Task Force to examine Institute priorities

A Director's Task Force has been appointed to determine Institute priorities affecting the budget for 1985, and other issues of longer-term concern.

At its November meeting at the Frankston campus, the Institute Council voted to adopt the Draft 1985 Budget, subject to an examination by the Task Force on issues of immediate concern.

It will be required to report back to the Director, Mr Patrick Leary, with recommendations for consideration at the December meeting. Mr Leary's offer to establish the Task Force was made at a special meeting of the Finance Committee on 29 October, at which the Draft Budget was the focus for discussion.

At that meeting, the Finance Committee voted to:

- Approve the Draft Budget to Council for adoption, with a vote of thanks to the Budget Planning Committee for the 'work undertaken to prepare the budget under conditions of restraint'.
- Accept Mr Leary's offer to establish a Task Force to examine aspects of improved efficiency and press for higher funding levels.

Some areas of concern raised by various quarters following the 1985 budget, centered on priorities set by the Director and Council.

The Task Force was:

- The Development of the Faculty of Technology.
- The establishment of an Assistant Director's Office at Frankston.
- A centrally held fund to provide for replacement staffing for staff absent on extended sick leave, long service leave, maternity leave, etc.
- Chisholm's preparation for the achievement of declared status.
- The role of the public relations and student union sabbatical officer, commencing during 1984.
- VCSA Chisholm Branch's response to the draft budget also raised a number of areas of concern.

In a paper received at the special Finance Committee meeting, VCSA Chisholm chairperson, Ms Maggie Kijey, said a number of the priorities set for the budget meant that 'the residue that has been left for essential services has been reduced'.

- More page 2

Stage set for Bus. Tech. appeal

Preparations for Chisholm's launch into the realms of public fund raising with the Centre for Business Technology as the focus, are well underway.

Resident Counsellor from professional consultants, Downs, Venn & Associates, Mr Paul Greenaway, says the stage is now set for the intensive phase of the appeal to begin in February next year, for capital funds to equip the new Centre for Business Technology.

Chisholm Council voted in August to support the proposal following a preliminary survey carried out by the consultants, which concluded that the Centre had the potential for a successful fund-raising campaign which could attract as much as $1-million over five years.

From now until February, work on the appeal will be purely preparational.

To date, a steering committee has been appointed, comprising representatives from Chisholm staff, Council and the community, with Council President, Mr Ken Green, as Chairman.

Four sub-committees have also been established: They are the:

- Case Statement Sub-Committee.
- Listing of Prospects Sub-Committee, which investigates potential donors.
- Public Relations Sub-Committee (set up to publicise the Centre itself rather than the appeal).
- Government Submissions Sub-Committee.

Mr Greenaway says at present, priority is being given to the case statement, concentrating on the case for the establishment of the Centre and the need for a capital appeal.

The final draft of the case has just been completed.

In addition, submissions are now being prepared to government departments, and organisations the Steering Committee has identified as potential users of the Centre, such as banks, retailers, chartered accountants, trade houses, the mining industry, etc. and of course, the computer industry itself.

Individuals identified by the Committee as willing to support the Centre, and who have had past association with Chisholm or other of the Schools involved in the venture (David Syne Business School and the School of Computing and Information Systems), will also be approached.

Mr Greenaway says although the initial target for the appeal has yet to be established, 'the anticipated total will be in the range of $750,000 to $1-million'.

The Steering Committee is currently in the process of drawing up a list of priorities for 1985, and Executive Directors of the Centre for Business Technology, Mr Bob Grant (SCS) and Mr Ken Greenhill (DSBS), are 'fine tuning the total'.

Other preparational work is being undertaken by the Public Relations Sub-Committee, which is putting together promotional material in conjunction with the Public Relations Office, and the Educational Development Unit which is producing an audio-visual promotional tape.

Mr Greenaway says the Steering Committee regards the Centre as a 'shotgun operation for the whole Institute' - it will influence the organisational structure and management throughout the Institute, and since it will be acting as a model for outside industry and commerce, will help Chisholm's organisation cope with the new business technology.

- More Page 3.
Caulfield Plaza, a once ailing shopping centre, has a community need since the vacant possession of the site, Mr Alan Hamstead, says by the now been fully tenanted. 'Desire to stay on.'

"This has obviously satisfied a community need since the vacant shops, in a shopping centre with a large storey hall suitable for sports and entertainment, a cafe with internal and external facilities, some retail space and space for student services."

The site will be fully landscaped.

As formerly first president of the Caulfield Institute Student Union, and first student representative on Council, Mr Hamstead says he is 'thrilled to bits that after 12 frustrating years, the development of a Planning and Development Committee would provide the sort of direction the Institute needed in setting its future priorities."

The Director's Task Force, comprising external members of Council, nominees of the Director and members of staff and Student Union, will review the priorities set for 1985, and other issues raised, to determine whether or not they should be included in the 1985 budget.

