

# STUDENT EXPERIENCE INSIGHTS

## English New Zealand Conference 2019



Sahinde Pala

Director Student Experience & Global Citizens

[sahinde.pala@enz.govt.nz](mailto:sahinde.pala@enz.govt.nz)

THINK NEW<sup>®</sup> |  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

# NEW ZEALAND INTERNATIONAL EDUCATION STRATEGY 2018-2030

## OUTCOME

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

# FROM GOOD TO GREAT EXPERIENCE

## NEW ZEALAND INTERNATIONAL STUDENT WELLBEING STRATEGY

Economic Wellbeing

Quality Education

Health and Wellbeing

Inclusion

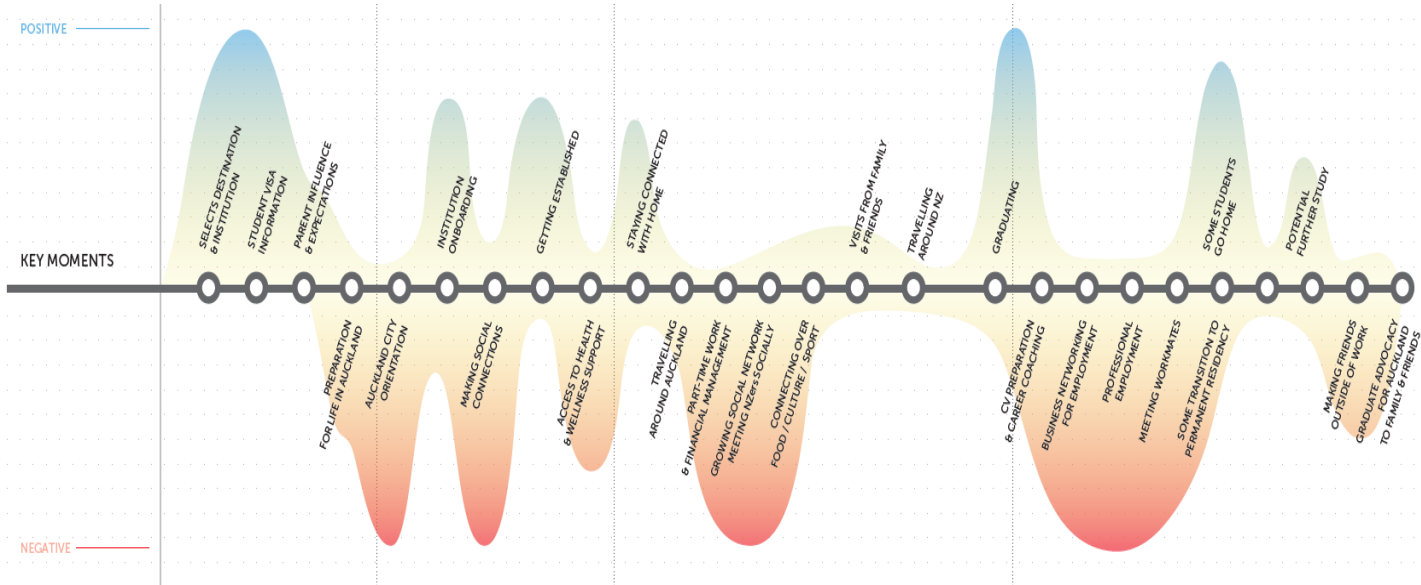
**International students feel welcome, safe and well, enjoy a high quality education and are valued for their contribution to New Zealand**

