

# Progress Report 4

## Project plans

Attached are the detailed project plans of each of the eight workstreams in the TUSEI project. Good progress is being made against the priority deliverables. Considerable further work is required across most workstreams in order to meet an appropriate level of readiness when the advisory panel review takes place. As this is expected in late May there remains approximately 13 weeks to complete this work. Based on work to-date and the engagement and commitment of all concerned, this objective is expected to be met in this timeframe.

## Branding

The on-going work on branding the TU, as part of the project plan, merits special mention as the brand, the intended reputation for the technological university, will be key to creating and delivering on the vision. Significant progress is being made towards developing a modern, fresh, and innovative brand. MCCP and Red Dog, the agencies tasked with developing the TU brand, are running workshops and focus groups with leaving certificate students and their parents, the joint executive, other internal and external stakeholders, including current students. They have also interviewed 14 key stakeholders from across the range of stakeholder groups. In addition, surveys are currently being carried out with various groups. The brand themes being explored through these different engagements include:

- **Context.** The key opportunities and challenges for the higher education sector and for TUSEI
- **Perceptions.** Our key audiences understanding of Tus generally and TUSEI
- **Identity.** Seeking a contribution to the identity and naming of the new technological university
- **Communication.** Asking our stakeholders how do we talk about ourselves currently? How is this different from the past and our competitors? What should we be saying now and, in the future?

The project plan sees the brand research and audit element completed in early April with a name being proposed to governing bodies at that time. The logo and visual representation will be complete by end of May.

## Application

Work has begun on drafting the application document. As noted in the January report, the document prepared in 2018 will continue to form the basis of the application but it will be updated and supplemented by supporting material in a Part 2 document. The

material for this document will be drawn primarily from the work of the working groups.

An editorial group for the application document has been established, led by the presidents. A draft of the application will be provided to the preparatory panel on 1 March – they will conduct their review in the week of 8 March. Work in the working groups will however continue and the application will be further refined and developed based on that work, and the views of the preparatory panel, up to submission in late April.

### **Eligibility criteria**

Deloitte have completed their review of the statutory eligibility criteria and related methodology. A draft report was received on 18 February and is now being reviewed for accuracy. A final report is expected in early March.

### **Consultation**

The TUSEI Regional Engagement Advisory Group met as planned on 25 January. The next meeting is scheduled for 26 February.

Information sessions have commenced for staff during which each of the Workstreams present on the current progress in their work and identify some of the key issues arising. The aim of these sessions is both to inform staff of progress and also give them an opportunity to make an input into the process through comment or questions. Sessions will be held each week (other than during holiday periods) at least up to end April when they will be reviewed.

An information session on the project, its current work and plans was held on 15 February for those in the next line of management below the senior management. An engagement manager has been seconded to the Project Office to support communications with staff, students and external stakeholders.

As planned, a webinar was conducted by Dr. Eva Egron-Pollak on 25 January on the subject of internationalisation. The third in this series of developmental webinars will be conducted in March by Professor Peter Caoldrake, recently retired Vice-Chancellor of Queensland University of Technology (and currently the head of the Australian QA agency) broadly on how QUT evolved into a TU of international standing.

The project Office have established a new forum for engagement with staff unions (currently PMSS group). The group will meet weekly, chaired by the Project Executive Director and has the following terms of reference -

1. To provide briefings from the project executive director, the project directors and the coordinators on the progress of the TUSEI project and in particular, in the case of the coordinators, on the work of each workstream,

setting out areas where outcomes are agreed, where work is continuing and the issues arising.

2. To review draft material that has been prepared for inclusion in the application documents prior to finalisation by the Project Leadership Group.
3. To receive and discuss feedback from the IR facilitators on the briefings provided, any issues of note or concern to their members and any other issues relating to the TUSEI project.
4. To advise the project office on engagement and consultation with their members and support relevant initiatives.
5. To provide an opportunity for the IR facilitators to identify further areas where they wish to make an input into the work of the project office, and agree those areas.
6. Issues that have an IR dimension will be referred to the normal IR Forum.
7. Members of the Team will have access to all documents placed on TUSEI Teams.

While the TUI have agreed to join this group, but logistical issues have to be worked out relating to the timing of the meetings..

### **Preparatory Panel**

Plans are being finalised for this exercise which will mirror as close as practical how the international advisory panel will operate. The very recent review of the LIT/AIT application provides a useful template. The panel will meet on 8 March and as well as conducting a formal review will also provide detailed feedback over a day to workstream leads and working group chairs and members.

### **Technological University Transformation Fund**

The presidents and project office met with the HEA to report on progress against planned activity. A full report on Q1 activity is scheduled for 31 March. Work has commenced on developing plans and budgets for year 2 of this funding, also due on 31 March.

*Tom Boland*

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