In the longer term, the Task Force will investigate possible strategies for improving efficiency, working conditions for staff, and teaching methods, and to press for increased funding levels for the Institute, in the light of the tight budgetary climate.

A paper submitted to Council by academic staff representative, Mr Arthur Crook, suggested several strategies for managing the proposed strategies for managing the adaption to the proposed funding levels will also be raised with the Director's Task Force, for action in both the short and long term.

Mr Crook has given the Task Force until March next year to come up with recommendations on a range of issues affecting Caulfield's long-term well-being for consideration at the April Council meeting.

Caulfield Plaza site plan, showing existing buildings, including Caulfield Plaza, and proposed developments.

Business Deans look to future

Deans of Business Schools at major Institutes of Technology throughout Australia convened on Caulfield on 1 and 2 November, for the Annual Deans of Business meeting.

The delegates were welcomed by the Acting Associate Director, Mr Gerry Maynard, who noted the eight key issues facing tertiary education as identified by the Chairman of the Advanced Education Council, Mr Greg Wilkinson. These were:

- Increased participation in undergraduate courses, with prescribed fields of study and tight quotas.
- Increased equity in tertiary education for disadvantaged groups.
- The need for research efforts to be based on national priorities.
- The need for improved public perceptions of tertiary education.
- The need for closer relationships between education and other sectors, and fluidity between the tertiary sector and private and public sectors.
- Promotion of new areas of tertiary education, for example, two tier courses.
- Re-examining of vocational courses.
- Re-examining of ways of paying for tertiary education.

A highlight of the two day meeting was an address by Mr Alan Wilkinson, the Chairman of the VPSCE Working Party on Business Education, which recently released its 100 page report.

Mr Wilkinson told the meeting the major issues confronting business educators in particular, in the light of the findings of the Working Party were:

- The need for a long-term strategy, a 'vision of the future' where business educators worked to develop the relevance of their courses and services for the community.
- The need for a fundamental re-examination of funding for business education—a national inquiry into levels of recurrent and capital support, including internal mechanisms for allocating quota funding.
- Other topics discussed at the meeting included continuing education and executive programs, the sharing of visitors, and the role and structure of Institutes of Technology in relation to universities.

- Pictured (left-right):—Dr Roger Wettenhall, Head of the School of Administrative Studies, Canberra CAE; Dr Bernie Wolff, Head of the School of Business Studies, Queensland Institute of Technology; Dr Ken Faragher, Dean, Graduate School of Management, RMIT, Mr Maynard; Mr Wilkinson, Professor Ray Molloy, Elton Mayo School of Management, South Australian Institute of Technology; Mr Matt Hunter, Dean, Faculty of Business, Swinburne Institute of Technology; Dr Ken Tucker, Dean, DBSS; Dr Ken Miller, Head, School of Marketing (representing the Dean, Faculty of Business), UNSW Institute of Technology.

First CIT Head dies

Caulfield Institute of Technology's first Principal, Mr Austin Lambert, has died.

He was appointed in 1959, replacing Mr J. Kerpet as Principal of the then Caulfield Technical College.

During his 11 years in that position, several significant changes took place, including CIT's affiliation in 1965, with the new administrative body for non-university tertiary institutions, the Victorian Institute of Colleges.

Mr Lambert was succeeded in 1970 by Mr Harley Hailshead.

Mr Lambert died on 4 November after a prolonged illness.
Mr Horley made the recommenda-
tion in a report to the Board on this year's Contact activities.

Since 30 July when the Contact program was established, he had found the 'workload and ex-

Continued on p. 7

The success of the program, incorporating information supply, commitments, commitment, and the drop-in, was due 'entirely to student participation and student involvement, and that growth was in response to student need.'

Mr Horley said the provision of information and access were the key concerns in the area.

An 'Information Week' had revealed that most students have on any of the major concerns affecting their lives directly, and what they need to do is address these concerns satisfactorily to ensure survival'.

The question of access of information and services was being addressed by Contact staff who had developed excellent relations with service providers.

Contact acted as a referral point to, and where appropriate a liaison with, Community Services, Schools, the Institute administration and management assisting students with all kinds of problems from health to assignment deadlines.

The system for dealing with numbers of problems expediently has been a real co-

operative effort involving Schools, the Student Union and the Director and has 'demonstrated some excellent results', Mr Horley said.

Nevertheless 'these concerns need to be addressed effectively at present, but human resources are the problem'.

'By coming in where it does, Contact addresses problems before they get out of hand, thus relieving stress on both students and staff. 'I think this service has generated some terrific relationships between the Student Union and the Institute and fostered a real spirit of co-

operation that is of ultimate benefit to the student user,' Mr Horley noted.

In addition to its work within the Institute, Contact had spread its wings outside as part of a develop-
ing national association.

