



Industry Engagement Report 2019

School of Environmental and Animal Sciences

Summary

- Industry and Stakeholder records: High number of companies, contacts and engagements in CRM.
- School is highly networked, with 84% of engagement occurring through EAS staff, and the remainder via other support channels.
- Schools' referrals of contacts have the best value in activating industry engagement.
- Engagement outcomes across the School demonstrate active and well established partnerships with industry.

2020 Areas of Focus

- Continuing to lift EAS Industry Engagement Form entries.
- Clarifying correct status of engagement entries (eg historical or in progress).
- Work with school to explore other BAU activities that record engagement (eg. shared School calendar).

1. Industry Connect Events

Recruitment Events

2019 Recruitment Events targeted at EAS students:

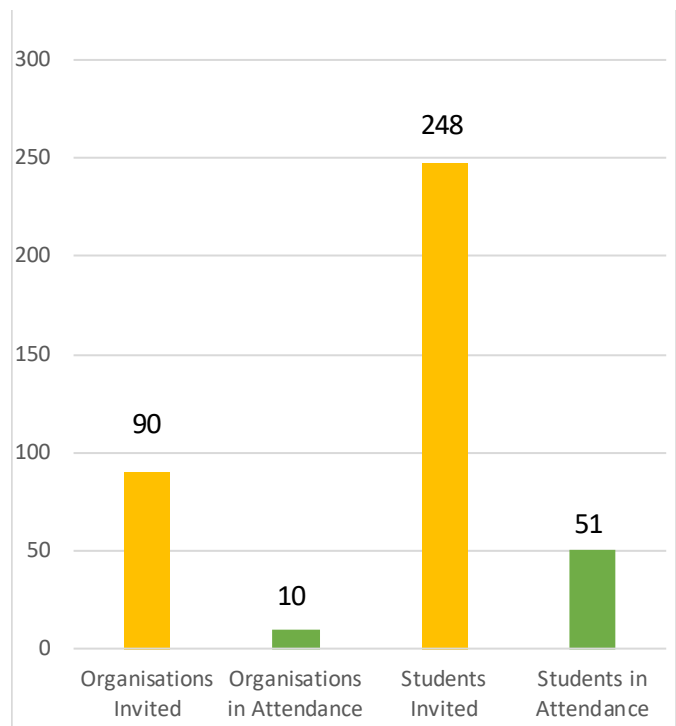
- » 7 March: Global Talent Programme Information Session
- » 8 March: Auckland Council Graduate Programme (biodiversity and conservation, GIS)
- » 8 May: TupuToa Grad/Intern Recruitment Event (Pacific and Maori Students)
- » 4 May: Global Talent Hub (Career Accelerator Sessions)
- » 31 July: Auckland Council Internship Programme Event (biodiversity, GIS, animal welfare, conservation)

Open enquiries:

- » 6 August: Teach First NZ

Connect Events

Veterinary Nursing Connect (Industry and Student Response)



Discussion

- EAS held its first Connect Event in October 2019: Veterinary Nursing Connect.
- This event was a pilot to establish whether the Connect Event model would work for EAS students and their industry.
- While the timing of the event was not ideal for students (21% response) or employers (11% response), the event was successful and beneficial for all partners.
- EAS will participate in the upcoming 2020 August Connect Event program.

2. Industry Advisory Committees and Meetings

Three industry advisory committees are in place in the School of EAS. (See Appendix for 2019 minutes.)

