Success Strategy - International Summary

Overview

The International Success Strategy (ISS) 2019-2022 provides the framework for a coordinated approach to giving effect to our International learner voice and journey. The strategy provides Unitec with initiatives designed to engage learners and staff in a positive experience that supports academic achievement and overall completion success.

The strategy is informed and guided by the principles of Te Noho Kotahitanga, 2018 internal and external evaluations and NZ Government regulatory requirements to ensure compliance.

Four priorities have been identified as essential to building a positive experience for International learners:

- Manaaki (care for) our students/learners
- Whakaae (realise) our students/learners' goals
- Tautoko (support) our staff to engage
- Awhi (embrace) our students/learners culturally

Reporting into the Executive Director Student Success, Glenn Mckay and managed by the Director Student Success, Annette Pitovao with expertise from International Business Support Manager who oversees compliance to the Code of Practice, Pastoral Care (International Students). International Success is responsible for:

a) Supporting recruitment of International prospects via Agents and Offshore Partner pathways and articulation agreements through partnering with Marketing
b) Supporting marketing promotion of Unitec internationally
c) Supporting assessment of International student applications to meet regulatory & compliance requirements
d) Actively provide programme, course and enrolment advice along with general pastoral care support
e) Actively lead provision of Visa, Insurance & Under 18 monitoring and support
f) Actively lead provision of International Orientation & student on-boarding
g) Actively lead provision of pastoral support for International students
h) Actively lead provision of International Student Connectors
i) Actively lead provision of International Re-enrolment
j) Actively lead provision of International Completions tracking and monitoring

2019 ITP Sector Average

2019 ITP Sector Average	SCC	QC	First year Retention	Progression
International	91.7%	71.5%	76.9%	68.6%
Domestic	79.0%	53.8%	64.0%	35.5%
Variance	12.7%	17.7%	12.9%	33.1%

International learner course completions in 2019 were **92%**. This is a good result, exceeding the Unitec target of 82% by 9.8%, and on par with results across the University and ITP sector.

First Year Retention is similarly high at **87.3%**, well above the Unitec target of 75%, comparable to AUT and University of Auckland, and considerably higher than the ITP sector and MIT.

Qualification Completion rates of 56.3% dropped by 7.2% from 2018. As noted however, excluding Shandong University students lifts the International student rates each year. For 2019 the 'revised' QCR lifts from **56.3% to 78.5%**. This rate would be above both the university and ITP sectors. This is shown in a graph below.
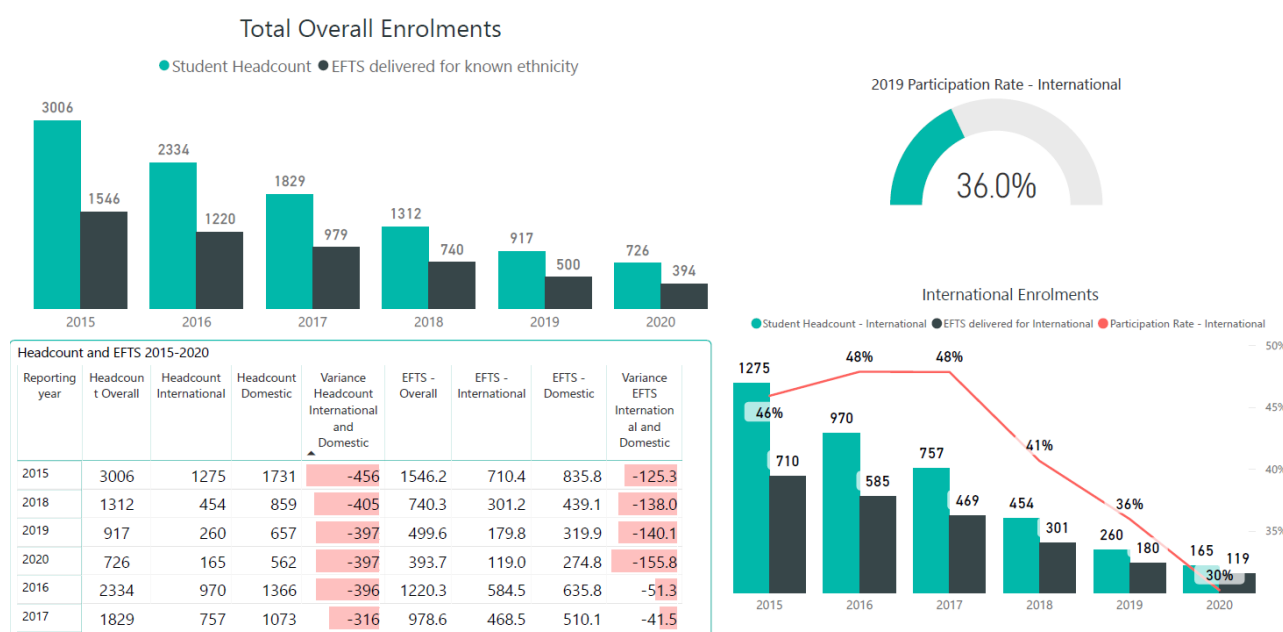
OVERALL LEARNER PROFILE: Females are slightly more successful than the male students and much of the success is at Level 4 to 7. Since 2015 EFTs have halved with no impact on SCC rates. Learners between the ages of 35-44 are the most successful at 96% and the average age of International learners at 26 years are successful at 94%.

