

IMPROVING STUDENT EXPERIENCE OUTCOMES ACROSS NZ THROUGH RESEARCH, PARTNERSHIP AND DIGITAL DELIVERY

ISANA Conference 2019



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THINK NEW®  NEW ZEALAND
EDUCATION

OUR VISION

**To deliver a world-leading student
experience**

GOALS



Excellent education
and student
experience



Sustainable
growth



Global
citizens

WHAT WE WILL ACHIEVE

International students
receive a high-quality
education

International students
are welcome and safe

New Zealand delivers
an excellent overall
international student
experience

International education is
a high-value, high-quality
sector, sought out for its
distinctive New Zealand
proposition

The international education
sector flourishes through
diversification of markets,
people flows and innovative
products and services

Regions throughout
New Zealand increasingly
share the benefits of
international education

All students gain the
knowledge, skills and
capabilities they need
to live, work and
learn globally

International education
provides stronger global
connections, research
links and partnerships
for New Zealand

New Zealanders
understand and
embrace the benefits of
international education

OUTCOME

**A thriving and globally connected New Zealand
through world-class international education**

NEW ZEALAND INTERNATIONAL EDUCATION STRATEGY 2018-2030

FROM GOOD TO GREAT STUDENT EXPERIENCE

NEW ZEALAND INTERNATIONAL STUDENT WELLBEING STRATEGY

Economic Wellbeing

Quality Education

Health and Wellbeing

Inclusion

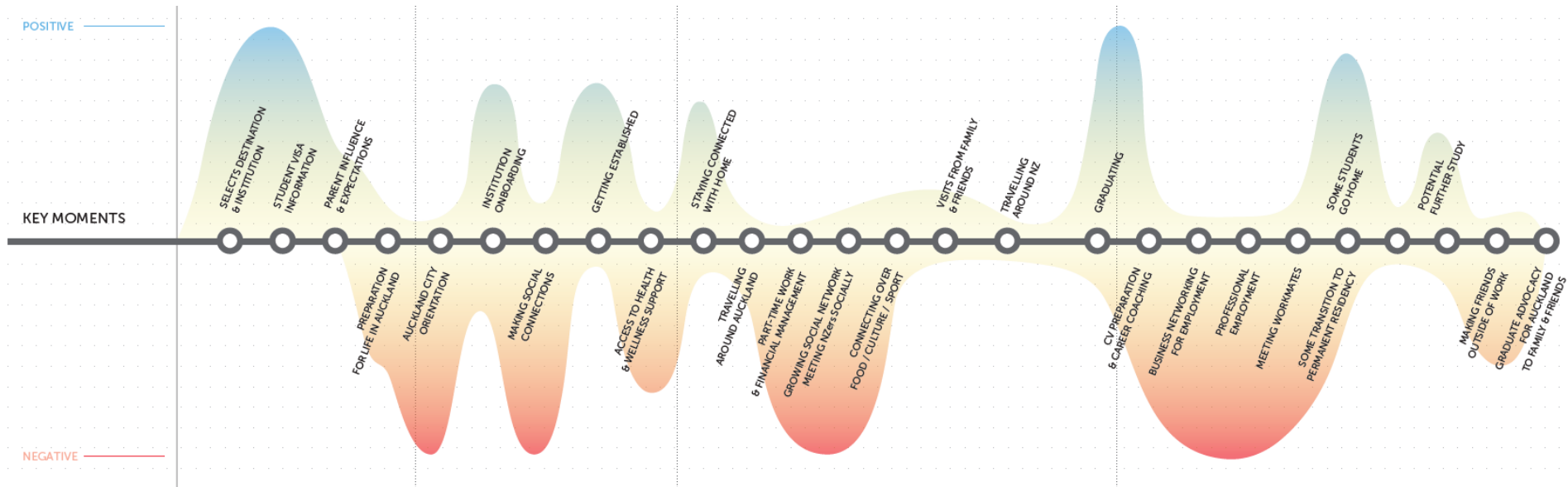
International students feel welcome, safe and well, enjoy a high quality education and are valued for their contribution to New Zealand