Veterinary Nursing - 4 industry members.
24th June 2019, Mt Albert Campus

Covering programmes:
Bachelor of Veterinary Nursing
New Zealand Diploma in Veterinary Nursing
New Zealand Certificate in Animal Technology - Veterinary Nurse Assistant

Applied Science - 7 industry members.
4 June 2019, Mt Albert Campus

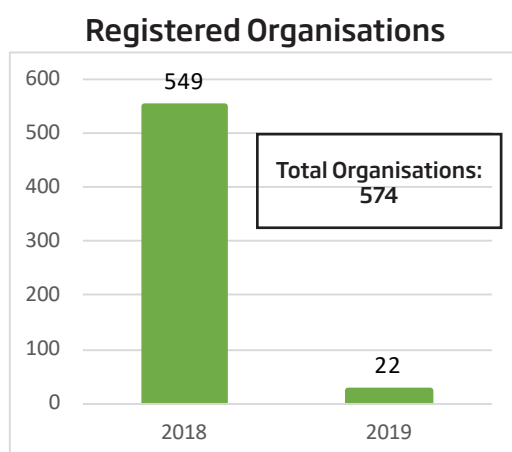
Covering programmes:
Bachelor of Applied Science

Animal Care - 4 industry members.
10 October 2019, Mt Albert Campus

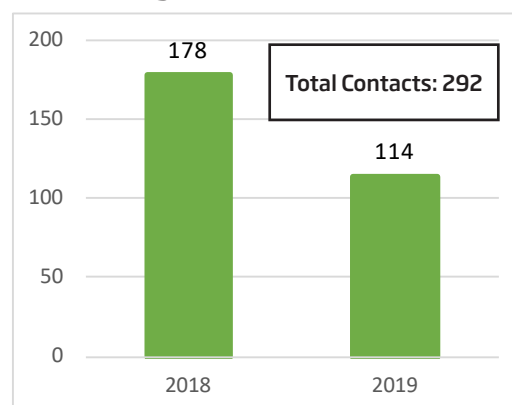
Covering programmes:
New Zealand Certificate in Animal Care
New Zealand Certificate in Animal Management
New Zealand Certificate in Animal Welfare Investigation

3. Industry Connectivity

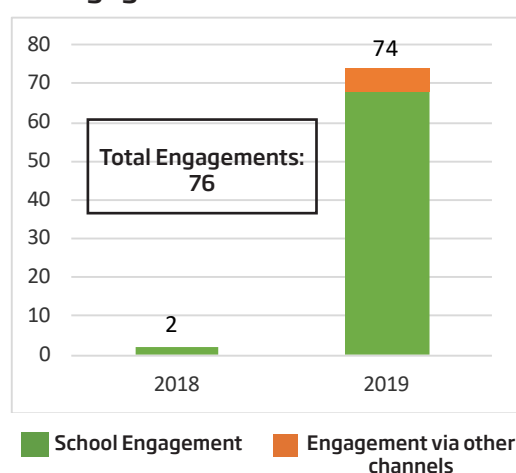
The number of new organisations, contacts and engagements recorded for the School of EAS (2018 - 2019.)



Registered Contacts



Engagements Recorded in CRM



Discussion

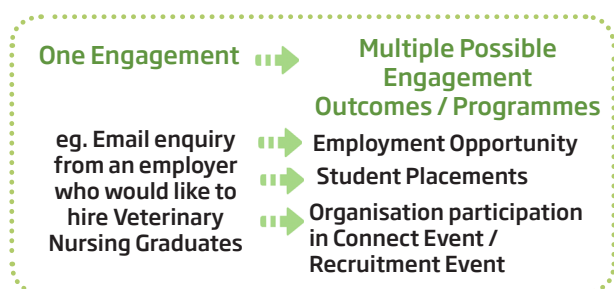
- All existing School contact data was uploaded in 2018.
- School of EAS is continuing to build its connectivity - new organisations and new/updated contacts in organisations in 2019.
- The difference between organisations and contacts is due to only around 20% of Veterinary clinics (over 450 are recorded in registered organisations) having a specific contact (vs generic) engaged with the School.
- 68 engagements (84% of total engagements) were activated by the School, other engagements activated via Unitec website, enquiry portal and networking.