Overall we are confident that our international students will complete their courses. We recognise there are different drivers for International students as there is a lot at stake for them if they fail – increased study time, repeat payment which may mean another loan from a bank or family members, new student visa with extended insurance, continued living costs to remain in NZ and ultimately family pressures.

Student Numbers

Total Overall Enrolments

Headcount and EFTS 2015-2020

Reporting year	Headcount Overall	Headcount International	Headcount Domestic	Variance Headcount International and Domestic	EFTS - Overall	EFTS - International	EFTS - Domestic	Variance EFTS International and Domestic
2015	3006	1275	1731	-456	1546.2	710.4	835.8	-125.3
2018	1312	454	859	-405	740.3	301.2	439.1	-138.0
2019	917	260	657	-397	499.6	179.8	319.9	-140.1
2020	726	165	562	-397	393.7	119.0	274.8	-155.8
2016	2334	970	1366	-396	1220.3	584.5	635.8	-51.3
2017	1829	757	1073	-316	978.6	468.5	510.1	-41.5

2019 Participation Rate - International
36.0%

International Enrolments

- Unitec went from 46% new International Enrolments (1275 new learners from total 3006 overall) in 2015 dropping down to 30% new International Enrolments (165 new learners from total 726 overall) in 2020. This trend was seen across much of the sector.

Highlights related to the Success Strategy

Work on actively progressing the strategy priority actions continued throughout the lockdown period where possible. There are a number of actions that will no longer be able to be delivered especially given the requirement for physical spacing under Alert Level 2 and higher. Specifically, any cultural events including two Noho Marae with International Student Wellbeing Strategy (ISWS) external funding approved. Alternatives to these are being investigated for Diwali Celebrations. Actions that maintain student connections with the campus continue -   regular newsletters with updates, international online study groups, online career preparation sessions, academic excellence scholarships for achievement to name a few.

Student Net Promoter Score: Between 2015 - 2018 the NPS was in decline and has only in the last 2 years started to improve. The Strategy aims to address this historical decline by improving the student experience (on campus and online) and building a relationship between the student, support staff and teachers. Two specific cultural events were delivered on both campuses and both were student and staff driven. Both were very successful and helped to build rapport between students and staff. The International support team have

continued to improve the way they support students during the first 6 weeks with ongoing information sessions.

"I See Me" Focus Area #5 is: *Increase and improve staff awareness and understanding of the importance of the International Student Code of Practice*. Building on the work started in 2018 and the momentum created this strategy aims to have 100% of staff aware of the importance of the Code. Combined workshop with Code quiz have been delivered since September 2019 and have improved the 2018 engagement figure of 10% to 51% end of April 2020. This work continues across the institute and we are optimistic about reaching 100% staff engagement by end of 2020. Current progress on staff capability with the International Code of Practice sits at 75%.

Qualification completion rates have declined since 2018, 63.5% to 56.3% in 2019. A combined Priority Group non- completions project is underway to understand the reasons for non-completions. Impacting on this figure is a disproportionately large group of Applied Business and Architecture part- time students still active in programme. Work is underway to measure the change to QCR if these students were discontinued.

