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### **STUDENT SUPPORT AND ENGAGEMENT**

- Provide student support (academic-career, pastoral care)
- Manage the experience of TAFE SA International Students by providing meaningful experiences to complement their studies
- Maintain high rate of student satisfaction with their academic program and Australian living experience



**ORIENTATION SERVICES**

- DIAC, SAPOL, SHineSA, OSHC, Study Adelaide, Counsellors, Learning Support, MYSA
- **Pre-departure engagement**
  - Facebook**
    - Influencing and enhancing marketing strategy,
    - 20,000 fans (most popular in VET sector, 10th highest RTO in Australia including universities).
  - Student Blogs**
    - On [www.tafesa.edu.au/international](http://www.tafesa.edu.au/international)
  - Student Ambassadors**
    - Fully involved in orientation activities.

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**STUDENT ACTIVITIES**

- **End of year party**
- **Weekend events** ..short social outings, sporting events
- **Bushwalking** ..there's life beyond the city precinct
- **Karaoke** ..want to hear me sing in English/Our own version of Like a Version
- **Team building activities and workshops** ..group games, resume writing, presentation confidence, conflict management
- **Free city and precinct tours**
- **Subsidised half and full day tours**
- **Ambassadors' events**

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 **COMMUNITY ENGAGEMENT**



**Study Adelaide  
Love Adelaide  
Adelaide City Council  
International Students Services  
MYSA International  
Multicultural SA (ethnic based groups)  
Social media (Facebook, Twitter, Blogs,  
Youtube channel)  
TAFE SA + Study Adelaide Student  
Ambassadors**

<http://www.facebook.com/pages/TAFE-SA-International/251607035613?ref=ts>

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 **STUDENT AMBASSADORS**



- **Connecting with fellow students and the wider community via blogs**
- **Group leadership at events and functions**

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**TAFE South Australia International  
Student Ambassador Program**

First VET provider in  
Australia to run a full  
International Student  
Ambassador program

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**Why a Student Ambassador program?**

- Build a quality, enriched student experience and meet student needs
- Increase student engagement and build an active student community
- Create activities and opportunities for interaction specifically for International Students to foster friendships, find support groups and build confidence
- Provide insights into student experiences, wants and needs to aid TAFE SA strategic planning of student support, recruitment and marketing
- Develop Ambassadors into advocates for TAFE SA through provision of personal development opportunities

❖ *Almost 50% of our students hear about TAFE SA through word of mouth from family and/or friends*

### Supports International Student Strategy and Research

Ambassador program supports the COAG International Student Strategy for Australia and responds to Brand Health survey by:

- Increasing community and social engagement and range and number of opportunities to be involved through activities and events
- Providing diverse social activities and informal social interaction opportunities
- Providing point of contact for students through Ambassadors
- Bringing students into contact with International Unit for support needs

Addresses student's safety, health and wellbeing needs by *'making them feel a valued part of their local communities'* (COAG ISSA)



Pratik (Nepal) Federica (Italy) Anwar (Indonesia) Nae (Thailand) Ankit (India) Lien (Vietnam)  
Donna (Malaysia)

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### What the Ambassadors do!

- Organize social events for students
- Share experiences through blogging
- Represent TAFE SA International at events and public functions
- Interact on TAFE SA International Facebook page
- Lead and assist with other events such as Orientation

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## Blogging...



[www.tafesa.edu.au/international/students-blog.aspx](http://www.tafesa.edu.au/international/students-blog.aspx)

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International

**The Ambassadors receive...**

- Professional development workshops and training including Leadership, Event Management, Presentation Skills and Documentary Photography, Entrepreneurship and Innovation
- Student Ambassador 'kit' including custom designed polo shirt, hoody and id card
- Certificate of Recognition
- Paid hours
- Networking and personal development opportunities such as International Student Roundtable







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**Student Ambassador blogs**

# 50,000 HITS\*

- Since January 2011
- Bounce rate from blog is very low
- Viewers move from the blog to browsing the website

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**Outcomes**

- **Student contacts**
  - Direct contact with around 150-200 students
  - Engagement via blogs and social media
  - Virtual contact becomes real contact
- **Community Engagement**
  - Interaction with other Ambassador programs, MYSA, community organisations and events, ACC, International Student Roundtable.
- **Program Awareness**
  - Local media coverage and WOM
- **Student Recruitment**
  - Video production
  - Recruitment via social media
- **Alumni advocates**
- **Engagement strategies**
- **Internal stakeholder relations**