Additional engagements yet to be recorded in this data:

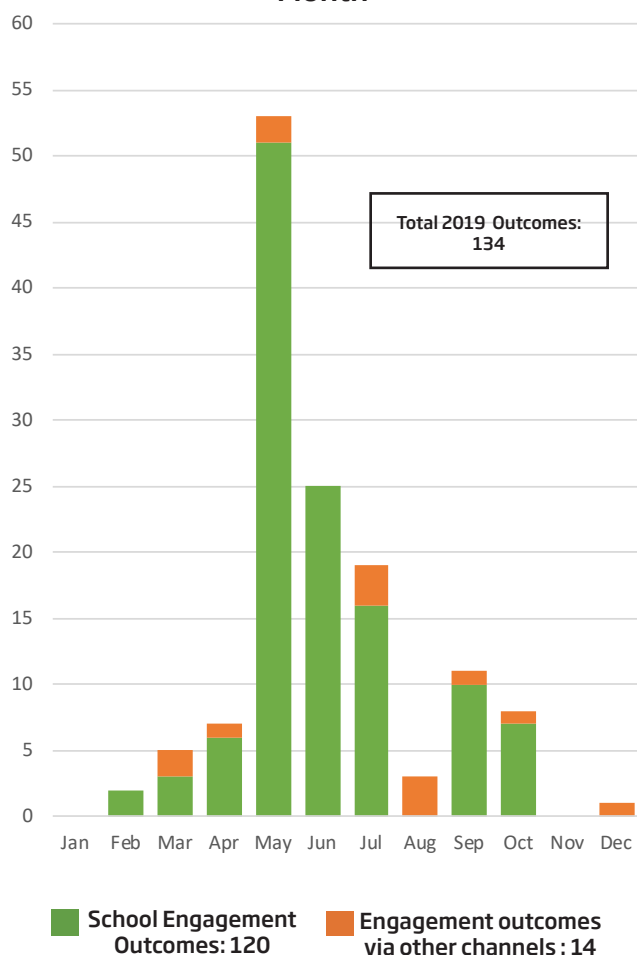
- » BAppSc Veterinary Nursing Pathway Consultation (recorded in NZQA application - please see Appendix)
- » Husbandry Centre Opening (invited guests)
- » National Biosecurity Meeting (invited guests)
- » Bees Talk with Lucy Cranwell (attendees)
- » GIS Eagle Technology GIS (training for secondary school teachers)

4. Measuring Effectiveness

One engagement with an organisation can result in more than one outcome for more than one programme



