

#AIEC2016



Digitising Unitec International Orientation

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Unitec NZ

Summary Data 2016

#AIEO



Largest Institute of
Technology in NZ

135
programmes

20,000
students

2000+
International
students

1 100 Staff

18:1 Student
staff ratio

90%
employment
success rate



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

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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



OUR APPROACH



A digital partnership

#AIEC2



Spark Digital



Costs

- Pick where you invest

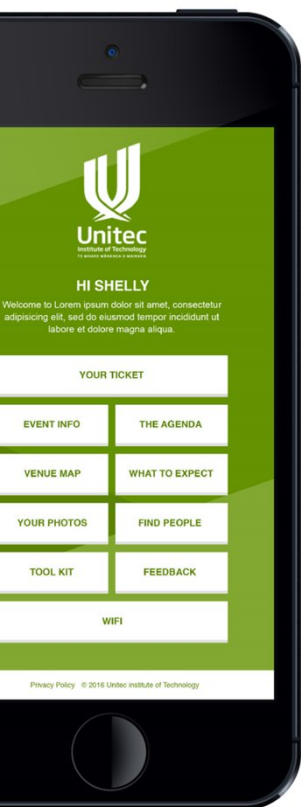
Results

- Focus on a few things

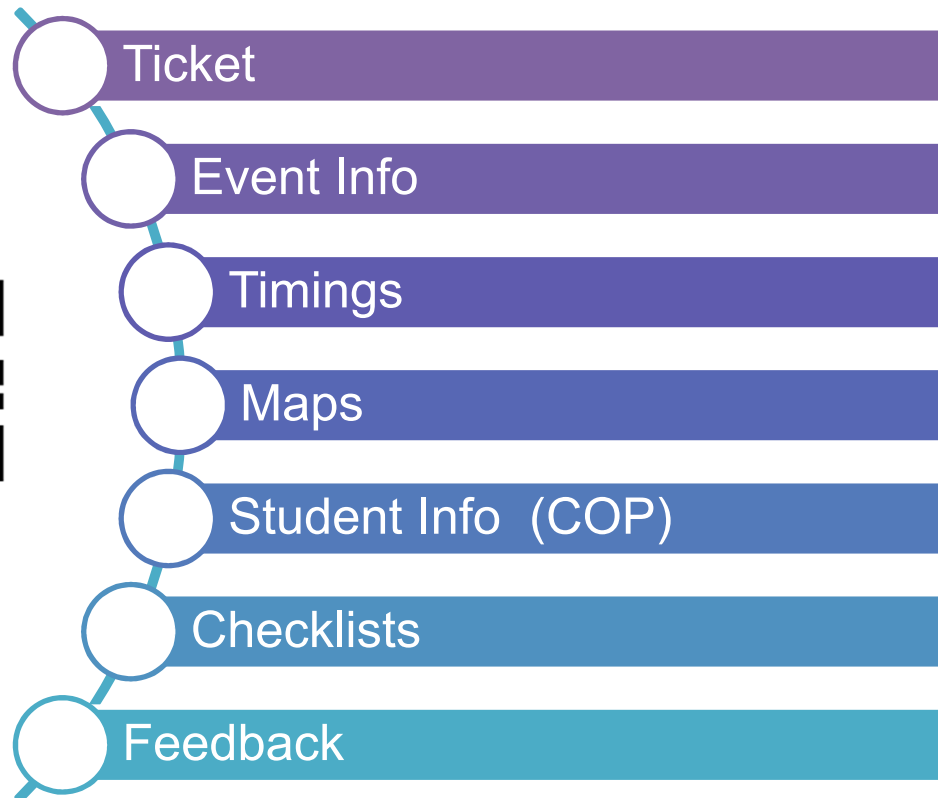


TARGETED IMPROVEMENTS BASED ON ISSUES IDENTIFIED

Reducing Pre-arrival anxiety



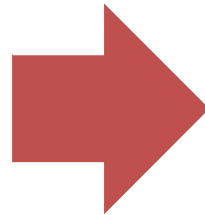
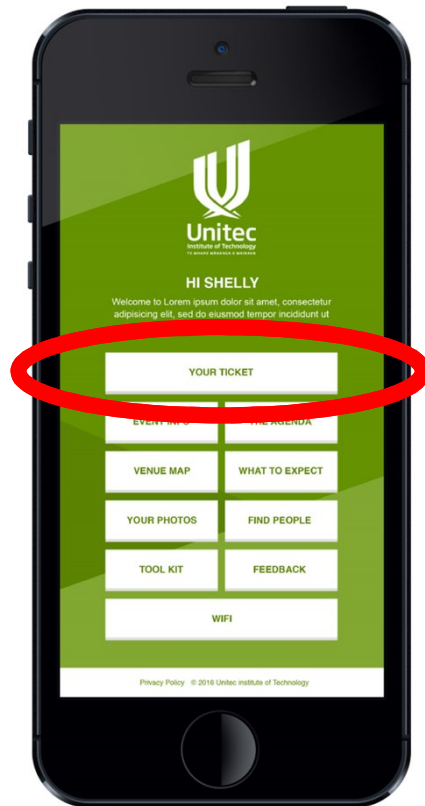
Device agnostic and personalised



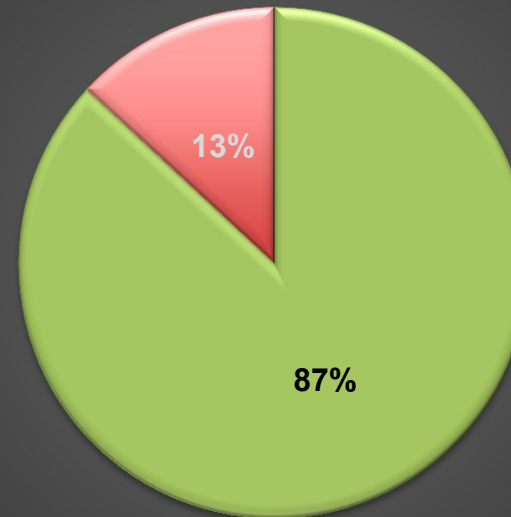
ROI

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

Confirming attendance and meeting “Code”