Key Changes/Initiatives since 2018

1. Appointment of Director International Success Tracy Chapman in early 2019, an influencer across the organization to ensure connections for International and now with Tracy's recent departure at the end of August 2020, the shift into business-as-usual alignment within Student Success broadly via the International Student Success team

2. Learner Outreach Project - active dashboard with International aligned support for tracking and monitoring learners across all Schools

3. Progress in targeted research related to International Success through non-completions research underway Power BI link

4. Increased connections with Schools - International Success Champions 1:1 check-in monthly

5. Resourcing commitments made for International Code of Practice staff workshop professional development opportunities expanded

6. Reporting processes to achieving goals offering transparency with Academic Board at governance level

7. Student Voice increases – International Student Rep involved in Orientations alongside International Student Connectors actively mentoring.

Challenges / Gaps

The impact of some International Chinese enrolments on QCR rates.

Over 2007-2018 Unitec enrolled young International Chinese Students into Unitec courses in the Bachelor of Business and Bachelor of Architecture Studies in order to allow them access to Unitec's Moodle resources.

This was as part of an arrangement whereby Unitec staff and resources were used in teaching at partner Universities in China. Approximately 2,000 students were enrolled part-time for Moodle access, although they were never taught as Unitec students and never intended to complete Unitec courses or qualifications.

The impact of this practice on Unitec's QCR rate, particularly for International and Under-25 students, has been significant and will continue through to 2022. Excluding these students from Unitec's Qualification

Completions produces the figures below, lifting Unitec's overall QCR by between 1.0 – 3.5% in different years, and putting Unitec's 2019 result above its target.

The impact of this has been on Unitec's EPIs, but has had no impact on TEC funding as all students are International.
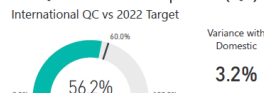
Unitec QCR	2015	2016	2017	2018	2019
Unitec including Shandong	55.3%	54.2%	59.0%	55.8%	53.8%
Unitec excluding Shandong	57.3%	56.1%	60.1%	56.7%	57.2%
Under 25 - including Shandong	51.6%	51.3%	58.2%	54.8%	48.4%
Under 25 - excluding Shandong	55.0%	54.4%	60.1%	56.3%	54.1%
International - including Shandong	48.6%	49.9%	62.2%	63.6%	56.2%
International - excluding Shandong	58.6%	59.1%	68.9%	69.7%	78.6%

Data Summary

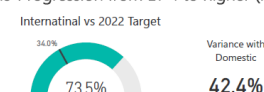2019 Successful Course Completion (SCC)
International SCC vs 2022 Targ...
92.0%   Variance with Domestic **11.2%**

2019 Qualification Completion (QC)
International QC vs 2022 Target
56.2%   Variance with Domestic **3.2%**

2019 First Year Retention (FYR)
International vs 2022 Target
87.3%   Variance with Domestic **20.1%**

2019 Progression from L1-4 to higher (PR)
Internatinal vs 2022 Target
73.5%   Variance with Domestic **42.4%**

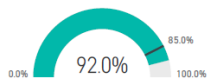| Reporting year	SCC Overall	SCC International	SCC domestic	SCC International Variance	QC Overall	QC International	QC Domestic	QC International Variance	1st Year Retention Rate Overall	1st Year Retention Rate for International	1st Year Retention Rate for Domestic	FYR International Variance	Progression % Overall	Progression % International	Progression % International Variance
2015	83.5%	87.2%	82.3%	4.9%	55.3%	48.6%	57.1%	-8.5%	72.2%	77.0%	70.0%	7.0%	36.4%	73.8%	37.3%
2016	83.5%	87.9%	82.2%	5.7%	54.2%	49.9%	55.4%	-5.5%	67.1%	73.9%	64.4%	9.5%	32.6%	73.8%	41.2%
2017	83.5%	88.4%	81.8%	6.6%	59.0%	62.2%	58.3%	3.9%	71.4%	86.4%	65.9%	20.5%	33.5%	77.1%	43.5%
2018	83.0%	89.6%	81.1%	8.5%	55.8%	63.6%	53.9%	9.6%	71.5%	85.0%	67.2%	17.8%	28.9%	80.7%	51.8%
2019	82.9%	92.0%	80.8%	11.2%	53.8%	56.2%	53.1%	3.2%	70.8%	87.3%	67.2%	20.1%	31.2%	73.5%	42.4%
2020 Sem1	83.9%*	92.5%	82.0%	10.5%	58.2%	63.3%	56.6%	6.7%							

EPIS 2015-2020

2020 SCC is based off semester 1 courses with results in only (excludes missing and deferred grades); 2020 QCR is based off semester 1 completions only so can increase by the end of the year.