Total* Engagement Outcomes by Month

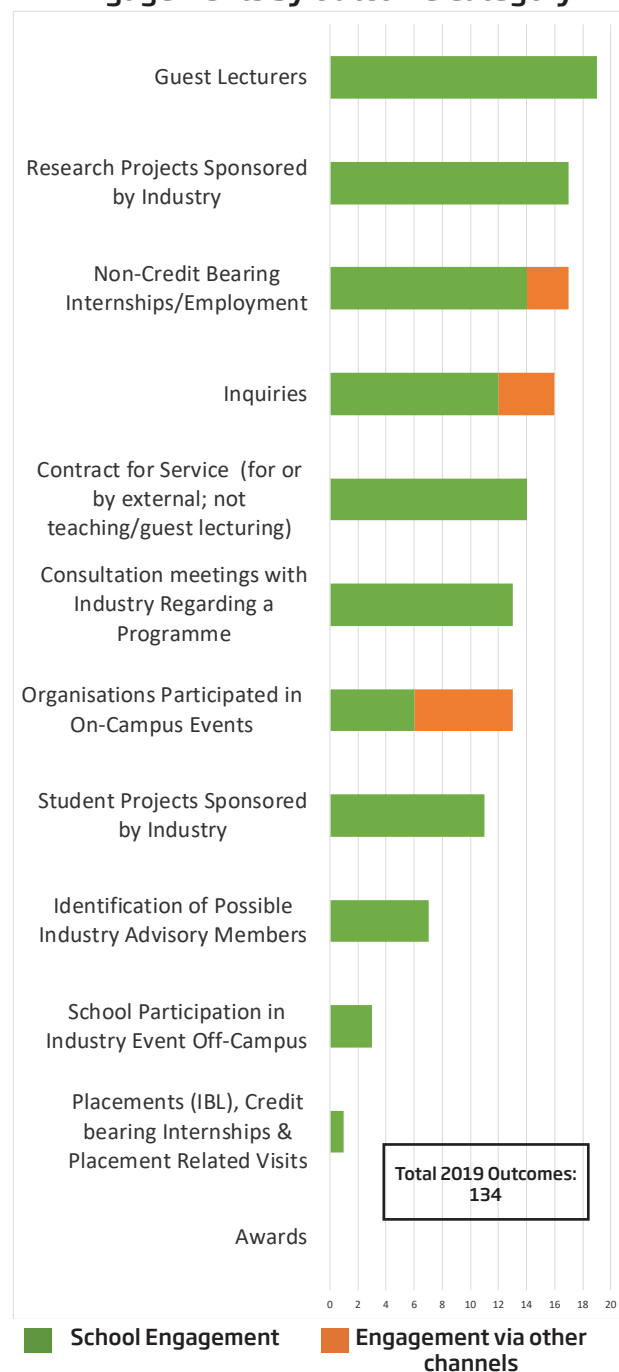


*Total = New engagements recorded in the CRM + IAC, graduate programs /employment, Connect Events etc.

Discussion

- The EAS Stakeholder Engagement Form (automatically uploading engagement into CRM) was introduced in May, accounting for the increase in recording of engagements in this month, as existing engagements not formerly recorded were added to the record.

Engagements by Outcome Category



Discussion

- Of the 74 engagements recorded in 2019, 134 outcomes were recorded across 12 engagement outcome categories.

Engagement Outcomes by Programme

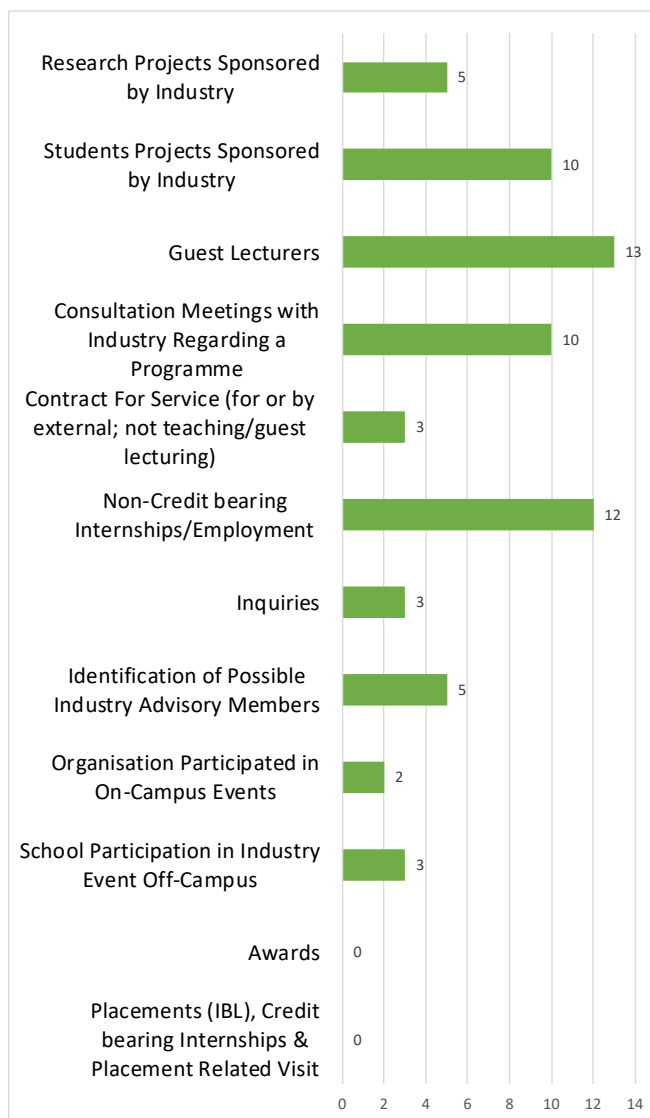
The number of engagement outcomes with industry across the School and its programmes is a strong reflection of the high level of engagement staff have with their industry partners.

