

Marketing & Communications Action Plan 2022

| Manaakitia te Rito Priorities | Team Priorities | Actions and timing |
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| RANGATIRATANGA Authority and Responsibility Improve the success of all learners, achieving parity for Māori, Pacific and under 25s by 2024, enhancing the success of international learners and disabled learners, and serving the educational needs of Tāmaki Makaurau | Maintain I See Me focus during the transition to Te Pūkenga to maintain a strong brand reputation and engagement with our key communities across Tāmaki Makaurau and offshore | <ul style="list-style-type: none"> Support the institute in demonstrating a clear and dedicated commitment to Te Tiriti o Waitangi across our team: <ul style="list-style-type: none"> lens of Te Noho Kotahitanga across all we do agree and commit to key success metrics for Māori and ALL our priority groups <i>[Q2 2022]</i> advocate fiercely for an authentic learner-centred approach Help improve the applicant experience for priority group learners with the goal of increasing satisfaction and conversion <i>[Q2-Q4 2022]</i> Work closely with MIT/Te Pūkenga for the brand transition ensuring our communities are informed and engaged to maintain brand equity across Tāmaki and to meet recruitment targets – measured by brand health metrics and phase 1 rollout completion <i>[by March 2023]</i> Enhance our commitment, engagement, and support of our international partners with a focus on maintaining and building relationships through the transition to Te Pūkenga <i>[ongoing]</i> |
| MAHI KOTAHITANGA Co-operation Provide high quality learning, teaching and applied research to develop work- ready lifelong learners | Showcase excellence across the broader student journey, including teaching/learning, applied research, and industry/jobs. | <ul style="list-style-type: none"> Create and promote stories, content and events that build on the core comms and content pillars – to achieve monthly media targets and maintain brand reputation metrics <i>[ongoing]</i> Continue to administer the student NPS survey and deliver to Schools and priority groups <i>[Sem1&2]</i> Review and update School strategies in time for the Sem 1 2023 promotional period <i>[Q1, Q2]</i> Maintain a marketing-insights-led approach to the planning and implementation of new products and opportunities <i>[ongoing]</i> Develop a balanced scorecard for prioritisation of Te Pūkenga opportunities/requests vs BAU <i>[Q2]</i> |
| 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 quality learning and the change as we transition to Te Pūkenga | <ul style="list-style-type: none"> Complete quality ADEP plans and reviews alongside TNK badges Support team-wide uptake of the PD support and resources available Ensure strong internal communications and staff awareness of Te Pūkenga initiatives Encourage ongoing engagement, collaboration, and partnership with teams outside of marcomms Participate in Te Pūkenga change initiatives with a focus on building change resilience, supporting staff wellbeing through transition and taking on leadership roles where appropriate |

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| 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 events, marketing, and communications activities | <ul style="list-style-type: none">• Ensure Unitec's EFTs and application targets reflect effort and resources that are set to agreed maintenance and growth areas• Highlight areas of concern to ELT/leaders that could jeopardise achieving budget target <i>[ongoing]</i>• Commit to a student-centred approach across the onboarding and enrolment journey, working in collaboration with the rest of business to achieve our enrolment targets: identifying roadblocks, providing insights and support, and ensuring collective best practice is in place <i>[ongoing]</i>• Provide a framework for evaluating, communicating, and implementing campus, brand and product changes that will impact brand, reputation, and recruitment <i>[ongoing]</i>• Take on the learnings and insights from the Semester reviews for the Sem 2 2022 and Sem 1 2023 domestic recruitment campaigns <i>[Q2-Q4]</i>• Apply an adaptive approach to international recruitment as we navigate fluid border & visa settings, plus the transition to Te Pūkenga, to retain a strong pipeline and activate new opportunities as they arise <i>[ongoing]</i>• Collaborate with MIT for Tāmaki-wide opportunities including international, rebrand rollout and communications, product opportunities and marketing insights eg, Te Pūkenga brand health <i>[ongoing]</i>• Integrate best practice recruitment systems, insights, and learnings from within Te Pūkenga network; with the goal of learning what other institutes do well and how to best implement at Unitec and in Tāmaki Makaurau <i>[ongoing]</i> |
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