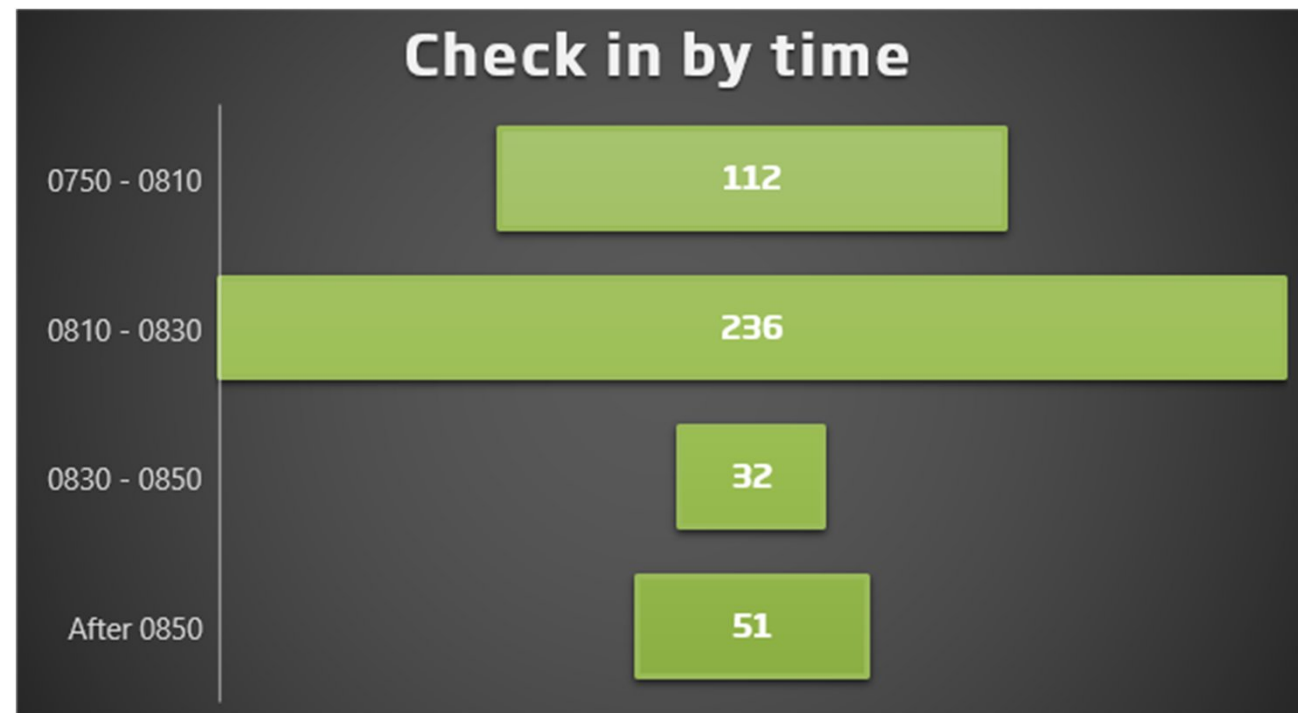
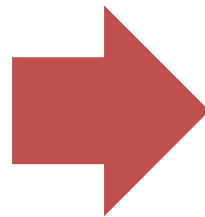
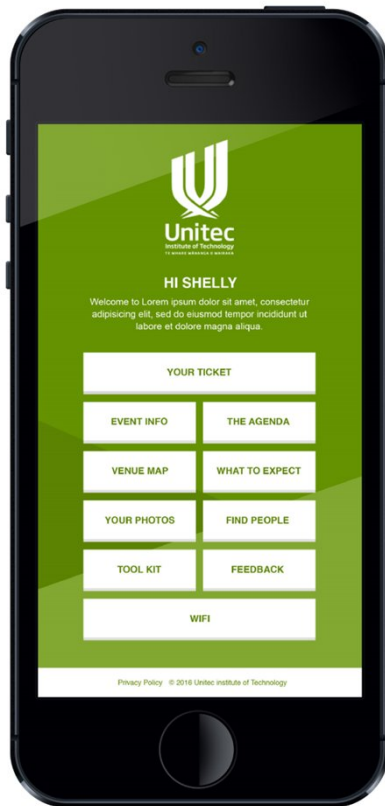
Attended or not



