

Office of the Vice-Chancellor  
Office of Corporate Affairs

# STRATEGIC PLAN 2009-11



**CHARLES STURT**  
UNIVERSITY



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# Purpose and Values

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Our purpose is to build and sustain mutually beneficial relationships and practices that advance the University's reputation and financial goals.

## **We value:**

- ◆ integrity
- ◆ courtesy
- ◆ respect
- ◆ confidentiality
- ◆ responsiveness
- ◆ equity
- ◆ access
- ◆ responsibility
- ◆ professionalism
- ◆ a strong work ethic

# Our Structure

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The Office of the Vice-Chancellor provides high level administrative and policy support to the Vice-Chancellor.

The Office of Corporate Affairs was established in 2008 to provide strategic advice to the Vice-Chancellor and senior executive on the University's relationships with alumni, business, community, donors and government. The Office is also responsible for supporting the University Council as the governing board of the University.

The Office of Corporate Affairs has strategic oversight and management of the following functions:

- ◆ Alumni Relations
- ◆ Government Relations
- ◆ Business Relations
- ◆ Community Relations
- ◆ Philanthropy and Donations
- ◆ VIP Events
- ◆ Sponsorship
- ◆ Corporate Governance

The Office is organised into two Units:

- ◆ University Advancement Unit
- ◆ Corporate Governance Unit

# Our Role

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The Office of the Vice-Chancellor and the Office of Corporate Affairs builds and supports responsive, flexible and innovative work practices that facilitate teamwork and promote collaboration across organisational units to achieve the University's strategic goals.

It does this through the three keys areas of:

- ◆ Corporate Governance
- ◆ Corporate Positioning
- ◆ Corporate Advancement

## Corporate Governance

Ensures that the University is focused on its mission by having a clear and measurable strategy, with systems that support its delivery and protect the University from adverse public perceptions.

