



GUIDELINES FOR DISTANCE EDUCATION OFFERINGS TO INTERNATIONAL STUDENTS OVERSEAS

Section	International
Contact	International Office
Last Review	August 2011
Next Review	August 2014
Approval	AB11/110-October: 3.2.2.2

PURPOSE

The Guidelines for International Distance Education Offerings ensure that Massey University manages the risk associated with international distance teaching, undertaking such activities in a manner consistent with the maintenance of academic standards and the safeguarding of student interests.

DEFINITIONS

International Distance Education: qualifications are completed from an overseas location with normally no compulsory requirement for attendance at a contact course.

INTRODUCTION

International distance education is most likely to be of benefit to students, staff and the University when academic, resourcing, administrative and managerial considerations are examined during the initial planning stages and accounted for in the final delivery. There are five areas that are critical to the successful development, delivery and ongoing monitoring and improvement of international distance education initiatives:

1. Development of Business Plans
2. Management, Coordination & Resourcing
3. Student Admission, Administration and Records
4. Teaching & Learning
5. Student Services and Supports

For each of these areas, checklists are presented to assist academic, management and administrative staff in the fulfilment of their responsibilities for the development, review and endorsement of international distance education. The guidelines are comprehensive and may not need to be applied in totality to every arrangement. However, staff are encouraged to consider the relevance and applicability of each guideline in every case.

GUIDELINE 1: DEVELOPMENT OF BUSINESS PLANS

Items for Consideration

1.1	Executive summary outlining the qualification or paper(s) offered, location/s, purpose, feasibility and those involved.
1.2	Rationale and broad objectives for the qualification or paper(s) that clearly demonstrate the expected



	outcomes and benefits to the College and University.
1.3	Market analysis including the market profile, client base and an assessment of competition (current and future).
1.4	Process and procedures for how the qualification will be promoted.
1.5	Identification of who will promote and market the qualification and who will pay for this.
1.6	Measures for monitoring and evaluating marketing efforts are established.
1.7	Details of the respective roles and responsibilities within Massey University including admission, enrolment, distribution of study materials, IT support, quality assurance of delivery, monitoring and evaluation of student achievement.
1.8	Detailed risk assessment of legal and business risks, their potential impact and how they will be managed. This includes, but is not limited to the use of copyright materials, recognition of Massey distance learning qualifications in foreign jurisdictions, management of overseas examinations, and avoidance of student identity fraud.
1.9	Identification of the resources required for the delivery of the qualification (human and non human) and the impact (including financial) on staffing, support services, infrastructure, and equipment – especially where these relate to the Library and Information Technology Services.
1.10	Assessment of the financial viability of the qualification demonstrating it can generate a positive net income and specifying the minimum number of students (domestic and international) required to sustain the qualification financially.
1.11	Course fees are in New Zealand dollars and are aligned with the relevant international costings recommended annually by the AVC (Academic & International) and approved by the University’s Council. Mechanisms for annual revision of the fees are in place.
1.12	All financial arrangements and disbursements have been agreed to, documented and signed off by the appropriate Massey University delegate and are consistent with College practices.
1.13	An exit strategy has been identified and documented for each qualification which identifies the performance requirements for specific countries, regions or all international distance delivery that, if not met, will trigger the withdrawal of the qualification.

Where relevant, appropriate documentary evidence of the above processes might include:

- Completed business plans using approved templates
- Approvals—qualification and paper approval and accreditation (including any changes and approvals for these)
- Marketing plans
- Promotional and marketing materials
- Cost / benefit analyses

A Business Plan Template (including a risk assessment guideline) is available on the Policy Guide website at http://www.massey.ac.nz/massey/staffroom/policy-guide/university-templates/en/university-templates_home.cfm

