ECU'S PURPOSE, VISION & VALUES

Edith Cowan University: Engaging Minds; Engaging Communities: Towards 2020

PURPOSE

To further develop valued citizens for the benefit of Western Australia and beyond, through teaching and research inspired by engagement and partnerships.

VISION

For our students, staff and graduates to be highly regarded internationally as ethical and engaged contributors to more inclusive, sustainable and prosperous communities.

VALUES

We value:

Integrity – behaving ethically and pursuing rigorous intellectual positions.

Respect – valuing individual differences and diversity.

Rational inquiry – motivated by evidence and reasoning.

Personal excellence – striving to realise potential.

STRATEGIC PRIORITIES

- To create positive outcomes in our communities through mutually beneficial engagement.
- To deliver accessible world-class education and an enriching student experience.
- To enhance the personal and professional outcomes of graduates.
- To strengthen research capability, capacity, translation and impact.
- To enhance organisational resilience, sustainability and reputation.

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STAFF (FTE)[3]

	2013	2012	2011
Academic Staff by Organisational Area			
Business & Law	136	148	152
Health, Engineering & Science	323	309	296
Education & Arts	257	269	255
Regional Professional Studies	34	32	34
Service Centre	24	18	26
Total	**774**	**776**	**763**
General Staff by Organisational Area			
Business & Law	42	47	47
Health, Engineering & Science	158	146	141
Education & Arts	118	120	118
Regional Professional Studies	14	11	10
Service Centre	745	724	691
Total	**1,077**	**1,048**	**1,007**
Academic Staff by Function			
Teaching and Research	473	483	487
Research only	61	49	51
Teaching only	211	215	191
Other	29	29	34
Academic Staff by Level			
Professor	53	50	46
Associate Professor	61	63	58
Senior Lecturer	169	171	171
Lecturer	491	492	488
Total Staff[4]	**1,851**	**1,824**	**1,770**

RESEARCH

	2012	2011	2010
Research Publications			
Books	8	12	20
Book Chapters	39	41	46
Journal Articles	310	296	268
Refereed Conference Proceedings	154	201	187
Weighted Publications per 10 FTE	11	12	12
Research Income ($'000)			
Australian Competitive Grants	2,991	2,801	2,750
Cooperative Research Centres Income	1,193	0	50
Industry & Other Income	4,920	4,551	4,211
Other Public Sector Income	6,324	8,402	8,301
Total	**15,428**	**15,754**	**15,312**
Income per 10 FTE	316	321	310
Research Block Funding Allocation ($'000)			
Research Training Scheme	4,481	4,415	4,412
Research Infrastructure Block Grant	509	469	371
Joint Research Engagement	2,417	2,190	2,034
Sustainable Research Excellence	710	526	451
Total	**8,117**	**7,600**	**7,268**

FINANCIALS ($'000)

Financials ($'000)	2012	2011	2010
Revenue			
Commonwealth Government	167,994	144,882	137,325
WA Government	11,796	12,774	12,996
Student Tuition Fees (HECS & FEE-HELP)	88,880	85,491	76,789
Other Fees and Charges	70,308	67,193	69,688
Investment Income	8,732	8,293	4,986
Royalties, Trademarks and Licences	7,018	8,599	9,497
Consultancy and Contract Research	6,251	4,130	3,286
Other	17,695	26,886	22,066
Total Revenue	**378,674**	**358,248**	**336,633**
Expenditure			
Academic Staff Salaries	101,867	93,178	89,886
General Staff Salaries	112,676	104,304	93,175
Depreciation Expenses	22,267	19,316	19,732
Other Expenses	116,260	108,598	112,331
Total Expenditure	**353,070**	**325,396**	**315,124**
Net Operating Result	**25,604**	**32,852**	**21,509**
Assets			
Total Current	186,215	168,846	136,595
Total Non-Current	915,614	853,062	880,308
Total Assets	**1,101,829**	**1,021,908**	**1,016,903**
Liabilities			
Total Current	80,854	73,637	101,924
Total Non-Current	156,942	108,879	109,091
Total Liabilities	**237,796**	**182,516**	**211,015**
Net Assets	**864,033**	**839,392**	**805,888**