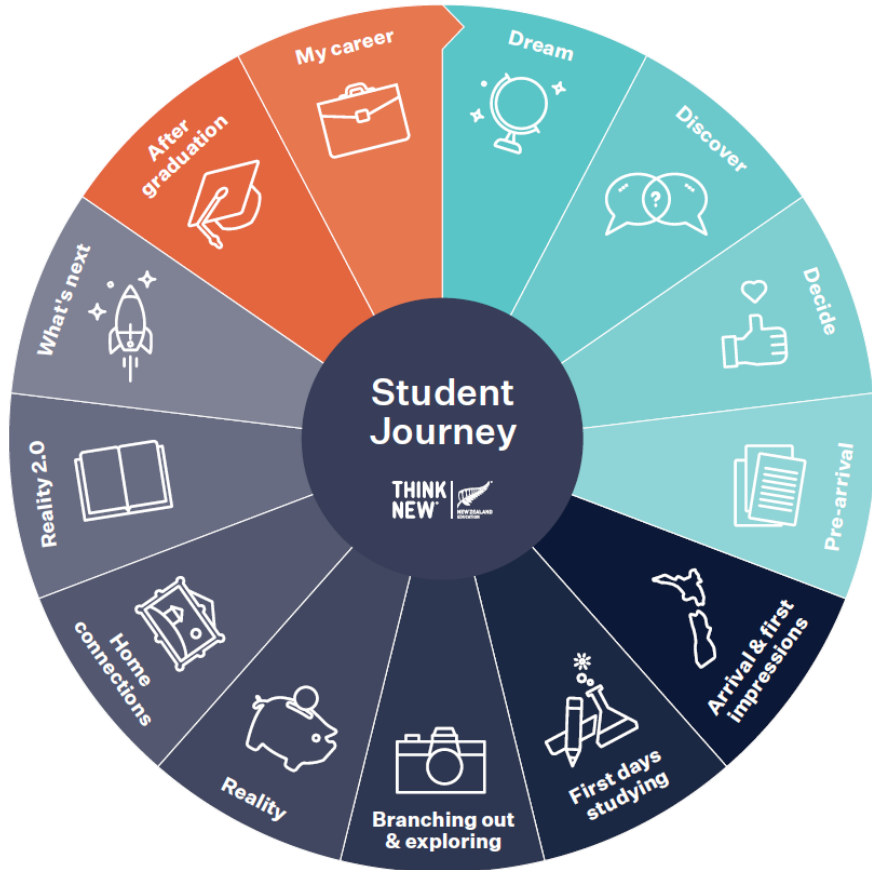


**DRIVERS OF  
AN  
EXCELLENT  
STUDENT  
EXPERIENCE**

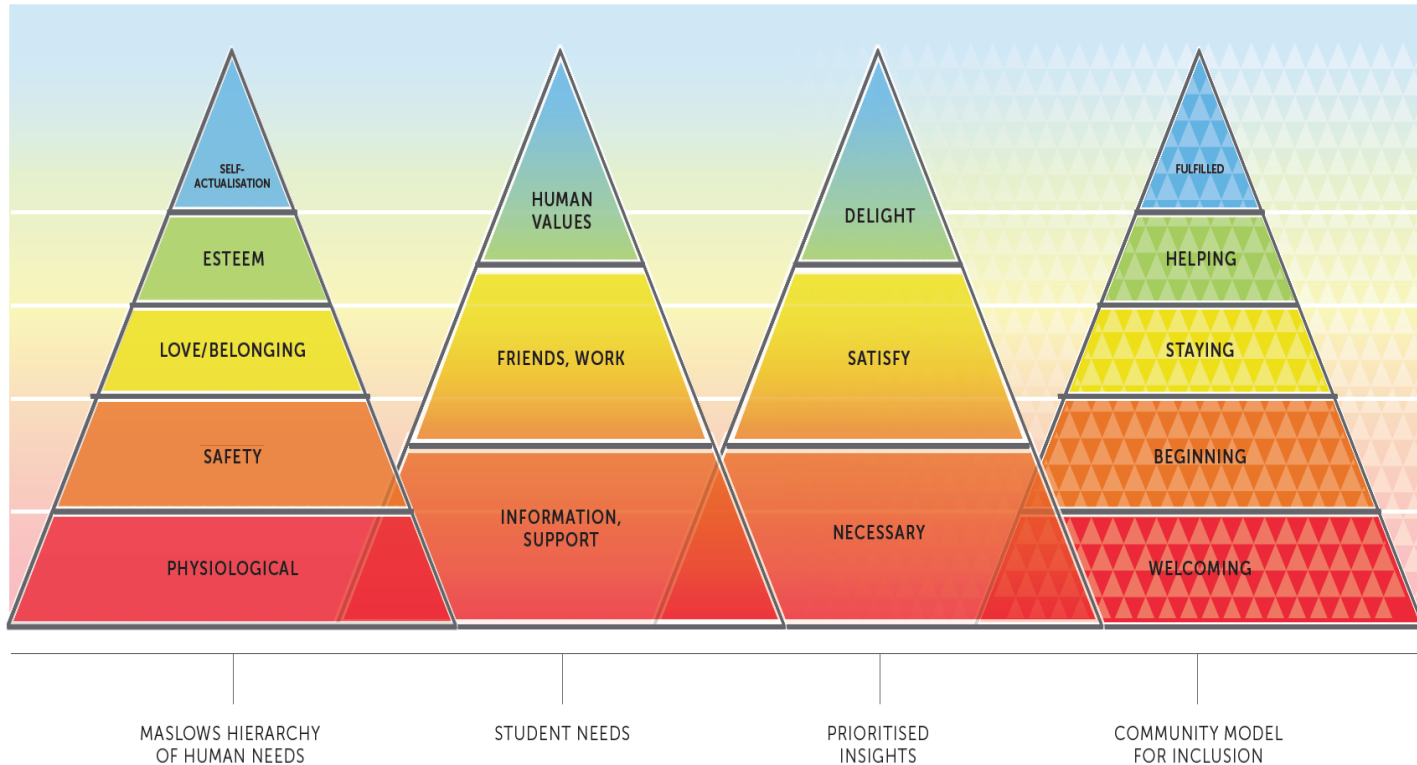
**WHAT WE  
KNOW**

# STUDENT JOURNEY MODEL





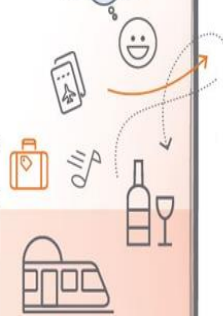
# MASLOW'S HIERARCHY AS A MODEL





# KEY INSIGHTS

Enabling social connectivity



**EASY ACCESS TO TRUTHFUL INFORMATION**

A central panel with the text "EASY ACCESS TO TRUTHFUL INFORMATION" surrounded by various icons: a computer monitor, a cloud, a car, a location pin, a coffee cup, and a stack of money.

**POTENTIAL OF INTERNATIONAL STUDENTS & NZ EMPLOYERS**

A map of New Zealand with various attributes listed around it: "QUALIFICATIONS HERE IN NZ", "READY TO WORK", "LEADERSHIP QUALITIES", "UNIQUE CAPABILITIES", "EXPERIENCE TO LEARN FROM", "MULTI-LINGUAL", "ENTHUSIASM FOR WORK", "GUTSY / ADVENTUROUS", "CULTURAL DIVERSITY", and "BROAD WORLD VIEW".

# 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

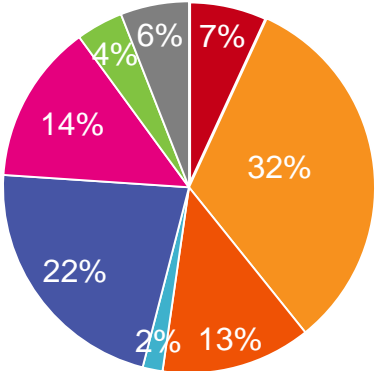
- Part-time work during study
- Experiences that may lead to work
- Treated fairly at work

### 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
- Education quality
- Lifestyle
- Environment