The engagement outcomes associated with programmes are detailed over:

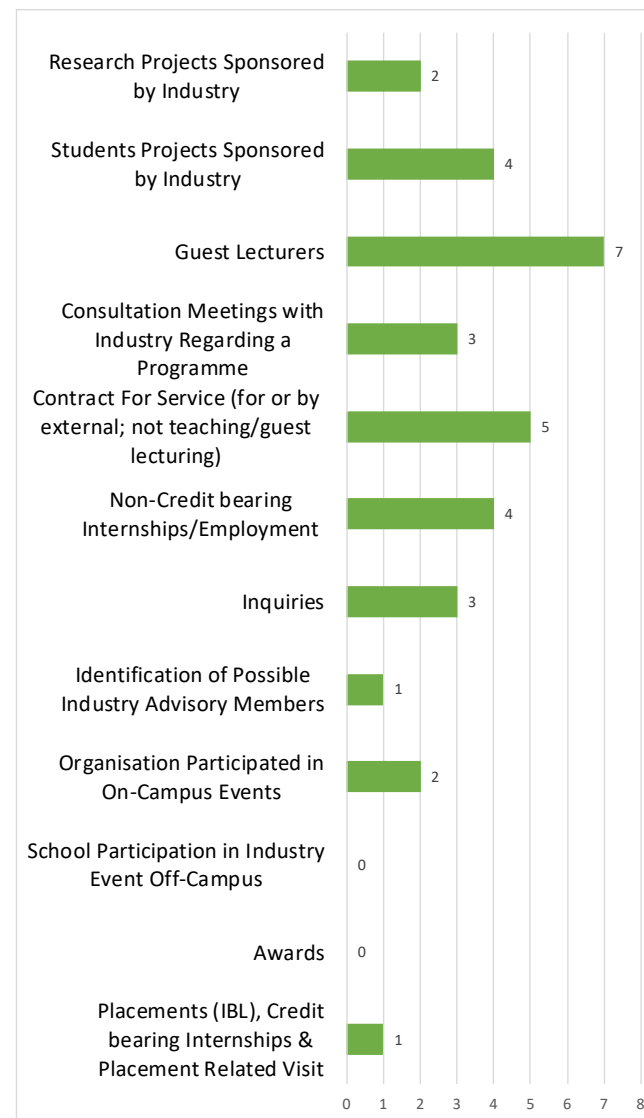
Bachelor of Applied Science (Animal Management and Welfare)
Bachelor of Applied Science (Biodiversity Management)



New Zealand Certificate in Animal Management (Companion Animals),
New Zealand Certificate in Animal Care/Management (Companion Animals),
New Zealand Certificate in Animal Management (Captive Wild Animals),
New Zealand Certificate in Animal Welfare Investigations,
New Zealand Certificate in Animal Management (Canine Behaviour and Training)



New Zealand Certificate in Animal Technology (Veterinary Nursing Assistant),
New Zealand Diploma in Veterinary Nursing,
Bachelor of Veterinary Nursing



Limitations

- Some of the outcomes reported require verification of being completed (ie did the guest lecturer recorded by the engagement form complete their presentation?)
- The form, at present, does not record the status of engagements ie. historical or 'in progress'. This will be addressed as part of an upgrade to the forms. Refer to the table of recommendations for discussion (page 5) for recommendations on how to resolve this for each outcome category.
- The outcomes do not adequately reflect the scale of EAS existing student placements with their on campus industry partners for Veterinary Nursing/ Animal Care. These partners are also identified as co-curricular partners - however the weighting of 50 placements vs 1 placement with a specific partner is yet to be resolved.

5. Value of CRM

Enabling Targeted Engagement:

Significant resources have been invested by the School and Industry team to ensure the data in the CRM is both clean and current. This enables a high level of targeted engagement.