EPI exclude Chinese Overseas Students

2019 Successful Course Completion (SCC)

International SCC vs 2022 Targ...

92.0% (0.0% – 100.0%, 85.0%)

Variance with Domestic: **11.2%**

2019 Qualification Completion (QC) excludes Overseas Students

International QC vs 2022 Target

78.5% (0.0% – 100.0%, 60.0%)
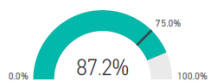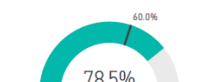
Variance with Domestic: **25.4%**

2019 First Year Retention (FYR)

International vs 2022 Target

87.2% (0.0% – 100.0%, 75.0%)

Variance with Domestic: **20.0%**

2019 Progression from L1-4 to higher (PR)

Internatinal vs 2022 Target

73.6% (0.0% – 100.0%, 34.0%)
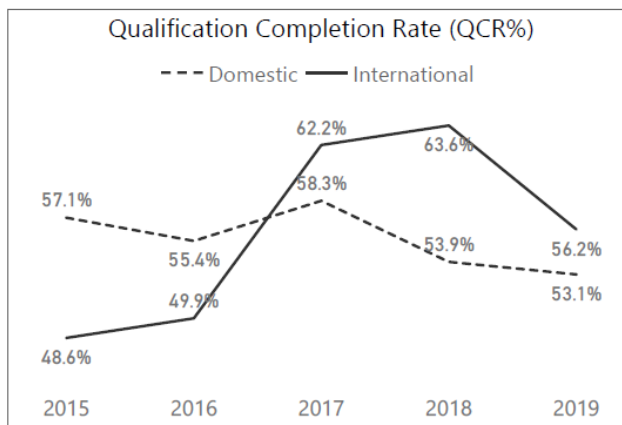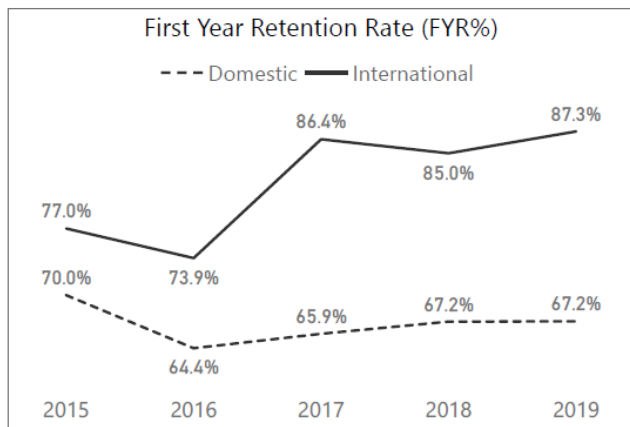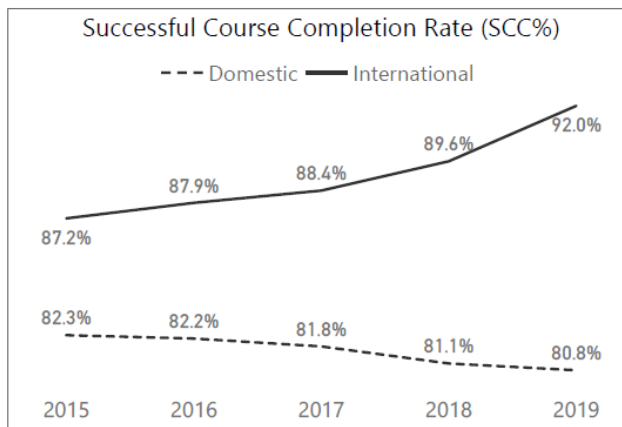
Variance with Domestic: **42.5%**