2013 POCKET STATS



Student Enrolments	23,305
Student Load (EFTSL)	17,816
Course Completions 2012	6,259
Total Staff FTE	1,851
Research Income ($'000)	15,428
Revenue 2012 ($'000)	378,674
Expenditure 2012 ($'000)	353,070
Operating Result 2012 ($'000)	25,604
Capital Expenditure 2012 (Net) ($'000)	39,600
Total Assets 2012 ($'000)	1,101,829
Net Assets 2012 ($'000)	864,033
Total University Land (ha)	109.8

EDITH COWAN UNIVERSITY IN BRIEF

Edith Cowan University (ECU) is a large multi-campus institution serving communities in Western Australia and a significant cohort of international students.

Awarded university status in 1991, ECU has a long and distinguished history, with its predecessor institutions, including teachers colleges, dating back to 1902.

ECU offers innovative and practical courses across a wide range of disciplines, a vibrant research culture and a growing range of quality research partners and researchers, many working at the cutting edge of their fields.

ECU has more than 23,300 students, with around 18,500 undergraduates and 4,800 postgraduates. ECU has approximately 3,600 international students originating from 104 countries.

More than 320 courses are offered through the faculties of Business & Law; Health, Engineering & Science; Education & Arts, and Regional Professional Studies, based at ECU's South West Campus. ECU works closely with private and public sector organisations, locally and overseas, in designing its study programs.

The University has two metropolitan campuses in Joondalup and Mount Lawley and also serves Western Australia's South West Region from a campus in Bunbury, 200 km south of Perth. ECU also provides education to people around the world through online delivery and via a number of international partnerships.

ECU is committed to breaking down barriers to education and is considered a pioneer in the development of alternative entry pathways to higher education, helping students reach their potential.

ECU is committed to engaging with our community, and takes great pride in the number of mutually beneficial partnerships that have been developed in recent years that underpin and influence our engaged teaching and research. These range from relationships on a local level, with schools, local councils and community groups, to national and international partnerships with business and government for the benefit of our students, and the wider community.

STUDENT ENROLMENTS[1]

	2013	2012	2011
By Gender			
Female	14,321	14,549	14,734
Male	8,984	8,983	9,155
By Mode of Attendance			
Full-time	17,652	17,661	17,836
Part-time	5,653	5,871	6,053
By Campus			
Joondalup	11,854	11,834	11,769
Mount Lawley	6,599	6,929	7,450
South West (Bunbury)	1,037	974	1,015
Study Centres – International	942	1,248	1,568
Study Centres –Domestic	2,873	2,547	2,087
By Faculty			
Business & Law	4,482	4,975	5,577
Health, Engineering & Science	10,176	9,787	9,350
Education & Arts	7,524	7,660	7,790
Regional Professional Studies	1,037	980	1,017
Other	86	130	155
By Course Level			
Doctorate by Research	471	441	441
Doctorate by Coursework	9	21	28
Masters by Research	164	165	162
Masters by Coursework	2,303	2,234	2,552
Graduate / Postgraduate Diploma	1,189	1,332	1,291
Graduate Certificate	695	771	685
Bachelor Honours	149	140	143
Bachelor Pass	16,871	16,797	17,071
Associate Degree	58	93	113
Advanced Diploma / Diploma	22	27	16
Other Award / VET	488	591	577
Enabling Course	798	789	689
Cross-Institutional / Non Award	88	131	121
Total Student Enrolments	**23,305**	**23,532**	**23,889**

STUDENT LOAD (EFTSL)

