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Successful Industry Partnerships

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TECHNOLOGY

Introduction

The IEL Office is the interface between the FICT student group and around 150 different organisations.

We aim to ensure that every student gains experience with the ICT industry to enhance employability.

Through this, we also aim to engage positively with our community both locally and globally.

We have strong links with Alumni.

We have recently commenced leveraging our industry links to provide our research active staff with opportunities for applied research.

Introduction

-   The Faculty encompasses the disciplines of Software Engineering, Information Systems, Telecommunications and Network Engineering and Astrophysics and Supercomputing.

-   The IEL office engages with students and industry through the following programs:

    -   12-month Industry-Based Learning

    -   Bachelor of Information Technology Industry Scholarship

    -   Industry Internship Program

    -   Capstone Projects

12-month Industry-Based Learning Program

- A feature at Swinburne since 1963 and in ICT at Swinburne since 1992.

- Often referred to as a 'sandwich year' or 'co-op' with students undertaking a paid 12-month placement in the penultimate year of their degree.

- We work with 35 companies in this program including:

  - Page Up: started by Swinburne Alumni

  - Department of Defence: in Melbourne, Canberra and Adelaide (20 year relationship)

  - SAP: in different cities around Germany

- *What is the value proposition for our industry partners?*

Information Technology Industry Scholarship Program

- A 3 year academic program plus 2 guaranteed 20-week industry placements in fast-track mode over 3 calendar years.

- Students receive a scholarship from year 1 continuing throughout the degree.

- Attracts very high quality applicants.

- 20 industry partners. Nab and IBM have sponsored since inception of the program in 1988.

- Also includes Seek and smaller organisations such as Fenwick Software.

- *What is the value proposition for our sponsors?*

Industry Internship Project Unit

-   For postgrad students across the Faculty including international students who do not have professional placement opportunities in Australia.

-   Undertaken as one of 4 units in the final semester of a Masters program.

-   Placed up to 2 days per week with an industry partner for a semester. Classes are held every week to augment this experience.

-   Project must be agreed upon by the University and the industry partner.

Industry Internship Project Unit (continued)

- Students gain exposure to the professional environment and an opportunity to enhance their employment prospects post degree.

- Hosts have access to a pool of talented students on the cusp of graduation.

- Stats from 2011 reveal that over 80% of students have found employment as an ICT professional in Australia. 2012 data is expected to be similar.
  - Image Direct – based in regional Victoria which has hosted and a number of students upon graduation. Is transforming from a printing business to app developer for rural clients.
  - Ericsson – have placed networking students who have since become graduates of the company.

Capstone Projects

- Professionally focussed, practical team projects, supervised by Swinburne and completed by undergraduate and postgraduate students in the final year of study.

- The projects connect groups of students with organisations facing an ICT-based problem with the students required to find innovative solutions using the domain knowledge acquired over their studies and their own creative input.

  - Australian Suicide Prevention Foundation enhanced web presence
  - Marketing App for Wild Technologies
  - Hawthorn Historical Society

New initiatives – Social Impact Project

- A for-credit ICT project sourced from the NFP sector.

- Students apply and are interviewed.

- Groups are supervised by Swinburne and mentored by volunteers from the ICT industry.
    - Coranderrk Aboriginal Settlement website development
    - Brotherhood of St Laurence adult and child literacy program business analysis.
        - Both student groups were mentored by our industry partners at Deloitte.

- Students receive a very distinctive experience, develop links with the NFP sector and network with industry mentors.

- Embodies aims of IEL at Swinburne.

- Aiming to place two groups internationally in 2013.

New initiatives – Social Impact Project continued

New initiatives – International IBL expansion

- Have piloted 12-month placements at SAP in Germany in 2011 and 2012 in Walldorf, Darmstadt and St Leon Rot as noted earlier.

- Feedback from the students and SAP is extremely positive.

- Aiming to expand program to 3 other German organisations in 2013.

"*All Swinburne students who came to SAP Germany to do an internship performed extremely well and were great ambassadors. We would be very pleased if we had even more Swinburne students joining SAP in order to gain international and business experience at the world's leader for business software*"

-Kai Hucker, SAP Head Office, Walldorf, Germany

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New initiatives – International IBL expansion (continued)

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Challenges

- Management of expectations of students and industry partners.

- Global economic fluctuations.

- Quality assurance.

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Thank You!