

# 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