Digitising Unitec International Orientation

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Unitec NZ
Summary Data 2016

- Largest Institute of Technology in NZ
- 135 programmes
- 20,000 students
- 2000+ International students
- 1100 Staff
- 18:1 Student staff ratio
- 90% employment success rate

#AIEC2016
Digitising business processes

**Reasons to do it**
- To improve customer service / satisfaction
- To solve business problems
- To drive business results
- To collect data to improve all of the above

**Reasons not to do it:**
- When you don’t have clear aims
- Because everyone else is doing it
- Because (you think) it looks cool
Some challenges @ Orientation

- Pre-arrival anxiety
- Meeting NZ Code of Practice “COP” requirements
- Students turned up and didn’t know what was happening
- Confirming attendance
- Knowing what was of interest / useful to students
- Generating marketing material for the future
- Showcasing services to students early in semester
- Connecting student services with data

#AIEC2016
OUR APPROACH
A digital partnership

Spark Digital

Unitec

Satellite Media
Initial discussions with partners

Costs
- Pick where you invest

Results
- Focus on a few things
TARGETED IMPROVEMENTS BASED ON ISSUES IDENTIFIED
Reducing Pre-arrival anxiety

Device agnostic and personalised

- Ticket
- Event Info
- Timings
- Maps
- Student Info (COP)
- Checklists
- Feedback

ROI
- Better prepared, more engaged students
- Reduced time spent answering low value questions to allow more time for high value student needs
- Institute of Technology

#AIEC2016
Confirming attendance and meeting “Code”

- 87% Attended
- 13% Didn’t attend

![Image showing a mobile app and a barcode with statistics on attendance]
Confirming attendance and meeting “Code”
Confirming attendance and meeting “Code”
Connecting students with services earlier

- Campus facilities
- Local businesses / suppliers
- Employment / career opportunities
- Student services
- International office
Connecting services with data

Campus facilities

Local businesses / suppliers

Employment / career opportunities

Student services

International office
Understanding student preferences
Creating live marketing material

ROI
- Free marketing material – word of mouth endorsement
- Encouraging referrals for more applications
- Helps family see that student is integrating – stronger chance of retention
It doesn’t always work as planned...

MISTAKES
are just proof that you are
TRYING

More Quotes @ IMGQuotes.com
Contact details & student visa capture

Accommodation details
Next of kin / Emergency contact
Visa number and expiry date
Integrated with PeopleSoft

ROI
- Significant reduction in manual process
- Master data accuracy in PeopleSoft
- Code of Practice compliance
- Future self service option
Learning - Contact details & Visa capture

keep it simple

Wufoo
YOU MIGHT TRY...
Geo-treasure hunts around campus

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Gamified approach
Drip feeding challenges

- Register for Jump Start orientation online at connect.CUChicago.edu (click on "Jump Start"). If you are unable to register online, call the Office of Undergraduate Admission at 708-209-3100.
- Request that an official copy of your final high school transcript, plus your AP/CLEP test results (CUC recipient code 1140) if applicable, be sent to Concordia University Chicago, Office of Undergraduate Admission.
- Residential students: complete a Housing Application at connect.CUChicago.edu and submit your $500 housing deposit to the Office of Residence Life and Housing.
- Attend the Jump Start program with your family. During the program you'll have the chance to meet with Financial Aid and Student Business Services to discuss payment arrangements.
- Review the fall and spring course schedules that you completed with your academic advisor during your Jump Start program. If you have any questions about your schedule or need to make changes, contact the Office of Undergraduate Academic Advising at 708-209-3256.
- Commuter students: if you will be driving to campus, acquaint yourself with the campus and River Forest street parking policies by driving to campus one day. Those commuting by public transportation, make sure to check the bus and train schedules online so that you will not be late to that first class! Check out the following resources to help you plan your commute:
  - transit.chicago.com | ventracchicago.com | rta.chicago.com | pacesub.com | metrarail.com
- Find out what books you'll need to purchase for the fall semester by checking your course schedule at CUChicago.edu/bookstore. Most school and office supplies may be purchased in the Banes & Noble University Bookstore, located on the lower level of the Institutional Community Center (ICC).
- All students, submit an Immunization Record to the Office of the Dean of Students (the form is available at connect.CUChicago.edu - click on "Jump Start"). Student-athletes are also required to submit the Cougar Medical Packet to the Head Athletic Trainer. For more information, contact the Head Athletic Trainer or your coach at 708-209-3116.
- August 18, prepare for the start of the school year:
  - All students attend University check-in.
  - Residential students move into the residence halls (unless a university commitment requires earlier move-in).
- All students, attend Weeks of Welcome (WOW), a continuing orientation program for all new Concordia-Chicago students. Led by our WOW staff, you will have the opportunity to meet your classmates; participate in activities; learn about campus programs and services; and be introduced to members of the faculty and staff. NOTE: August 19 WOW sessions are required for all new students!
Multi Lingual digital platforms

ENGLISH  Russian  French  Japanese  Spanish  Italian
German  Chinese  Arabic

Multilingual Support

BETA
THANK YOU
During international orientation, I made a new friend

I feel like I made the right choice by coming to Unitec

I feel that my culture is respected at Unitec

I felt warmly welcomed to Unitec as an international student

I had the opportunity to ask questions to find everything I needed to know about being an international student at Unitec

I know where to go if I need to find out more information as an international student

I understand my responsibilities as an international student

Unitec is what I expected based on what I had heard before arriving

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