWORK = M(Coursework) + Grad Dip + Grad Cert)

INFORMATION SOURCE	Research	Coursework	Total
Newspaper or Magazine Advertisement	4	8	6
ANU Promotional Literature	19	43	31
Recommendation from ANU Staff	28	17	22
Recommendation from Staff of your Own Institution (other than ANU)	45	17	30
Recommendation from Former ANU Student(s)	21	22	21
Recommendation from Sponsoring Agency	10	20	15
ANU's Reputation in your field	72	29	47
ANU's Presentation at Education Exhibition/Fair	2	5	3
The Canberra Environment	15	13	13

For research students, ANU's reputation was significant for 72%. Otherwise, personal recommendation was the major factor (28% ANU staff, 45% staff of own institution, and 21% former ANU students), with 19% influenced by ANU promotional literature.

For coursework students, ANU's reputation is less important (29%), personal recommendation is somewhat less significant than for research students (17%, 17% and 22%), while ANU promotional literature is a major factor (43%)

These results indicate that it is important to facilitate personal contact and strategic distribution of literature.

The stopover Grants scheme initiated at the suggestion of the then Deputy Vice-Chancellor Professor Terrell in 1993, does just that.

OPERATION

Academic Staff travelling overseas in the course of normal professional activities, eg, conference attendance, outside studies leave, are encouraged to "stopover" at strategic locations to visit local academic institutions to promote the ANU as a place for graduate study. This can be done through presentation of seminars; discussions with students, academic colleagues and administrators; distribution of ANU promotional literature; and the exploration of possible research links. The stopover grants are intended to facilitate these activities by meeting part or all of the extra expenditure incurred. Individual grants of some hundreds of dollars are involved. The funds have been provided by IEO, although in 1997 an additional \$15000 has been provided from a special Recruitment Fund.

The scheme is administered by the Graduate School. Staff are invited to submit proposals, preferably on a single page, indicating what promotional activities they have in mind. They are then advised of the funding to be provided, and before departure they are briefed by the Dean of the Graduate School and arrangements are made to send ANU literature for collection on arrival at their destination. Upon return,, they are requested to submit a written report and to acquit the grants provided. A copy of a letter to all academic staff in July 1997 is at attachment 2.

RESULTS

From the scheme's inception in 1993 until September 1997, grants totalling \$44580 have been made to 88 members of staff to visit approximately 29 countries. Costs of mailing literature have also been met. The following countries have been visited:

Japan, USA, Canada, UK, Germany, Indonesia, China, South Africa, Spain, Ireland, France, India, Brazil, Botswana, Vietnam, Denmark, Czechoslovakia, Singapore, Taiwan, Holland, Thailand, Hong Kong, Malaysia, Finland, Turkey, The Philippines, Papua New Guinea, Belgium and Italy.

The following are extracts from some of the reports:

I attended six universities where I promoted the Graduate School at ANU. In each case, I spent about 10 minutes, before the scientific part of my seminar, going through overheads summarising the nature of the school. In all cases I distributed relevant promotional material and in four cases I presented the departmental head with a 15 minute video on ANU. Thank you for the support to do this. I believe it was worthwhile at least in promoting ANU. Hopefully it will help the Graduate School as well

I believe that the opportunity to promote the ANU, its Graduate Program, and in particular the Graduate courses in the School of Music was an outstanding success. The USA is 'ripe for plucking', and they are used to paying....but we have only touched the fringe of the potential to attract graduate students to the ANU. Thank you for your financial support. I believe the investment is already producing rewards and will continue to do so.

I talked to students and faculty members at IMPA (Instituto de Matematica Pura e Aplicada) and distributed promotional material ... Two students have shown some interest in applying for a PhD and ANU in 1996. I spent a considerable amount of time talking to them about our program, the University in general and life in Canberra. Finally, I would like to thank you for your support and to stress the importance and effectiveness of such promotional activities.

I attended two conferences in China and after the conference I have been invited by scientists to present seminars and set up research links with Professor Zhijuan Gu, Molecular Biology group, Beijing 301 Hospital, Beijing.

I lectured at all three venues and met with graduate students for individual talks at both universities. The printed information on the ANU you gave me to distribute was well received and I answered many questions about study here.

