

Marketing & Communications Action Plan 2021

| | Unitec Priority | Team Priority | 2021 Actions | 2021 Metrics |
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| RANGATIRATANGA Authority & Responsibility | 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 Tāmaki Makaurau | Build brand love, reputation and engagement with our key communities across Tāmaki Makaurau and offshore | <ul style="list-style-type: none"> Consistent brand experience across all touchpoints 'I See Me' marcomms strategy (with parity targets) Onshore & offshore international engagement strategy External community/partner/stakeholder/influencer engagement plan Supporting the North Shore opportunity strategy | <ul style="list-style-type: none"> Improved brand health and NPS Improved social media engagement International recruitment targets met Events & engagement plans in place and targets met North Shore strategy drafted |
| MAHI KOTAHITANGA Co-operation | Provide high quality learning, teaching and applied research to develop work-ready lifelong learners | Showcase excellence and support student success across Unitec and its communities | <ul style="list-style-type: none"> Rollout of 'the good news factory' - building on 'trusted culture' and 'getting graduates business ready' New product development & positioning (including short courses, Waitākere) School strategy plans Go to market strategy – to support product rollout | <ul style="list-style-type: none"> External media targets met Product positioning strategies ratified School plans in place and targets met Go-to-market strategies in place |
| WAKARITENGA Legitimacy | Engage and inspire staff so they are proud to work at Unitec and are equipped with the capabilities to support quality learning | Deepen our internal partnerships to engage, inspire and support Unitec staff and stakeholders so they're better able to support student success | <ul style="list-style-type: none"> Comms/marketing toolkits, templates, processes and training to support wider staff capability and autonomy Improved staff engagement with marketing and comms Professional development plan for all staff Champion MIT/Unitec whakawhanaungatanga and values-based partnership that puts students at the centre Enhance collaboration and partnership to support re-enrolment & retention Co-design/design thinking | <ul style="list-style-type: none"> Toolkits etc in place Brand guidelines rolled out and community of practice in play Staff satisfaction survey for comms/marketing support positive Professional development plans completed Improved re-enrolment and retention MIT/Unitec cross-partnership for comms and marketing |
| KAITIAKITANGA Guardianship | Build a financially sustainable organisation to invest in the future with an annual operating surplus | Maximise financial and non-financial ROI across our recruitment, marketing and communications activities | <ul style="list-style-type: none"> Comms refocus to improve external ROI Domestic campaign recruitment plan Onshore & offshore international recruitment strategy Ensure Unitec's EFTs and application targets reflect effort and resources that are set to agreed maintenance and growth areas Explore opportunities that puts students at the centre of the application and enrolment process | <ul style="list-style-type: none"> Increase in rateable PR value Domestic campaign metrics positive Onshore/offshore targets met EFTs application targets set at the appropriate levels for market demand and internal delivery structure Conversion rate improved Mystery shopper/unsuccessful reports show an improvement in metrics |