

GUIDELINES FOR DISTANCE EDUCATION OFFERINGS TO INTERNATIONAL STUDENTS OVERSEAS

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 by international students from an overseas location with normally no requirement for any period of residence in NZ.

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 four 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

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 or paper(s) will be promoted.
1.5	Identification of who will promote and market the qualification or paper(s) 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 MU including admission, enrolment, distribution of study materials, IT support, quality assurance of delivery, monitoring and evaluation of student achievement.

1.8	Detailed assessment of legal and risk matters, 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 or paper(s) (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 programme demonstrating it can generate a positive net income and specifying the minimum number of students required to sustain the programme financially.
1.11	Course fees are in New Zealand dollars and are aligned with the relevant international costings recommended annually by the Regional Chief Executive (Albany) reviewed by staff in Office of Strategy & Management, 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 MU delegate.
1.13	An exit strategy has been identified and documented for each programme which identifies the performance requirements that, if not met, will trigger the withdrawal of the qualification or paper(s).

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

- Completed business plans
- 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://policyguide.massey.ac.nz/massey/about-us/profile/policy-guide/contract-templates/contract-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 or paper(s) 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 or paper(s) will be delivered prior to commencement of teaching, and are aware of resources and support available to them at MU.
2.3	All staff have a clear understanding of their responsibilities in supporting students and are available for student consultation by phone, fax or email or internet as required.
2.4	MU has available appropriate administrative staff with adequate time and resources to service the administration needs of qualification or paper(s), 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 and Information Technology Services regarding requirements and costings for provision of services to students and staff.
2.6	Individual courses, subjects and qualifications are approved by MU 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 programme 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 MU can delivery copyright course materials from New Zealand to a country where the University does not have reproduction rights.
2.9	Where a qualification includes a MU campus-based study component, this component is fully documented including the resources required for delivery.
2.10	Where necessary, the MU qualification or paper(s) have 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.
2.12	Consideration has been given to an application for supportive funding from the Export Education Innovation Programme (http://www.educationnz.org.nz/indust_eeip.html).

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 or 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 qualificaion or paper(s) have appropriate language proficiency as specified in the MU 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	Procedures and timelines for the transfer and processing of enrolment applications are clearly stated including: <ul style="list-style-type: none"> • Printing, transfer and the nature of the application forms • Clear delegations for the completion of application forms by MU 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

	<p>for re-enrolment</p> <ul style="list-style-type: none"> • 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 extramurally will be required to pay any applicable application-for-admission fees, Extramural student fees, and other applicable fees (such as late fees) and penalties, but will be exempt from the MU Students Association Fees as paid by on-campus students in New Zealand. They will not be required to pay the Overseas Examination fee (where applicable) if they register at a scheduled examination centre.</p>
3.6	Relevant MU 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	An Instructional Design Consultant from CADEL should be consulted in regard to the paper or programme design.
4.2	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.
4.3	English language academic literacy support is provided to students as appropriate.
4.4	Students are notified of the nature and levels of access they can expect of staff, supervisors and support systems.
4.5	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.
4.6	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.
4.7	Consideration is given to potential research partnerships and collaborations that may arise as a result of the delivery arrangement.
4.8	Adequate remote access to MU library services and resources is provided including databases.
4.9	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.
4.10	Responsibility for generating data on the indicators above, and developing improvement strategies is allocated.

4.11	Procedures for qualification and paper review are present and implemented regularly. This should include an internal quality review conducted six months after the first enrolment.
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Where relevant, appropriate documentary evidence of the above processes might include:

- Paper outlines
- 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
- Review reports

AUDIENCE:

All University Staff

RELEVANT LEGISLATION:

None

LEGAL COMPLIANCE:

None

RELATED PROCEDURES/DOCUMENTS:

- Policy for International Delivery of Qualifications
- Procedures for Distance Education Offerings to International Students Overseas
- Approval Pathways and Quality Assurance Guidelines for Domestic and International Subcontracting of Teaching Activity
- Creation of Contracts Policy
- Contract Document Management Process

DOCUMENT MANAGEMENT CONTROL:

Prepared by: Academic Policy Manager

Authorised by: DVC (Auckland & International) and DVC (Academic & Research)

Approved by: Academic Board, 19 November 2008

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