EPIS 2015-2020

Reporting year	SCC Overall	SCC International	SCC domestic	SCC International Variance	QC Overall	QC International	QC Domestic	QC International Variance	1st Year Retention Rate Overall	1st Year Retention Rate for International	1st Year Retention Rate for Domestic	FYR International Variance	Progression % Overall	Progression % International	Progression % International Variance
2015	83.5%	88.0%	82.3%	5.7%	57.5%	59.4%	57.1%	2.4%	72.1%	82.7%	70.0%	12.7%	36.4%	73.3%	36.9%
2016	83.5%	88.1%	82.2%	5.9%	56.4%	61.3%	55.4%	5.8%	68.2%	83.1%	64.4%	18.7%	32.6%	74.2%	41.6%
2017	83.4%	88.5%	81.8%	6.7%	60.6%	73.0%	58.3%	14.7%	70.2%	85.3%	65.9%	19.4%	33.5%	77.6%	44.1%
2018	83.0%	89.9%	81.1%	8.8%	57.1%	73.2%	53.9%	19.2%	71.0%	84.5%	67.2%	17.3%	28.9%	80.7%	51.8%
2019	82.9%	92.0%	80.8%	11.2%	57.1%	78.5%	53.0%	25.4%	70.8%	87.2%	67.2%	20.0%	31.2%	73.6%	42.5%
2020 Sem1	83.9%³	92.5%³	82.0%³	10.5%	60.8%	77.6%	56.6%	21.0%							

2020 SCC is based off semester 1 courses with results in only (excludes missing and deferred grades); 2020 QCR is based off semester 1 completions only so can increase by the end of the year.

Priority Group Performance – International and Domestic

Successful Course Completion Rate (SCC%)

- - - Domestic ——— International

International: 87.2% (2015), 87.9% (2016), 88.4% (2017), 89.6% (2018), 92.0% (2019)
Domestic: 82.3% (2015), 82.2% (2016), 81.8% (2017), 81.1% (2018), 80.8% (2019)

First Year Retention Rate (FYR%)

- - - Domestic ——— International

International: 77.0% (2015), 73.9% (2016), 86.4% (2017), 85.0% (2018), 87.3% (2019)
Domestic: 70.0% (2015), 64.4% (2016), 65.9% (2017), 67.2% (2018), 67.2% (2019)

Qualification Completion Rate (QCR%)

- - - Domestic ——— International

International: 48.6% (2015), 49.9% (2016), 62.2% (2017), 63.6% (2018), 56.2% (2019)
Domestic: 57.1% (2015), 55.4% (2016), 58.3% (2017), 53.9% (2018), 53.1% (2019)

Progression % from Level 1-4 to higher (SPR%)

- - - Domestic ——— International

International: 73.78% (2015), 73.82% (2016), 77.05% (2017), 80.71% (2018), 73.51% (2019)
Domestic: 38.64% (2015), 34.93% (2016), 35.72% (2017), 30.03% (2018), 31.90% (2019)

Qualification Completion Rate – International (excludes Chinese Overseas students) and Domestic

Qualification Completion Rate (QC%)

- - - Domestic —— International

	2015	2016	2017	2018	2019	2020
International	59.4%	61.3%	73.0%	73.2%	78.5%	77.6%
Domestic	57.1%	55.4%	58.3%	53.9%	53.0%	56.6%
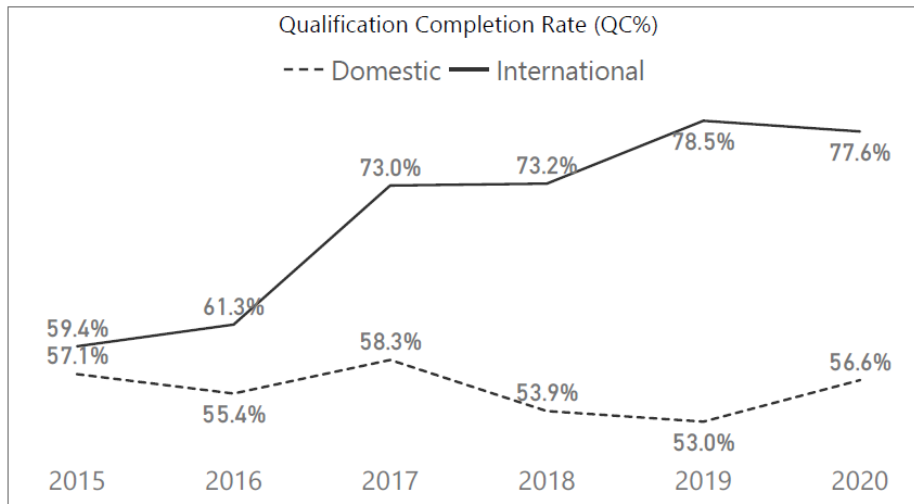
Graduates Employed, Studying or Combined (GESC) %