GUIDELINE 2: MANAGEMENT, COORDINATION AND RESOURCING

Items for Consideration



2.1	Overall accountability for the management of the quality of the qualification to rest with the Pro Vice-Chancellor of the relevant College.
2.2	All staff have appropriate qualifications and demonstrated experience in teaching the subject(s) to which they are allocated. Staff should be fully briefed on the relevant educational, social, economic, cultural and historical context of the countries in which the qualification will be delivered prior to commencement of teaching, and are aware of resources and support available to them at Massey University.
2.3	All staff have a clear understanding of their responsibilities in supporting students and are available at defined dates/times for student consultation by phone, email or through Massey University's online learning environment as required.
2.4	Massey University has available appropriate administrative staff with adequate time and resources to service the administration needs of the qualification, and are fully briefed on the processes/procedures and channels of communication.
2.5	Consultations have been held and agreement reached with the University Librarian, Director, National Centre for Teaching and Learning, Educational Technology Manager and Chief Information Officer (ITS) regarding requirements and costings for provision of services to students and staff.
2.6	Individual papers, subjects and qualifications are approved by Massey University and/or CUAP in accordance with procedures for course approval and accreditation.
2.7	Any implications in respect of course requirements or visa issues are investigated prior to the approval of the qualification, especially if it is intended that there will be articulation of students to completion of undergraduate degrees or commencement of postgraduate degrees at Massey in New Zealand.
2.8	Careful consideration has been given to copyright issues (refer to the Use of Copyright Material for Educational Purposes Policy) including whether Massey University can deliver copyright printed course materials from New Zealand to a country where the University does not have reproduction rights.
2.9	Where a qualification includes a Massey University campus-based study component (contact course), this component is defined in terms of expected attendance and fully documented including the resources required for delivery.
2.10	Where necessary, the Massey University qualification has been recognized by the relevant in-country professional associations and/or statutory authorities. The International Office can advise on the legal and regulatory requirements that may apply in the destination country.
2.11	The minimum and maximum number of commencing students for a cohort to be financially viable is defined when the qualification is only available via International Distance Education.
2.12	Consideration has been given to an application for supportive funding from the Export Education Innovation Programme

Where relevant, appropriate documentary evidence of the above processes might include:

- List of all staff currently involved in qualification or paper(s) with roles, responsibilities and lines of accountability
- Business plans
- Library and IT resource statements
- Course approval documentation



GUIDELINE 3: STUDENT ADMISSION, ADMINISTRATION AND RECORDS

Items for Consideration

3.1	Information to be delivered to all intending students prior to enrolment to include: a written description of qualification and related paper(s), the content and the delivery methods; qualification to be conferred on completion; qualification duration; teaching and assessment methods; details of any arrangements for credit transfer and recognition of prior learning; information about entry requirements; and a general description of facilities, equipment and learning resources available to students.
3.2	Criteria or tests used for admission are transparent to students.
3.3	Students admitted to the qualification have appropriate language proficiency as specified in the Massey University Calendar or where relevant, the qualification regulations.
3.4	Assessment of all applicants' qualifications is undertaken when these are a requirement for admission.
3.5	<p>Procedures and timelines for the transfer and processing of enrolment applications are clearly stated including:</p> <ul style="list-style-type: none">• Printing, transfer and the nature of the application forms• Clear delegations for the completion of application forms by Massey University staff where appropriate to include the collection and certification of evidence of academic qualifications, work experience and English proficiency• Delegations for course approval• Procedures for application, review and approval of RPL and credit transfer requests• Procedures for the preparation and posting to students of information relating to their enrolment status;• Procedures for changes to the student's enrolment including withdrawal procedures and procedures for re-enrolment• Details of the collection of fees including receipt and handling of fee payments and the communication of an agreed fee refunds policy• Graduation procedures <p>Note that international students enrolling by distance will be required to pay any applicable application-for-admission fees, distance learning student fees, and other applicable fees (such as late fees) and penalties, but will be exempt from Students Association Fees as paid by on-campus students in New Zealand. They will not be required to pay GST or the Overseas Examination fee (where applicable) if they register at a scheduled examination centre.</p>
3.6	Relevant Massey University regulations, policies and procedures are made available to students in hard copy or online.
3.7	Procedures for records management and the release of student results are established and agreed.

Where relevant, appropriate documentary evidence of the above processes might include:

- Processes and timelines for managing admissions, enrolment etc.
- Admission criteria
- Guidelines and procedures for RPL and credit transfer
- Enrolment and re-enrolment materials
- Student information and publications
- Student records