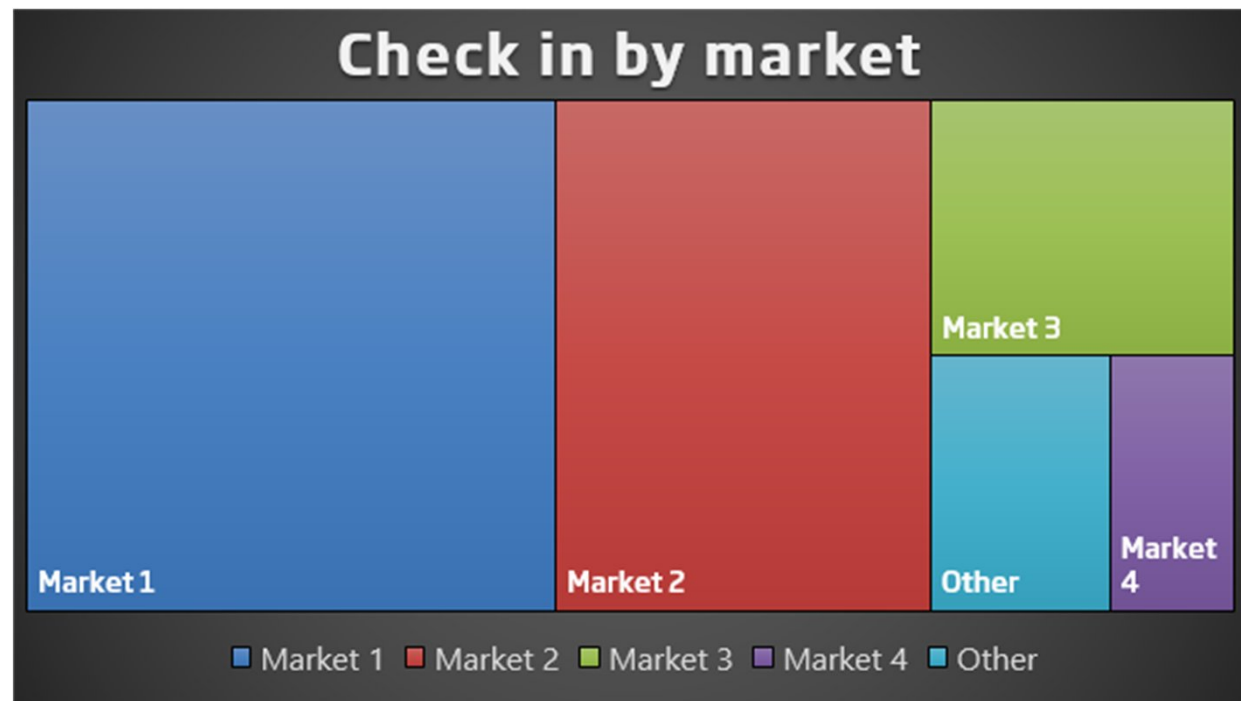
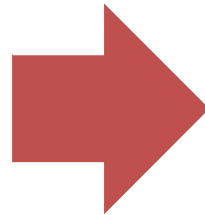
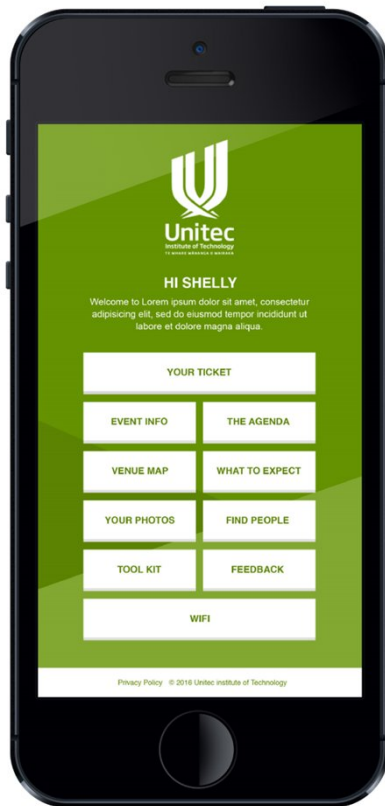
■ Attended ■ Didn't attend

Confirming attendance and meeting “Code”