Graduate Survey Outcomes - International

International ▼

2019 Reporting Year	**838** Sent	**279** Received	**33.3%** Response rate	**5%** Margin of Error
2020 Reporting Year	**460** Sent	**144** Received	**31.3%** Response rate	**7%** Margin of Error

Margin of Error : this is a sampling error that results if the response rate is not 100%. The error value indicates a 95% likelihood of % variances in both upward and downward directions. For example, if % GESC is 85% and the margin of error is 10%, there is a 95% chance that the actual % GESC is between 75% and 95%.

2019: 62.2% / 85.0%   2020: 65.3%

% Employed

Wave	Total Employed	Number of Respondents	% Employed
2016	173	268	64.6%
2017	134	204	65.7%
2018	160	283	56.5%
2019	163	271	60.1%
2020	68	122	55.7%
Total	**698**	**1148**	**60.8%**

Graduate Outcome KPIs

- % GESC
- % Employed
- % Higher Study

	2016	2017	2018	2019	2020
% GESC	70.6%	73.0%	66.7%	62.2%	65.3%
% Employed	64.6%	65.7%	56.5%	60.1%	55.7%
% Higher Study	9.2%	12.8%	10.8%	10.1%	17.8%

% GESC

Wave	Total in Employment or Higher Study	Number of Responses	% GESC
2016	115	163	70.6%
2017	108	148	73.0%
2018	130	195	66.7%
2019	148	238	62.2%
2020	77	118	65.3%
Total	**578**	**862**	**67.1%**

% in Higher Study

Wave	Total in Higher Study	Number of Responses	% Higher Study
2016	15	163	9.2%
2017	19	148	12.8%
2018	21	195	10.8%
2019	24	238	10.1%
2020	21	118	17.8%
Total	**100**	**862**	**11.6%**

% Employed (Domestic ● International ● Variance)

	2016	2017	2018	2019	2020
Domestic	76.5%	79.8%	81.9%	82.8%	71.5%
International	64.6%	65.7%	56.5%	60.1%	55.7%
Variance	-12.0%	-14.1%	-25.4%	-22.7%	-15.7%

% Higher Study (Domestic ● International ● Variance)

	2016	2017	2018	2019	2020
Domestic	23.6%	25.7%	24.2%	23.2%	25.6%
International	9.2%	12.8%	10.8%	10.1%	17.8%
Variance	-14.4%	-12.9%	-13.4%	-13.1%	-7.8%

% GESC (Domestic ● International ● Variance)

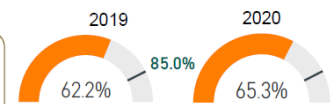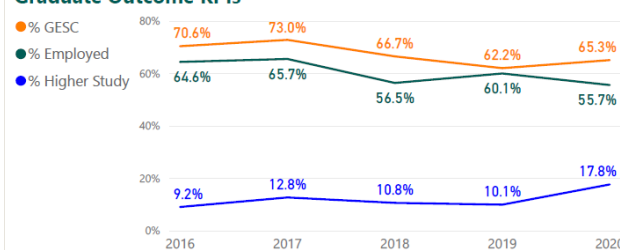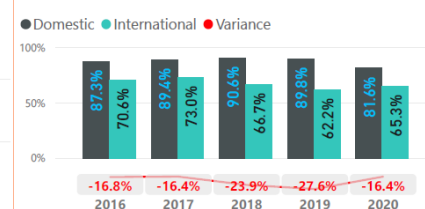|	2016	2017	2018	2019	2020
Domestic	87.3%	89.4%	90.6%	89.8%	81.6%
International	70.6%	73.0%	66.7%	62.2%	65.3%
Variance	-16.8%	-16.4%	-23.9%	-27.6%	-16.4%

Data Source

2020 SCC is based off Live Dashboard semester 1 courses with results in only (excludes missing and deferred grades); The rest of data is based off Nga Kete data after the August SDR refresh; 2020 QCR is based off semester 1 completions only so can increase by the end of the year.

To align with the student performance indicators, EFTS and student headcount are based off formal qualifications only (Nga Kete sourced data)

Progression Rates are based on SAC funded students only to align with Nga Kete reporting, with the exception of International student progression which has the SAC funded filter removed