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