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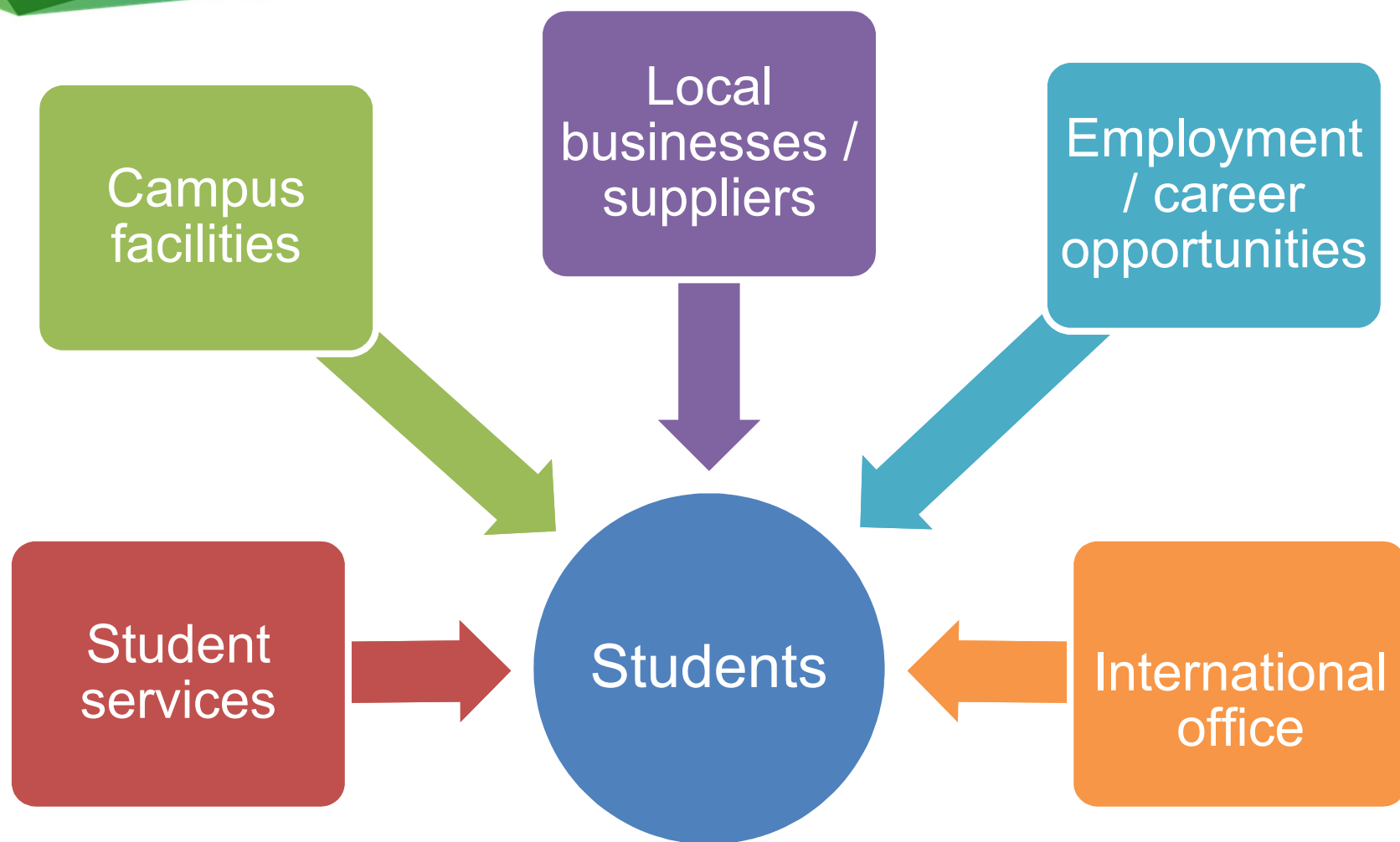


Confirming attendance and meeting “Code”



