

Group X Notes

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Overview

- What is Group X
- How are we funded
- How do we work
- Impact!

What is Group X

- Consortium:
 - Unis: UQ, QUT, GU, JCU, USQ, CQU
 - Govt Depts: DEEDI & Public Works
 - NICTA
 - Industry Assns: ACS, AIIA
 - Support from various companies:
 - IBM, Dimension Data, Data #3, etc

Funding

- Now about \$200k pa split among partners
- Industry put in no money, but provide in-kind support thru volunteers (very important!)

Approach

- Pre-competitive activities to raise interest in ICT careers & study
- Avoid the 4 fallacies:
 - Logic
 - People don't make choices of careers on logic alone; need emotional hook
 - Band Camp
 - People who don't like music don't go to band camp.
 - Same point for programming boot camps, etc – preach to converted.
 - Brand
 - Uni brands have negative value at the pre-competitive stage.
 - Curriculum
 - You can't sell your degree by telling people what's in the curriculum; but you can design curricula that reduce attrition

Activities

- Careers Fairs
- School visits
- Support of activities
 - iStreets (mervin Jarman)
 - Excite camps
 - Young ICT Explorers
 - Girls in IT
 - etc

Materials

- In ICT, turns out emotional hook relates to jobs and careers.
- So we provide
 - Careers Wheel
 - Profiles
 - Salaries
 - Real life human volunteers from industry to share their stories.

Impact

- Commencing tertiary ICT enrolments in Qld up 50% over period 2007-2010
- National commencing tertiary ICT enrolments down 3% over same period.

What's next?

- Expand program nationally, if we can find partners
- Continue to develop existing activities
- Build new partnerships & new activities
- Particular interest in regions and low-SES engagement