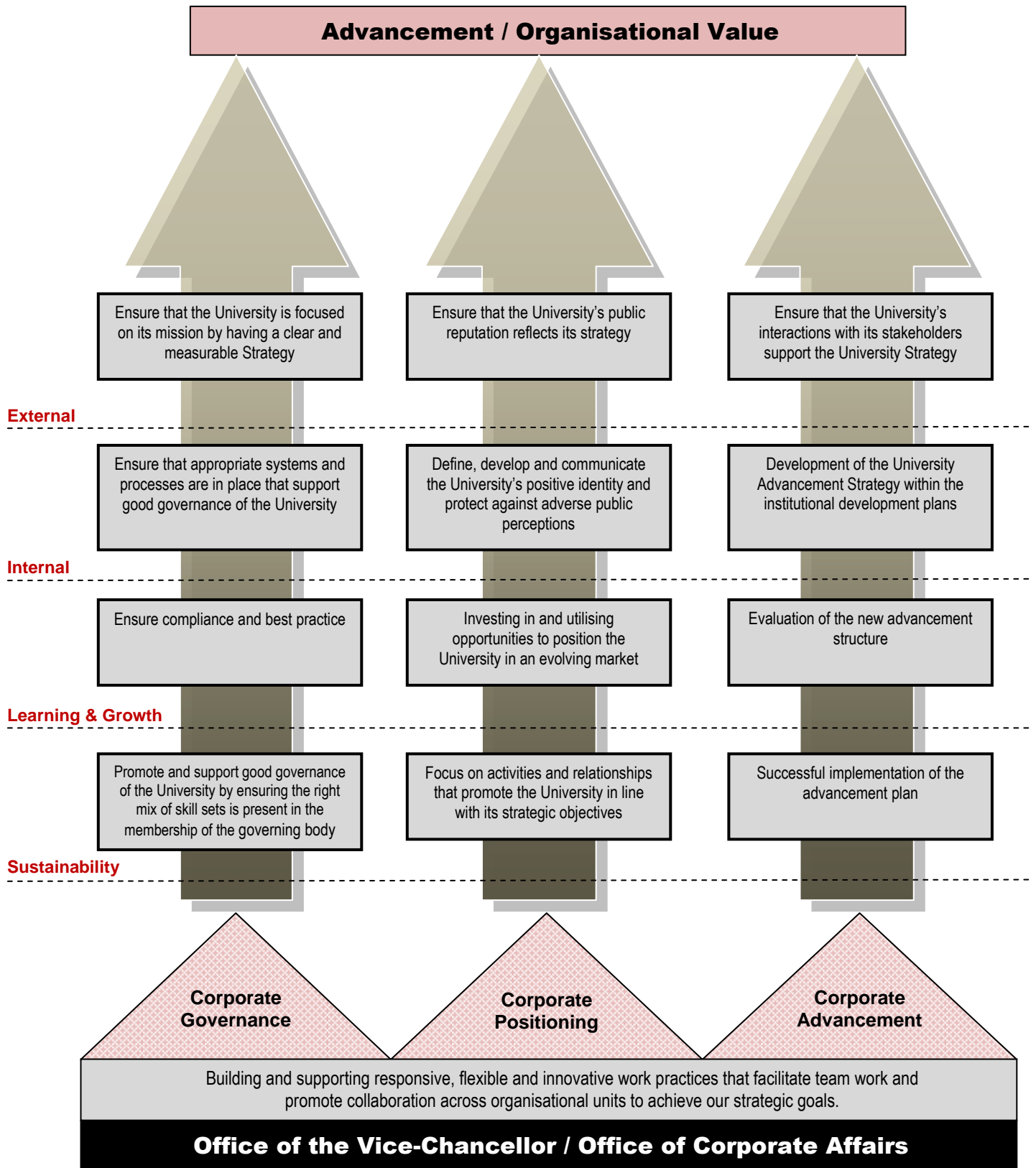
## Corporate Positioning

Defines and builds ownership of the University's public identity and ensures that it reinforces and extends our mission and positively sustains stakeholder expectations and aspirations.

## Corporate Advancement

Ensures that our key stakeholders identify with the University's mission and therefore support, invest in, and advocate for, the University.

# Strategy Map



# Our Objectives

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The following objectives, strategies and measures focus on what the Office will do to meet priorities and targets in addressing our purpose.

## Corporate Governance

### *Objective*

#### **1. Ensure that the University is focused on its mission by having a clear and measurable Strategy**

### *Strategies/Measures*

- ◆ Regular updates to the governing body against the plans within the University's strategy
- ◆ Annual planning sessions
- ◆ Understanding and responding to government reforms and initiatives
- ◆ Identification of sectorial trends

### *Objective*

#### **2. Ensure that appropriate systems and processes are in place that support good governance of the University**

### *Strategies/Measures*

- ◆ Compliance project
- ◆ Contract Management project
- ◆ Delegations and Authorisations project
- ◆ In house benchmarking exercises
- ◆ Evaluation of the University's performance against the Strategy

### *Objective*

#### **3. Ensure compliance and best practice**

### *Strategies/Measures*

- ◆ Conforming with legislative requirements
- ◆ Evaluation of Council performance
- ◆ Regular audits of University processes and systems

- ◆ Commercial Activities project
- ◆ Location of all official policies, procedures and guidelines in the Administration Manual
- ◆ University By-law amendment

### *Objective*

- 4. Promote and support good governance of the University by ensuring the right mix of skill sets is present in the membership of the governing body**

### *Strategies/Measures*

- ◆ Selection Criteria and Skill Set Evaluation
- ◆ Succession planning
- ◆ Training and Development (including Induction)
- ◆ On line resources
- ◆ Regular updates on local, regional and national issues

## **Corporate Positioning**

### *Objective*

- 5. Ensure that the University's public reputation reflects its strategy**

### *Strategies/Measures*

- ◆ Media, including media releases, op ed pieces
- ◆ Demonstrated Government relations (including partnerships)
- ◆ Demonstrated Corporate relations
- ◆ Participation in the Regional Development Committee
- ◆ Vice-Chancellor's presentations to conferences, forums etc.
- ◆ Vice-Chancellor's membership on Inquiries, committees etc.

### *Objective*

- 6. Define, develop and communicate the University's positive identity and protect against adverse perceptions**

### *Strategies/Measures*

- ◆ Internal communications, i.e. ensuring media releases are first communicated to the university community, What's New messages
- ◆ Regular Roadshows by the Vice-Chancellor

*Objective*

**7. Investing in and utilising opportunities to position the University in an evolving market**

*Strategies/Measures*

- ◆ Monitor the position of competitive universities
- ◆ Monitor sector wide trends
- ◆ Monitor sector specific media and publications

*Objective*

**8. Focus on activities and relationships that promote the University in line with its strategic objectives**

*Strategies*

- ◆ Expansion of course profile
- ◆ Grant and funding applications, eg. EIF
- ◆ Partnerships with professional bodies

**Corporate Advancement**

*Objective*

**9. Ensure that the University's interactions with its stakeholders support the University Strategy**

*Strategies/Measures*

- ◆ Foster partnerships that advance the University

*Objective*

**10. Development of the University Advancement Strategy within the institutional development plans**

*Strategies/Measures*

- ◆ Implement and communicate the University Advancement Strategy

*Objective*

**11.Evaluation of the new advancement structure**

*Strategies*

- ◆ Evaluation of processes
- ◆ Evaluation of change management

**12.Successful implementation of the advancement plan**

*Strategies*

- ◆ Meeting financial and performance trends
- ◆ Successful implementation of the new system 'Talisma'