Four lectures were given (as opposed to the planned three), various intensive workshops were also hosted, three Universities were given the CSA-CAAS archive CD-Rom as gifts, and finally contacts have been made which will be of invaluable help in the future, especially when the regions of Asia that I visited finally become online (via the Internet).

By the nature of the scheme, there is no simple way to evaluate its effectiveness. However, given that sending one person from Australia on a promotional mission will often cost about \$10 000, it is a relatively cost-effective means of promoting the ANU's graduate education in a wide variety of countries, especially as it involves focussed presentations by academics predominantly in their areas of expertise.

Attachment 1

THE AUSTRALIAN NATIONAL UNIVERSITY GRADUATE SCHOOL RECRUITMENT SURVEY OF NEW GRADUATE STUDENTS

The University would like to ensure that its procedures for contacting and recruiting graduate students are as efficient as possible. It would be most helpful if you were to fill in this questionnaire. Please return it to the Graduate School office, Chancelry Annex.

(Please add any additional comments on rear side of this form)

1. NAME (Optional): _____ SEX: M F
2. CITIZENSHIP:
3. INSTITUTION WHERE FIRST DEGREE OBTAINED:
4. DEGREE FOR WHICH YOU ARE ENROLLED: PhD Master (Research) Master (Coursework)
 Grad Dip Grad Cert
5. WHAT FACTORS DO YOU CONSIDER WERE SIGNIFICANT IN YOUR DECISION TO COME TO THE ANU TO DO GRADUATE STUDY? (Tick more than one square if appropriate).
 - a. RESIDENT OF CANBERRA
 - b. NEWSPAPER OR MAGAZINE ADVERTISEMENT
 - c. ANU PROMOTIONAL LITERATURE Handbook
 Prospectus
 Poster
 Brochure/Leaflet
 - d. RECOMMENDATION FROM ANU STAFF
 - e. RECOMMENDATION FROM STAFF OF YOUR OWN INSTITUTION (other than ANU)
 - f. RECOMMENDATION FROM FORMER ANU STUDENT(S)
 - g. YOUR EXPERIENCE AS AN ANU VACATION SCHOLAR
 - h. RECOMMENDATION FROM FORMER ANU VACATION SCHOLAR
 - i. IMPRESSIONS GAINED FROM VISIT TO ANU CAMPUS
 - j. YOUR EXPERIENCE AS AN ANU UNDERGRADUATE
 - k. RECOMMENDATION FROM SPONSORING AGENCY
 - l. ANU's REPUTATION IN YOUR FIELD Staff
 Research facilities
 - m. ANU's PRESENTATION AT EDUCATION EXHIBITION/FAIR
 - n. THE CANBERRA ENVIRONMENT
 - o. OTHER (please specify) _____
6. DATE: _____

Attachment 2



THE AUSTRALIAN NATIONAL UNIVERSITY

THE GRADUATE SCHOOL

CANBERRA ACT 0200 AUSTRALIA

TELEPHONE: +61 6 249 5922

Dean

FACSIMILE: +61 6 249 4829

Professor R H Spear

EMAIL:

Graduate.School@anu.edu.au

MEMO

17 July 1997

To: All Academic Staff

Re: "Stopover Grants"

Surveys undertaken in recent years demonstrate that personal contact is probably the most effective procedure for recruitment of graduate students, particularly at PhD level. It is possible that academic staff travelling overseas in the course of normal professional activities could usefully stop over at strategic places to meet academic staff and students at local institutions to promote the ANU as a place for graduate study. This could include, for instance, seminars, discussion with colleagues and students, and the exploration of possible research links. In order to facilitate such activities, money is available from Full-fee funds to contribute to the incremental cost involved in recruiting stopovers. Individual grants of some hundreds of dollars are envisaged. Staff members wishing to apply for "stopover grants" should write to me outlining what they propose to do, where and when. This should be done at least 4 weeks before departure to allow sufficient time for dispatch of literature to overseas locations at minimum cost. Arrangements will be made to brief staff before departure and a short report will be required upon return.

This scheme was first suggested by Professor Terrell when he was DVC, and has operated for several years. Not only is it cost effective, but it also involves focused presentations by academics who are expert in the areas concerned. From the scheme's inception in 1993 until the end of 1996, 65 academics had been funded to visit more than 22 countries, at a total cost of about \$34000 (plus postage costs for mailing literature).

Ray Spear