- The Employer Programme Survey was released in early 2020 for BAppSci with zero email bounce-backs; 34% open rate.
- 90 organisations in the EAS database were invited to the Veterinary Nursing Connect event. 60% of businesses who attended the (fast turnaround) Veterinary Nursing Connect event were direct School referrals, demonstrating that active business contacts entered in the CRM and referred by the School contributed to the best outcome for this event.
- Maximising quality engagement opportunities with employers for our students via Connect Events is important. Business to student ratio for Vet Nursing Connect was 1:5 enabling quality interactions.
- Across Unitec, the Veterinary Nursing Connect event conversion of student and industry attendance was consistent with Connect events in other Unitec Schools which have been running for a number of years.



11%
Industry
Connect Event
Conversion Rate

21%
Student
Connect Event
Conversion Rate



Unitec School	Connect Event Student Attendance Conversion Rate 2019
School of Trades and Services	20%
School of Engineering and Applied Technology	21%
School of Building Construction	21%
School of Applied Business (highly targeted)	32% (35 students)
School of Computing and Information Technology	32% (148 students)

Staff Engagement with Stakeholder Form/ Log:

- Around 40% of EAS academic staff use the Industry Engagement Form.



Dan Blanchon (16 entries)
Mel Galbraith (16 entries)



Lorne Roberts
(8 entries)



Joanne Jones
(7 entries)

Response to Academic Reporting Cycle and 2019 Industry Diamond:

See below the number of engagements (mapped to School KPI's based on EAS 2019 Diamond):

1. Develop opportunities to undertake small research projects with other organisations (8)
2. Leverage industry collaborations to promote us and our programmes (8)

3. Initiate robust feedback processes with industry placement providers to assess student capability during the placement and the usefulness of graduates (7)
4. Review and strengthen pathways in BASCI (Biosecurity, MM, taxonomy, GIS, botany) (2)
5. Improve School links: Focus on selected schools. Create posters and prospectus, roadshow and kit, potentially in collaboration with stakeholders (2)
6. Continue to engage with Maori and Pacific communities to encourage potential students to consider careers in animal and environmental science (3)
7. Other (8), (includes Consultation, Potentially create a new programme, Forging new industry links, Staff PD, Engage with graduates overseas to potentially increase international student numbers and opportunities, Provide more internship opportunities and General research and reputation building.)

School's tracking of engagement:

Some engagements were updated by staff through the engagement form, detailing any further actions taken regarding an initial engagement.

These updates can provide evidence to support future course evaluations, PEP's and PAQC decisions when fully recorded through the CRM.

7 updates were provided in 2019 relating to PEP's, PAQC and course evaluations. This is a relatively small percentage of the overall number of engagements recorded.

Other updates (56), include 'Refer to HoS', 'Pathway Team Meeting', 'Lorne, Laura and Dan to discuss approach, set up meeting in June' etc.

Please see table of 2019 recorded updates in the Appendix (p 10).

Discussion

- The School has identified some limitations to the form and it is anticipated changes to mitigate these concerns can be in place by mid semester one 2020.
- Ensuring staff understand the importance of recording engagement and confirming whether 'future' engagement has actually taken place.
- Industry team will review use of next steps to committees/HoS et al in the form and by users to improve committee reporting.
- Working within existing School business processes (eg including possible engagement form entries by BA; school calendar) should help lift reported confirmed outcomes.

Mapping Key Partners for EAS

Based on the engagement outcomes tracked to date, the top 15 partner organisations across the School of Environmental and Animal Sciences and the key partners by programme can be mapped ased on number of engagement outcomes associated with each organisation.

This appears as Table 1: EAS Top 15 Key Partners and Table 2: EAS Key Partners by Programme (please see p 7-8).