Connecting students with services earlier

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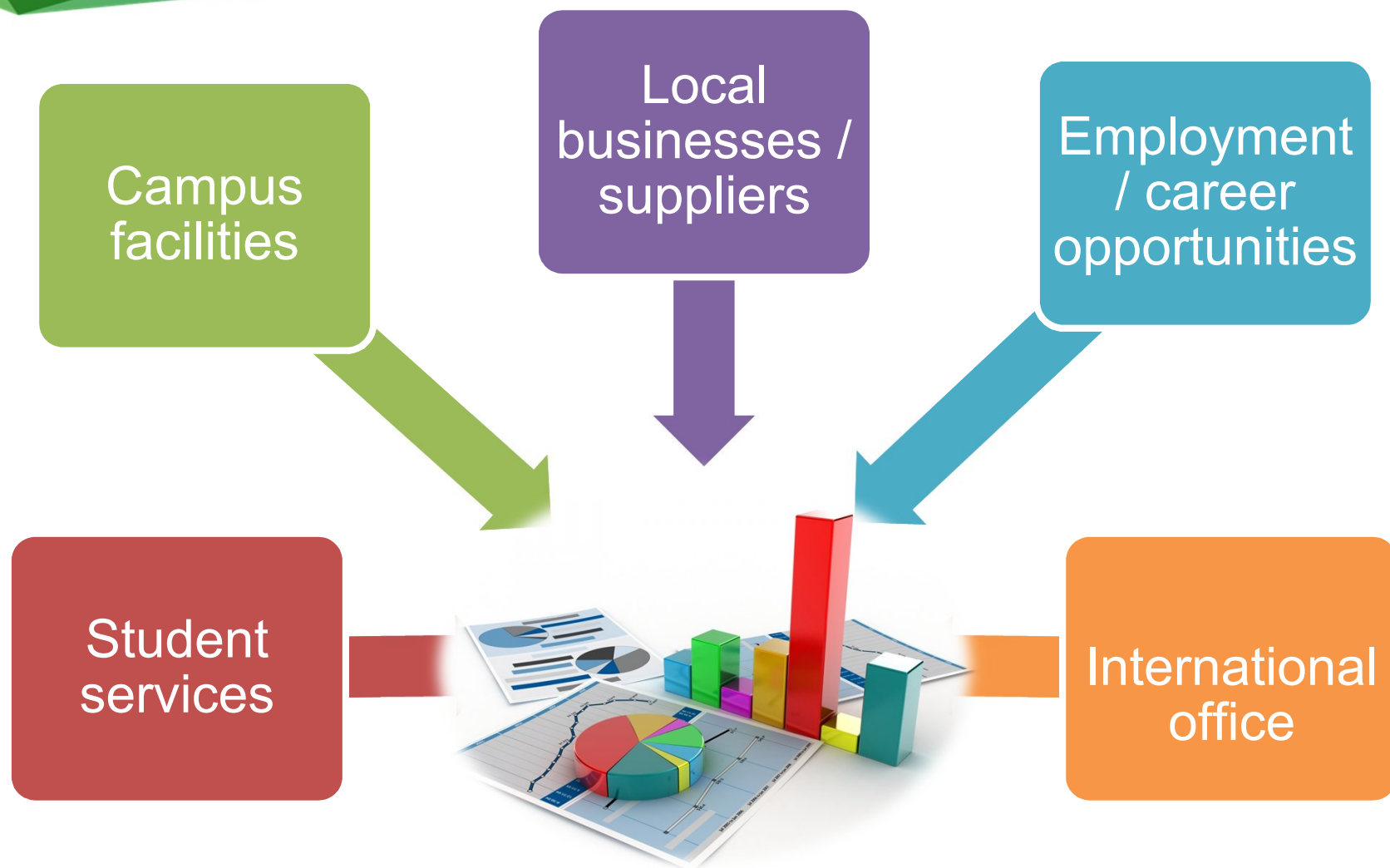