	2013[2]	2012	2011
By Mode of Study			
Internal (On-campus)	14,387	15,148	15,658
External (Off-campus)	3,429	2,941	2,770
By Campus			
Joondalup	7,963	7,723	8,101
Mount Lawley	5,148	5,597	5,832
South West (Bunbury)	750	691	723
Study Centres – International	604	1,134	990
Study Centres – Domestic	3,351	2,943	2,783
By Faculty			
Business & Law	3,211	3,714	4,086
Health, Engineering & Science	7,849	7,345	7,233
Education & Arts	6,099	6,379	6,424
Regional Professional Studies	657	650	686
By Course Level			
Doctorate by Research	314	336	348
Doctorate by Coursework	4	9	13
Masters by Research	95	104	108
Masters by Coursework	1,443	1,478	1,585
Graduate / Postgraduate Diploma	813	849	834
Graduate Certificate	283	278	275
Bachelor Honours	127	102	106
Bachelor Pass	13,620	13,680	13,966
Associate Degree	30	57	71
Advanced Diploma / Diploma	11	13	14
Other Award / VET	445	543	531
Enabling Course	591	591	519
Cross-Institutional / Non Award	40	49	57
Total Student Load (EFTSL)[4]	**17,816**	**18,089**	**18,428**

INTERNATIONAL STUDENTS

	2013	2012	2011
Enrolments by Gender			
Female	1,632	1,888	2,226
Male	1,999	2,100	2,467
Enrolments by Campus			
Joondalup	1,613	1,604	1,734
Mount Lawley	990	1,042	1,279
South West (Bunbury)	20	13	18
Study Centres - International	941	1,247	1,564
Study Centres - Domestic	67	82	98
Enrolments by Home Country Region			
Americas	105	106	109
Asia	2,524	2,831	3,300
Africa	545	614	814
Europe	230	269	329
Middle East	217	164	137
Other	10	4	4
Total International Enrolments	**3,631**	**3,988**	**4,693**
Total International Load (EFTSL)	**2,948**	**3,203**	**3,638**

Explanation of abbreviations:

Full-time Equivalent (FTE): a measure of staff resources expressed in terms of the number of full-time staff who would be required in a full year to perform equivalent duties.

Equivalent Full-time Student Load (EFTSL): one EFTSL represents the workload of a student undertaking a full-time program of 120 credit points.

Notes:

1. Enrolment figures as at 31 March. The figures conform with general Department of Industry standards.
2. EFTSL is based on actual load up to 31 August 2013 and estimates thereafter.
3. Academic staff include ongoing, fixed term and Sessional staff. General staff include ongoing and fixed term staff. Figures are as at last pay period of March and are actual worked FTE.
4. Due to rounding, total student load and staff (FTE) may not agree when summated.

STUDENT OUTCOMES

Course Completions	2012	2011	2010
By Course Level			
Doctorate by Research	61	54	48
Doctorate by Coursework	4	6	8
Masters by Research	28	21	22
Masters by Coursework	989	1,191	1,423
Graduate / Postgraduate Diploma	691	649	703
Graduate Certificate	511	386	467
Bachelor Honours	88	130	113
Bachelor Pass	3,660	3,549	3,342
Associate Degree	14	16	8
Advanced Diploma / Diploma	-	16	42
VET	213	188	182
Total	**6,259**	**6,206**	**6,358**

	Year Surveyed					
Australian Graduate Survey	2012		2011		2010	
CEQ (% Agreement)	ECU	Nat.	ECU	Nat.	ECU	Nat.
Overall Satisfaction	85	83	87	82	87	81
Generic Skills Scale	80	78	82	77	81	76
Good Teaching Scale	74	66	73	65	74	62
GDS (% Respondents)						
Further study	24	27	27	26	26	26
Full-time employment	71	76	69	73	73	77

Explanation Notes:

1. The Course Experience Questionnaire (CEQ) and Graduate Destination Survey (GDS) are components of the national Australian Graduate Survey of all university graduates, conducted by Graduate Careers Australia (GCA).
2. Graduates are surveyed 4 months after course completion, mainly around April for end-of-year completers.
3. ECU has exceeded the GCA's minimum Response Rate of 50%.
4. The CEQ measures relate to bachelor-level graduates, both domestic and onshore international.
5. The GDS Full-time employment and Further Full-time study measures relate to bachelor-level domestic graduates only.
6. The CEQ measure is percent Agreement. This is the percentage of responses which score 4 or 5 on a 5-point agreement scale.
7. Full Time Employment is the percentage of domestic Bachelor course graduates in full-time employment as a proportion of all domestic Bachelor graduates in or seeking full-time work.
8. Nat.: National average.
9. Further details on the survey and methodology can be viewed at the GCA website **http://www.graduatecareers.com.au/**.