

Student Success – Student Events and Communications

Action Plan 2020 - NGĀKAU MĀHAKI - Led by Te Noho Kotahitanga we manaaki the success of our learners and communities

Unitec Priority	SS Team Priority	Student Events and Communications Teams Actions and Timing
RANGATIRATANGA Improve the success of all learners, achieving parity for Māori, Pacific and under 25s by 2022, enhancing international learner success and serving the educational needs of West, Central and North Auckland communities	Support & engage all learners to develop a range of relevant skills that enable progression	<ul style="list-style-type: none"> Support and deliver marketing plan of support services focussed on our priority groups (Maori, Pacific, International): <i>Ongoing Q1-4</i> Connect students to Alumni group and support delivery of their events and communications: <i>End of semester delivery Q2 & Q4</i> Deliver a successful graduation event that showcases our graduates success and inspires our future graduates: <i>Mar/Apr and September Q2 & Q4</i> Create a framework for online engagement that covers the current student journey ensuring connection to whenua, academia, pastoral care and their peers. <i>End Q3 for launch Q4 and ongoing delivery 2021</i>
MAHI KOTAHITANGA Provide high quality learning, teaching and applied research to develop work-ready lifelong learners and return to Category One status	Provide effective academic, pastoral and research support that is accessible and caters to the diverse needs of our learners	<ul style="list-style-type: none"> Deliver orientation events in partnership with Schools, Marae and Student Success teams that create awareness of our services and the people that deliver them and aligned to 'I See Me' initiatives: <i>Beginning of Semesters 1 and 2 Q1 & Q3</i> Enable connection between current students and services through engaging events, communications and marketing: <i>Ongoing Q1-4</i> Create a framework for online engagement that covers the current student journey ensuring connection to whenua, academia, pastoral care and their peers: <i>End Q3 for launch Q4 and ongoing delivery 2021</i> Contribute to increased retention rates through improved events and communications. <i>Ongoing Q1-4</i> Support 'I See Me' Initiatives and Learner Outreach programmes with marcoms plans: <i>Ongoing Q1-4</i>
WAKARITENGA Engage and inspire staff so they are proud to work at Unitec and are equipped with the capabilities to support quality learning	Enhance team wellbeing and trust, together with professional and leadership competencies, in line with Te Noho Kotahitanga	<ul style="list-style-type: none"> Be an active contributor to Unitec-wide groups and initiatives that require a student journey-focussed lens e.g. Pacific Marketing Advisory Group, Digital Steering Group and Marketing Communications: <i>Ongoing Q1-Q4</i> Encourage and enable staff capability to build meaningful relationships across Unitec and with our community: <i>Ongoing Q1-4</i>
KAITIAKITANGA Build a financially sustainable organisation to invest in the future with an operating surplus by 2022	Ensure our practices are economically, culturally, socially and environmentally responsible for Student Success	<ul style="list-style-type: none"> Regularly review, debrief on events and communications to ensure our practices are sustainable: <i>Ongoing BAU with review of process at end of Q1 and Q3.</i> Continue collaborative work with wider Unitec teams sharing resources where possible: <i>Ongoing as BAU</i> Improve reporting on metrics in each area of Student Events, Student Communications, Student Marketing, Orientation and Graduation. <i>Ongoing with review at end of Q2 and Q4</i>