GUIDELINE 4: TEACHING AND LEARNING

Items for Consideration

4.1	Teaching consultants provide advice on appropriate designs for international delivery.
4.2	An appropriately designed online learning environment should be available for each paper supporting a range of interactions as well as administrative functions.
4.3	Relevant course orientation and advice is planned and delivered to students. This should cover the goals and objectives of the qualification or paper(s), interaction and assessment requirements, delivery approaches, roles and obligations of MU and its students, an overview of resources, student grievance procedures, and course contacts.
4.4	English language academic literacy support is provided as appropriate and where necessary students are referred to a Learning Advisor.
4.5	Students are notified of the nature and levels of access they can expect of staff, supervisors and support systems.
4.6	Paper outlines and study guides include details of learning objectives, course content, course duration, contact details for staff, facilities and expected equipment levels, support and learning resources, methods of study, interaction and assessment requirements, advice to students on good academic practice and other such information as appropriate.
4.7	Teaching and learning materials are appropriate to the specific context, there is an explicit assessment and moderation policy, and procedures for ensuring the equivalence of paper offerings.
4.8	Peer review of course design occurs on a regular basis before papers are taught to promote quality enhancement.
4.9	Adequate remote access to Massey University library services and resources is provided including databases. Books held in the Massey University Library will not normally be available to students studying through international distance education.
4.10	An agreed implementation tracking and improvement plan is identified and shows the following indicators: demand, achievement, retention and completion rates for each year; student experience data; and student progress reports for research degrees.
4.11	Responsibility for generating data on the indicators above, and developing improvement strategies is allocated.
4.12	Procedures for qualification and paper review are present and implemented regularly. These procedures should include for qualifications offered by distance for the first time an internal quality review conducted within one year after the first enrolment.

Where relevant, appropriate documentary evidence of the above processes might include:

- Paper outlines
- Online learning environments
- Assessment and moderation policy
- Documentation to show equivalence
- Collection of performance data on course demand, student achievement, retention and completion rates
- Results of student experience surveys



- Evidence of peer review having been undertaken
- Review reports

GUIDELINE 5: STUDENT SERVICES AND SUPPORTS

Items for Consideration

5.1	Learning Advisors from the Centre for Teaching and Learning should be consulted about supporting the qualification.
5.2	Access is available to the suite of self-assessment study tools and resources so students can determine readiness for distance learning.
5.3	An online orientation course is available through Stream in order to introduce students to Massey University before the start of their formal programme of study.
5.4	Provision of ongoing English language academic literacy support has been arranged for students as required either through PaCE or the Centre for Teaching and Learning.
5.5	Library support is available by phone, email or online consultations through the distance library service.
5.6	Access to the pre-reading assignment service has been negotiated with the Centre for Teaching and Learning.
5.7	The Assignment Office has been consulted in terms of the online assignment submission requirements of the qualification.
5.8	Information is available on access to and the level of IT support, including the online learning environment.
5.9	Information on health and counselling services has been provided to students in relevant publications and websites.

Where relevant, appropriate documentary evidence of the above processes might include:

- Paper outlines
- Online learning environments
- Student support resource statements
- Student support websites
- Library documentation

AUDIENCE:

All University Staff

RELEVANT LEGISLATION:

Education Act & Amendments
Immigration Act 1987

LEGAL COMPLIANCE:

If not classified as Exempt Students under the Act, the Education Act, 1898:80/15 Code of Practice for Providers who enrol International Students, requires that Massey University must ensure that international students are cared for in



accordance with the Code of Practice for Pastoral Care of International Students.

International students living overseas must meet New Zealand Immigration Service regulations in relation to Visa and other requirements when attending Contact Courses in New Zealand.

Massey University must comply with New Zealand Immigration Service regulations including the Generic Temporary Entry Policy, and any applicable regulations relating to International students.

RELATED DOCUMENTS:

Application for the Establishment of Memorandum of Understanding and/or an International Partnership Agreement
[Approval Pathways and Quality Assurance Guidelines for Domestic and International Subcontracting of Teaching Activity](#)

Contract Document Management Process

[Creation of Contracts Policy](#)

[Credit Transfer Regulations](#)

[Equivalence Policy](#)

Guidelines for Completing the Financial Analysis Template

Guidelines for Establishing International Relationships

[International Delivery of Qualifications Policy](#)

International Partnership Financial Analysis Template

Managing Risks in Internationalisation Initiatives Document

[Procedures for Distance Education Offerings to International Students Overseas](#)

Procedures for Establishing a Memorandum of Understanding and/or an International Partnership Agreement

[Process for the Establishment of New Offshore Academic Agreements](#)

[Process Relating to the Renewal of Expired Off-shore Academic Agreements](#)

Template for Summarising Risk Information

[Use of Copyright Material for Educational Purposes Policy](#)

DOCUMENT MANAGEMENT CONTROL:

Prepared by: Director, Teaching, Learning and Distance Education

Authorised by: Assistant Vice-Chancellor (Academic & International)

Approved by: AB11/110-October: 3.2.2.2

Date issued: 19 October 2008

Last review: August 2011

Next review: August 2014