- Work and career
- Easy (living)
- Relationships
- Costs

**KANTAR TNS**

# UNDERSTANDING THE INTERNATIONAL STUDENT EXPERIENCE IN NEW ZEALAND

## RECOMMENDATIONS

Emphasise nature of education  
quality – teacher care

Focus ongoing teacher / lecturer  
training on importance and  
uniqueness of this feature of NZ  
learning experience

Cost of living perceptions

Ongoing access to good information

Maintain balance between academic  
and practical learning

Priority area of focus – providing  
experiences that may lead to full time  
work in NZ

Work with employer groups to  
encourage greater appreciation of  
value of work experience gained  
overseas

Acknowledge changing needs of  
students over time

Focus on social inclusion initiatives

Encourage access to exceptional  
experiences

Importance of homestay experience  
quality

Softer / cultural needs of graduates in  
NZ

Personal growth

## 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.

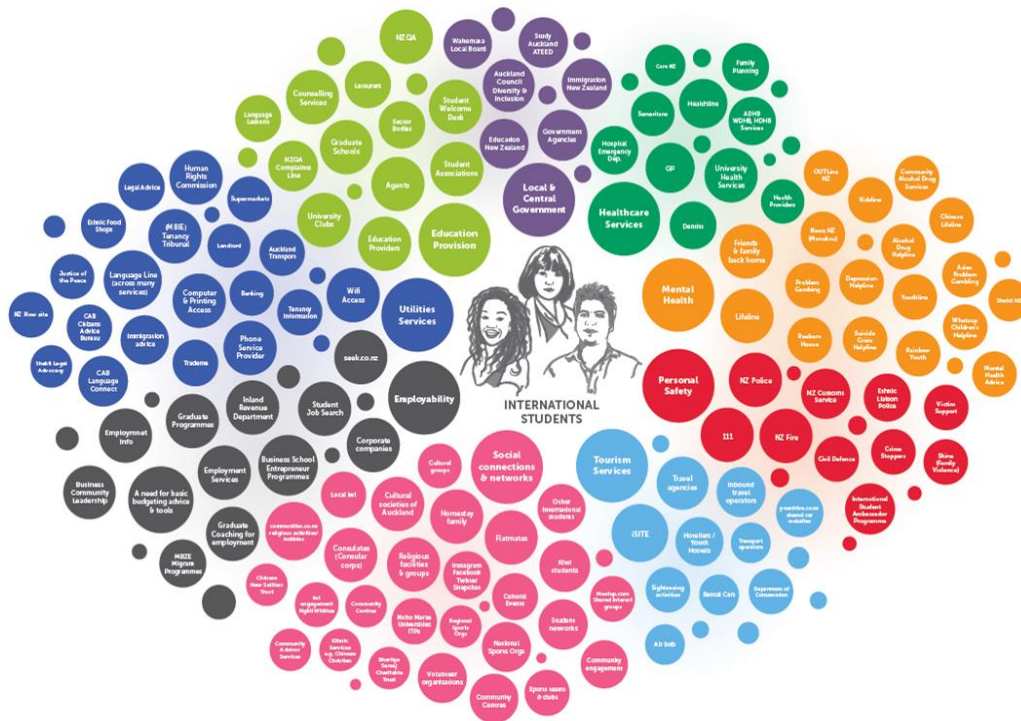
The choice of where to focus is very important; however, the disproportionate impact of negative experience on consideration should always be kept in mind when making this decision.

