The Partnerships Strategy
2020 - 2023

Vision:

Led by Te Noho Kotahitanga we manaaki the success of our students and communities.

Strategic Priorities:

Renewed focus on core business:

» Improve the success of all students, achieving parity for Māori, Pacific and Under 25's by 2022, enhancing International student success, and serving the educational needs of the West, Central & North Auckland communities.

» Provide high quality learning, teaching and applied research to develop work-ready lifelong learners and return to Category One.

» Engage and inspire staff so they are proud to work at Unitec and are equipped with the capabilities to support quality learning.

» Build a financially sustainable organisation to invest in the future with an operating surplus by 2022.

Principles:

» Led by Te Noho Kōtahitanga

Rangatiratanga (Authority and Respect)

Wakaritenga (Legitimacy)

Kaitiakitanga (Guardianship)

Mahi Kōtahitanga (Co-operation)

Ngākau Mahaki (Respect)

Our Direction:

» Unitec as a large vocational and professional educational provider in the Auckland region provides for the educational needs of its local communities and employers by offering a wide range of industry and community-connected courses and qualifications from Level 1 to Master degrees.

Goals:

Goal 1: Respond to regional skills demand.

Objectives:

1. Continuously align our academic portfolio offerings with regional skills demand.

    a) Business Plans aligned with regional skills demand

    b) Partner in development of new products

        ▪ Programmes, short courses etc.

        ▪ Contracted delivery

    c) Opportunities for delivery of existing products to new cohorts are identified and developed

        ▪ Contracted delivery

        ▪ New modes of delivery

Goal 2: Students' and graduates' transition into the workforce is supported.

Objectives:

1. Identify opportunities with Auckland businesses and industry networks to increase access and participation in local labour market for students and graduates.

    a. Deliver employability programme of engagement with industry

        i. Industry Connect Events, targeted Recruitment events

    b. Build our range of work-based learning business partners

    c. Explore the development of a career and employment hub.

2. Deliver Alumni programme

    a. Collaborate with and support schools to develop active, connected discipline based Alumni groups

    b. Deliver Unitec-wide strategic and organisational components of Alumni strategy and programme

    c. Deliver Alumni communications plan

Goal 3: Be a collaborative partner in Schools' industry engagement.

Objectives:

1. Raise awareness of Unitec's point of relevance and programmes to Auckland business.

2. Activate industry engagement plans for Schools.

3. Implement client relationship management system and reporting across schools.

4. Support industry engagement and feedback in existing programme suite

    a. Oversee Industry Advisory Committees

    b. Support systems to gather industry and graduate insights for annual, consistency, five- year review cycles

    c. Increase work-based learning opportunities for students

5. Support key stakeholder relationships

a. Providers of staff professional development in their discipline

b. Sponsors – product and brand, scholarships, awards

c. Co-development and delivery partners (including ITO's etc)

Goal 4: Key industry partners are valued and supported.

Objectives:

1. Activate relationship management plan for key industry and community stakeholders for the organisation (with Schools as appropriate)

    a. Identify and manage key institutional stakeholders

        i. Central Government (NZQA, TEC, MBIE, MPs etc.)

        ii. Local Government (Panuku, Auckland Council, ATEED, local boards and councillors)

    b. Build key business and community stakeholder relationships

        i. To support our priority groups

            1. Māori business/industry/community partnerships

            2. Pacific business/industry/community partnerships

            3. Chinese/Indian business association partnerships

        ii. To support sub-regional economic development

            1. Rosebank Business Association

            2. Central Park Business Association

        iii. To support Auckland Regional development

            1. Chamber of Commerce

Goal 5: Maintain an appropriate level of administrative and reporting frameworks to support schools and institution engagement.

Objectives:

1. Manage Alumni systems

2. Manage CRM system

3. Develop and implement reporting frameworks

    a) Dashboard for AB

    b) Dashboard and/or annual report for Schools engagement

        i. Opportunity conversion

        ii. Categorisation of engagement