Understanding student preferences



Connecting services with data

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Understanding student preferences

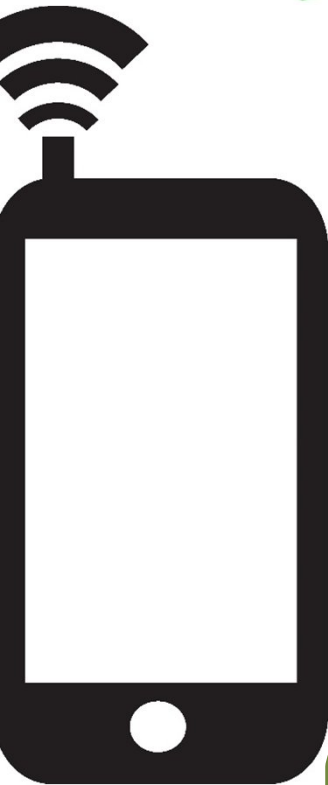
Satellite
Tag

Multichannel Audience Engagement



Creating live marketing material

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ROI

- Free marketing material – word of mouth endorsement
- Encouraging referrals for more applications
- Helps family see that student is integrating – stronger chance of retention

<First Name>
<Last Name>

<Programme>
<Country>
<ID>

<Log In>
<Password>

 **Unitec**
Institute of Technology
TE WHARE WAKAHOA O AUKLAND

International Orientation



Instagram



It doesn't always work as planned...

#AIEC

MISTAKES
are just proof that you are
TRYING

More Quotes @ IMGQuotes.com

Contact details & student visa capture



ROI

- Significant reduction in manual process
- Master data accuracy in PeopleSoft
- Code of Practice compliance
- Future self service option

Learning - Contact details & Visa capture

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keep it simple



YOU MIGHT TRY...

Geo-treasure hunts around campus



Digital checklists

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 \$200 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:
transitchicago.com | ventrarchicago.com | rtachicago.com | pacebus.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 **Barnes & Noble University Bookstore**, located on the lower level of the Koehnke Community Center (KCC).
- ☐ **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!**

**UNIVERSITY
CHECK-IN** Don't miss this!

Multi Lingual digital platforms

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THANK YOU



Results

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

I understand my responsibilities as an international student

I know where to go if I need to find out more information 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 felt warmly welcomed to Unitec as an international student

I feel that my culture is respected at Unitec

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

During international orientation, I made a new friend