Proposals for expanding Contact's role next year included:

- The placement of two School of Sociology, Business School students with Contact (dis-
cussions had been held with the acting Dean and the placement would 'represent a major ad-
vancement in the development of policy in key areas in student education and student welfare')

- A host scheme to introduce new students to the Institute (a sub-
mission for funding had gone to the Ethnic Affairs Commission)

- Focus on the United Nations declared 'International Year of

- 'Theme Weeks' providing students with information and resources on such themes as the law, housing, sexuality, and community affairs.

As well as a drive to involve more students in staffing Contact and gaining the two placement students as workers, consideration should be given to appointing a full-time youth worker to be employed within a framework of a clear policy on the management and evaluation of the program.

The Acting Academic Registrar, Mr Alan Young, says the Institute male/female student ratio has pro-
duced in female enrolment in the past decade from 3.9/1 to this year's 1.5/1.

This has been partly due to the expansion of the Institute enrolment and female student numbers have been well represented, and partly to increases in female enrolment in non-traditional areas.

But increases in enrolment in non-traditional areas can be limited by the availability of female applicants.

Mr Young notes, for example, that female enrolment in engineer-
ing remains very low despite a concerted effort over the past five years to attract women to the profession.

Dr Moni Storz, Senior Lecturer in Sociology, says the figures represent a multitude of factors, including the education system through which students pass before reaching tertiary level, and the whole socialisation process.

Both tend to stream males towards certain vocations and areas of study, and females towards others.

A newly published 'Girls and Tomorow: The Challenge for Schools', the report of the Chisholm Institute's Working Party on the Education of Girls, dealing pri-

mainly with girls in secondary school means they are at secondary school means they are at

mentally closed off from many careers, as the enrolment figures in
to careers, as the enrolment figures in
to careers.

Female education, notes the problems
to careers, as the enrolment figures in
to careers, which are
to careers, which are

to careers, which are

and which are

likely to lead most directly to high income and status.

For example, Chisholm's own Industrial Engineering department is having the satisfaction of seeing every one of its graduates offered jobs -- most before they have even completed their courses.

A recent report in 'The Age' indicating that the highest paid and highest status profession and a quick check on starting salaries for graduates indicates that the male dominated courses are the ones which tend to attract the best incomes.

As a result, girls drop the maths and science subjects.

The Myers Report in 1980 noted that 'more than 25 percent of boys satisfy tertiary entrance qualifi-
cations with two mathematics, physics and chemistry, but only six percent of girls do so with at least general mathematics, compared with less than 20 percent of girls'.

The effects of socialisation reach down into primary levels, the Working Party noted.

A study last year found grade four boys did better on a computer test than did girls with similar general abilities.

The boys' performance was related to both their ability and attitude towards computing; the girls' performance was unrelated to ability, but was related to a mix of appreciation about computers and a perceived lack of usefulness of learning computing.

Both Dr Storz and 'Girls and Tomorow' note that the failure of girls to do maths and sciences at secondary school means they are effectively closed off from many careers, as the enrolment figures in the business and particularly tech-

nology areas at Chisholm show.

And these are the careers which are in big growth areas, and which are likely to lead most directly to high income and status.

This system is given high priority in the USA where, Mr Greenaway notes, 'Development Directors are a part of every Institute and School to set them on the train of affiliation involving every organisation and individual in the life of that institution by communi-
cating with them regularly. inviting them back for social functions and seminars, and offering them the use of the institution's facilities'.

This is now happening at some independent schools in Australia. Potential donors to Chisholm not only have to be capable of giving something, they have to be willing to give, and to be willing they have to be informed about the Institute and to be part of its development or growth.

Mr Greenaway will be resident at Chisholm until 4 May next year, when the intensive phase of the campaign is due for completion.
**Children’s fun day**

Chisholm’s Student Union Contact Centre and Children’s Services organised a ‘Children’s Fun Marathon’ on Friday 26 October at the Caulfield campus.

About 40 children of Chisholm staff and students enjoyed a host of activities, including dancing, music, building a space rocket, and painting a mural on the front of the Union building.

It was organised as part of the Victorian Government’s Children’s Week, held from 21 – 25 October.

*Pictured: Welfare Committee representative, John Holley gets into the spirit of the occasion with one of the 40 children who took part.

**Economic Terms in 3rd edition**

The third editions of ‘Australian Educational History’ by Dr Charles Noble, Head of Chisholm’s Educational Developmental Unit, have just been published by Longman Cheshire.

Over 160 new and revised entries have been included, reflecting changes in the structure and operation of the Australian economic since the second edition appeared in 1977.

Dr Noble says that the book has been found useful by economists, students in colleges and secondary schools.

It is unique in providing a comprehensive lexicon of economic concepts as used in the Australian context.

The book was revised while Dr Noble was on part-time secondment as subject leader in Microeconomics in the David Syne Business School.