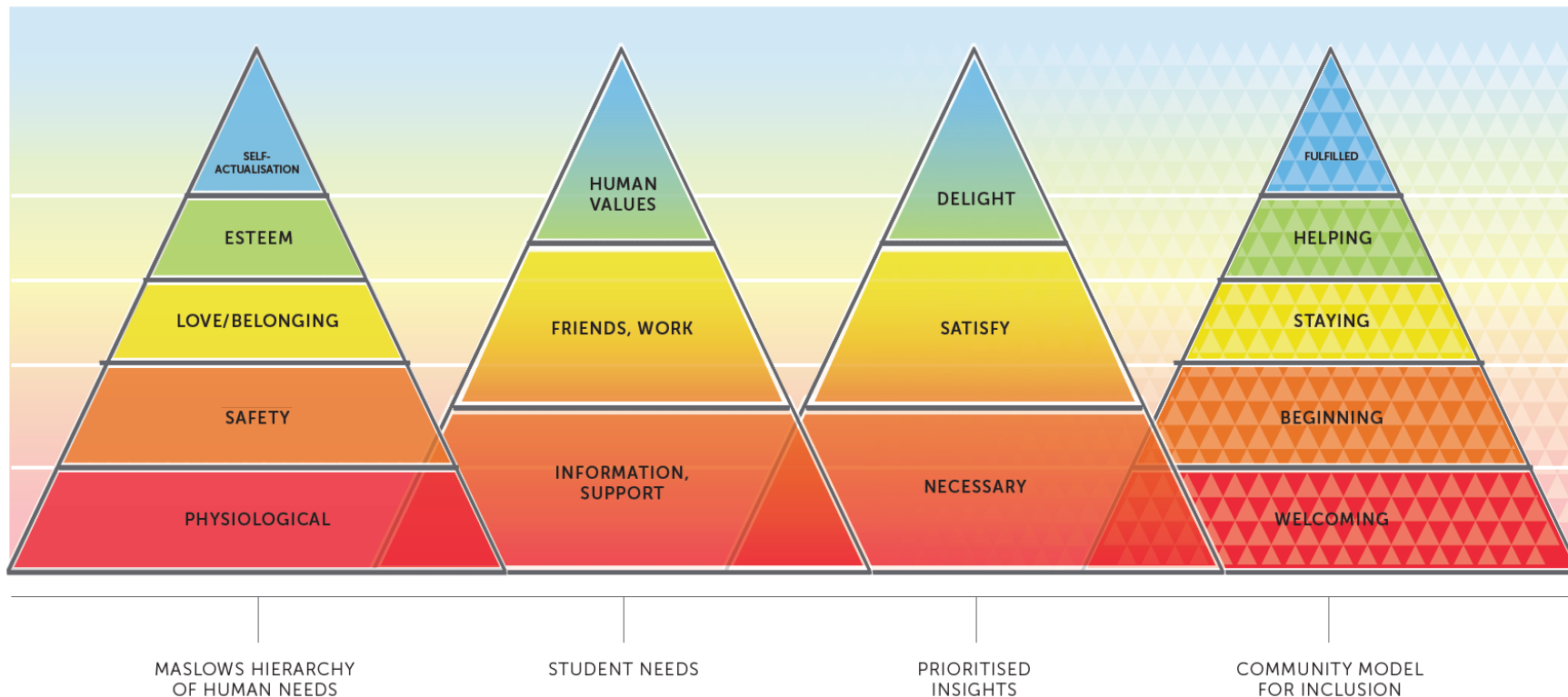
DRIVERS OF AN EXCELLENT STUDENT EXPERIENCE

What we know –
Research partnerships

STUDENT JOURNEY MODEL



MASLOW'S HIERARCHY AS A MODEL



KEY INSIGHTS



UNDERSTANDING THE INTERNATIONAL STUDENT EXPERIENCE IN NEW ZEALAND

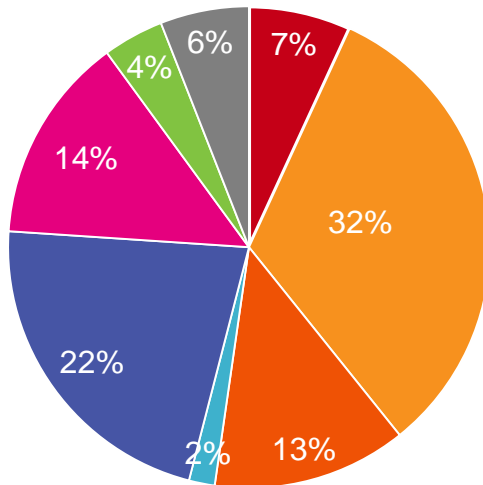
STUDENT EXPERIENCE DRIVERS AND SUB-DRIVERS

Ease of Living

- Access to advice - working and living
- Meeting Kiwis
- Travel

Work & Career

- Part-time work during study
- Experiences that may lead to work
- Treated fairly at work