Glossary of key terms used in these tables:

Business Development Opportunity: eg. Short Course or revenue generating activities

Co-delivery/Contract Delivery (Credit-bearing): eg. VetCare on Unitec grounds

Workforce Capability / Skills Shortage: Existing / new employer feedback on demand for critical existing / new skills

Industry Scholarship, Sponsorship and Awards: Scholarship(s) given by organisation

Table 1: EAS Top 15 Key Partners

KEY:

Outcome with your school only	Outcome with your school and other school(s)
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		Alumni Program Activities	Business Development Opportunity	Consultancy	Co- Curricular Partner	Co- / Contract Delivery (Credit- bearing)	Employment Opportunity	Guest Lecturer	Industry Advisory Committee	Industry Off Campus Event	Industry On Campus Event	Industry Programme Feedback	Industry Scholarship, Sponsorship and Awards	Internship: Credit Bearing	Internship: Non-Credit Bearing	Unitec Has Membership	Partners: Equipment & Technology	Research	Short Courses and CoP	Student Project	Workforce Capability/ Skills Shortage
1	Wildland Consultants																				
2	Wellington Zoo																				
3	Auckland Zoological Park																				
4	Department of Conservation																				
5	Tiritiri Matangi																				
6	Hamilton Zoo																				
7	Landcare Research New Zealand																				
8	Agresearch																				
9	Auckland Botanic Gardens																				
10	QEII National Trust																				
11	Forest and Bird																				
12	NZ Companion Animal Council																				
13	Project Twin Streams																				
14	Greenscene Arborculture																				
15	Auckland Botanical Society																				

Table 2: EAS Key Partners by Programme

<i>Organisation</i>	Bachelor of Applied Science (Biodiversity Management)	Bachelor of Applied Science (Animal Management and Welfare)	New Zealand Certificate in Animal Management (Companion Animals), New Zealand Certificate in Animal Management (Companion Animal)	New Zealand Certificate in Animal Management (Captive Wild Animals)	New Zealand Certificate in Animal Welfare Investigations	New Zealand Certificate in Animal Management (Canine Behaviour and Training)	New Zealand Certificate in Animal Technology (Veterinary Nursing Assistant)	New Zealand Diploma in Veterinary Nursing	Bachelor of Veterinary Nursing	<i>Total # outcomes recorded per organisation</i>
New Zealand Bird Rescue Charitable Trust		2	2	1	2		1	1		9
Auckland Zoo	3	3		2						8
Auckland Council	3	1		1	1				1	7
Gutter Kitties		1	1		1	1	1	1	1	7
Victoria Tafe	1	1		1			1	1	1	6
Barkley Manor Limited			1			1	1	1	1	5
Pet Refuge		1	1		1	1		1		5
VetCare Grey Lynn							3	1	1	5
Eastern Institute of Technology		1					1	1	1	4
Monique Hagedoorn (Individual, Alumni)	1	1		1	1					4
Animal Evacuation NZ			1		1			1		3

6. Recommendations for improving visibility of activities with industry partners

Many industry partners in EAS are well established and highly engaged with the School. Reporting of this engagement via the CRM is BAU in many instances. However, as noted above, the form requires modification to help clarify if the engagement is 'historical / 'in progress'.

The Industry team will continue to work with the School to establish best practice in engagement recording (both initial and updating existing engagements).

The following table provides recommendations for increasing accuracy of engagement reporting and foci for 2020:

Outcome names	No. recorded by School (2019)	Number of steps required to measure actual outcome	Possible solutions	Focus 2020
Referral from School for Connect Events	38	Achieved: We can effectively measure this now		
Connect Event Data (Industry and Student)	1	Achieved: We can effectively measure this now		
Guest Lecturers	19	Requires 1 step	Details of guest lecturers which are recorded in a central location should be accessible to individual(s) within the school in order that engagement records can be updated. These lectures could also be entered in the School's shared calendar.	*
On-Campus Events with Organisations	6	Requires 1 step	Details of on campus events should be recorded in a central location accessible to individual(s) within the school in order that engagement records can be updated. These meetings should also be entered in the School's shared calendar. Update workflow in CRM to get confirmation of event where 'future' event is recorded; confirm event has occurred where historical event is recorded	*
Participation in Industry Event Off-Campus	3	Requires 1 step	Details of external industry meetings should be recorded in a central location where the information is accessible to individual(s) within the school who are accountable for industry engagement. These meetings should also be entered in the School's shared calendar.	
Identification of Possible Advisory Members	7	Requires 1 step	Upon receiving meeting minutes, check those who were identified as possible advisory members against attendees and update	
I.A.C. Meetings	3	Requires 1 step	All minutes to IACMinutes@unitec.ac.nz; schedule of meetings including notifications of changes to IWD@unitec.ac.nz	
Contract for service (for or by external; not teaching/guest lecturing)	14	Requires 1 step	Update workflow in CRM to move in progress contracts to confirmed/signed contracts.	
Placements (IBL), Credit Bearing Internships & Placement Related Visits	1	Requires 1+ step	Define credit based learning with industry partners and establish internal process to record the number of students in placements. Communication with industry should be accessible to individual(s) accountable for industry engagements within the School (ie. A central folder or shared resource).	*
Awards and Scholarships	0	Requires 1+ step	Details should be recorded, including student name and who the scholarship was awarded by. This should be accessible to individual(s) accountable for industry engagements within the School.	
Employment/Non-Credit Bearing Internships	14	Requires 2+ steps	The primary engagement holder should update the status of engagement through updating in the Industry Engagement Form.	
Student Projects Sponsored by Industry	11	Requires 2+ steps	Clarify credit based learning in workplace with student industry project; the primary engagement holder should update the status of engagement through updating in the Industry Engagement Form.	*
Consultation meetings with Industry Regarding a Programme	13	Requires 2+ steps	The primary engagement holder should update the status of engagement through updating in the Industry Engagement Form; update workflow in CRM to get confirmation of event where 'future' event is recorded; confirm event has occurred where historical event is recorded Consultation log to be reviewed by PAQC (monthly/quarterly reporting)	*
Research Projects Sponsored by Industry	17	Requires 2+ steps	The primary engagement holder should update the status of engagement through updating in the Industry Engagement Form confirmed or historical info from research office register	
Other inquiries with the School	12	Requires 2+ steps	The primary engagement holder should update the status of engagement through updating in the Industry Engagement Form.	

Appendix

1. Engagement form updates made by EAS staff mapped to EAS 2019 KPI's:

Relating to:	Date	Industry Partner Involved
Course Evaluation	10/05/2019	VetCare Grey Lynn
	20/05/2019	Victoria Tafe
	23/05/2019	Pets @ Rest
PEP report	15/05/2019	Butterfly Creek
	16/05/2019	Auckland Council
PAQC	5/05/2019	SPCA
	16/05/2019	Auckland Council
Refer to Hos	5/05/2019	Paul White
	14/02/2019	Stuff
	15/05/2019	Butterfly Creek
	16/05/2019	Auckland Council
	22/05/2019	Wellington Institute of Technology and Whitireia Community Polytechnic
	29/05/2019	Auckland Council
	2/06/2019	Animal Evacuation NZ
Pathway Team Meeting	23/04/2019	Auckland Zoo
	5/05/2019	SPCA
	16/05/2019	VetCare Gret Lynn
	17/05/2019	VetCare Unitec
	20/05/2019	Veterinary Specialist Group
	27/05/2019	Auckland Council
	28/05/2019	EIT
	4/06/2019	Ministry for Primary Industries
	11/06/2019	VetCare Grey Lynn
	2/07/2019	Charitable Trust
BAU, AD HOC & Others (34)		

[2. School of Environmental and Animal Sciences Engagement Plan 2019 -2022](#)

[3. School of Environmental and Animal Sciences Contact Register 2019](#)

[4. Engagement Log \(School of Environmental and Animal Sciences staff\)](#)

[5. Engagement Log \(other channels\)](#)

[6.BAppSci I.A.C. Minutes 2019](#)

[7. Veterinary Nursing I.A.C. Minutes 2019](#)

[8. NZCAC, NZCAM, NZCAW I.A.C. Minutes 2019](#)

[8. NZQA application- BAppSc Veterinary Nursing](#)