- > **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

Source: Kantar TNS *Understanding the International Student Experience in New Zealand*, May 2018

# INTERNATIONAL STUDENT SERVICES ECOSYSTEM





# 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

### *Pre-arrival and Arrival*

Establish NauMai NZ - acquisition and onboarding phases

## Horizon Two: Engagement

Extend experience to *While Studying*

Deliver on brand promise of the dream/acquisition phase

Drive engagement by delivering rich, more personalised content

## Horizon Three: Advocacy

Extend experience beyond *While Studying*

Deliver additional content and member services

Further integrate the properties within the broader ecosystem

Incorporate more UGC, social connectivity and peer to peer experience



# MENTAL HEALTH

Partnership – SIEBA and ENZ - Mental Health and Wellbeing Resource

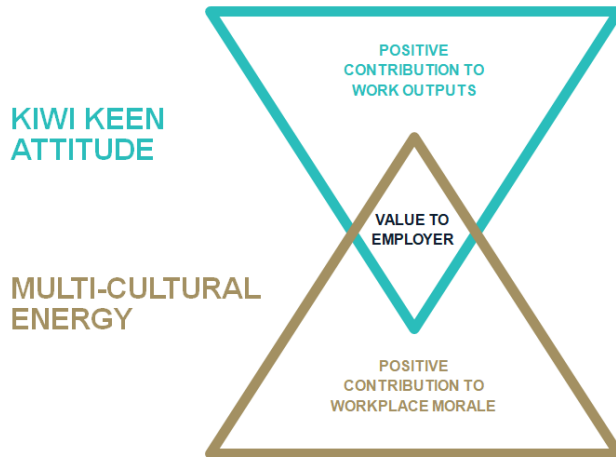
- Common Mental Health Conditions
- Factors to Consider
- How to Help
- Resources
- Open source available for all

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

Supernode

# STUDENT EXPERIENCE SURVEY

## WHAT WE CAN SHARE ...

Generally ELS students are still very happy

Living experience is the key driver of an overall experience rating for ELS students

The most important decision making factor for students in NZ: Opportunity to live in a society that is welcoming and inclusive

### A few things that could be improved

- Airport arrival
- Cost of living perceptions
- Students from China, Japan and Korea are less positive about their NZ experience



# THE ENGLISH LANGUAGE EXPERIENCE IN NZ

# TOURISM



# SUSTAINABILITY



tiaki  
CARE FOR NEW ZEALAND

— HOW TO CARE FOR NEW ZEALAND —

- 

BE PREPARED
- 

DRIVE CAREFULLY
- 

KEEP NZ CLEAN
- 

PROTECT NATURE
- 

SHOW RESPECT

TIAKINEWZEALAND.COM | #TIAKIPROMISE

# SUSTAINABILITY – CARBON OFFSETTING



*AIR NEW ZEALAND*



# MANAAKITANGA

To host, care for and respect our visitors



# TELLING THE GLOBAL CITIZEN & EL STORY

Media Centre

Social channels

Content – for ENZ channels and leveraging our campaigns through your own channels

Ask New Anything

# EMPLOYABILITY AND EL STUDENTS

## What can be taught during their English language experience?

- Help students understand business culture in NZ
- Help students understand the importance of seeking out new experiences to help develop soft skills
- Help students communicate the value of their new experiences
- Help students craft CV cover letters clearly explaining right to work
- Ensure students know their rights – Temporary Migrant Exploitation review

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