Education

- Having the right course
- Balance between academic and practical learning

Lifestyle

- Study/leisure balance
- Comfortable place to live
- Variety of things to do

- People
- Environment
- Relationships

- Education quality
- Work and career
- Costs

- Lifestyle
- Easy (living)

KANTAR TNS.

Factors that can make my experience better

A focus on accentuating what is being done well. This is an approach that aligns with ENZ's marketing and student attraction role.

The choice of where to focus is very important; however, the disproportionate impact of negative experience on consideration should always be kept in mind when making this decision.

- > Part-time work – a strong force for empowerment and integration. Full-time work can be an even stronger driver as well as offering the major benefits of students effectively achieving the key objective of their overseas study experience

Motivators View of SX



THE STUDENT JOURNEY

What we're doing

ENZ's STUDENT EXPERIENCE DIGITAL PLATFORM

<https://naumainz.studyinnewzealand.govt.nz>

NauMai NZ

'Nau mai' is a Māori phrase of invitation and welcome.



Your place for information on life as an international student in New Zealand.

Information and suggestions to help you find your way, connect with and explore your new home.

[Join NauMai NZ](#)

Ready to use NauMai NZ? [Use these questions to help get you started.](#)



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STRATEGIC PRINCIPLES

Improve the international student experience by:

- Prioritising support and wellbeing
- Enabling social connections
- Reducing overwhelm
- Bridging the gap between expectation and reality

Easy to discover and engage with because it:

- Meets students where they are
- Supports different user modes
- Is linked up to, and pointed at by, other ENZ and immigration touch-points



THREE HORIZONS

Horizon One: Adoption

Horizon Two: Engagement

Horizon Three: Advocacy





MENTAL HEALTH

Partnership – SIEBA and ENZ - Mental Health and Wellbeing Resource

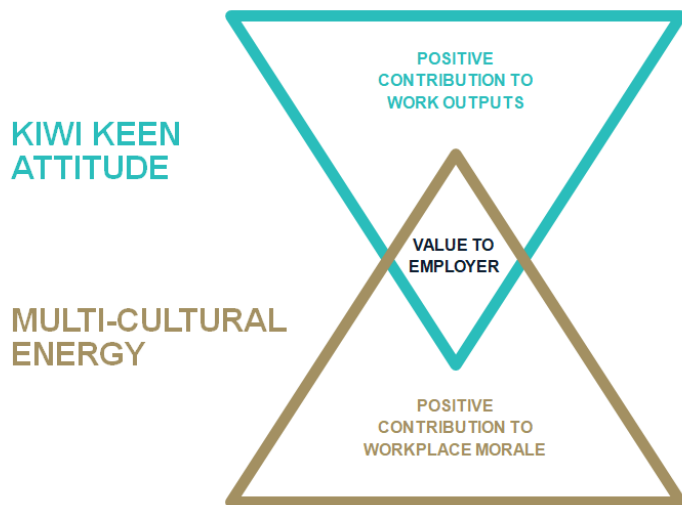
- **Common Mental Health Conditions**
- **Factors to Consider**
- **How to Help**
- **Resources**
- **Open source available for all**

Where to next?

- **Utilisation beyond School sector**
- **Utilisation on other platforms**

EMPLOYABILITY

Employer perceptions of hiring NZ educated international graduates



Auckland
Tourism, Events and
Economic Development
An Auckland Council Organisation



GLOBAL
TALENT HUB



ChristchurchNZ™

Supernode



STUDENT EXPERIENCE SURVEY



MANAAKITANGA

To host, care for and
respect our visitors

THINK NEWTM



**NEW ZEALAND
EDUCATION**

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