

## International Education Excellence Awards 2007

### Summary of Past Winners

**The Internationalisation Award** is awarded to an institution that has displayed effective integration of an international and intercultural dimension into the research, teaching and service functions within their institution.

#### **2006 Winner:** Hutt International Boys' School

Hutt International Boys' School undertakes a large number of activities that promote their "Internationalist" outlook in educating and developing students for life in the twenty-first century.

As well as hosting Sister City teachers, Hutt International Boys' School has entered into a "Brother School" teacher exchange relationship with a Shaanxi Province (China) institution that sees two teachers from the Chinese institution share their knowledge with HIBS for two weeks, then later in the year HIBS teachers do the same in China. For students there are two "Brother School" exchange opportunities in Japan, and the chance to host Japanese students in New Zealand.

Hutt International Boys' School is continually developing the HIBS International Certificate, which promotes understanding, tolerance, thinking and careers in the international arena. The course, which runs from Year 7 to 13, is both curricular and co-curricular based and has been acknowledged and endorsed by many of the Embassies, Consulates and businesses in Wellington.

Additionally, HIBS has an annual International Theme. In 2006, the theme was 'International Business' with an 'HIBS Essay' topic of 'The exchange rate – Friend or Foe?'. In 2005, the theme was Immigration.

Hutt International Boys' School also maintains a world map of student nationalities; sends a large number of students overseas on language and cultural trips, geography trips, and 'International Service tours'; and organises visits to local Embassies to learn more about the role of the embassy and Ambassador.

"HIBS students represent 45 different nationalities and a range of religions. These students and their families bring a range of languages, cultures and approaches to problem solving daily to the classroom and playground."

**The Innovation in International Programme Award** focuses on diversification and innovation including academic programmes and study courses that have developed new areas of tuition and market possibilities.

#### **2006 Winner:** New Zealand Tertiary Consortium

The New Zealand Tertiary Consortium, comprising of the Academic Colleges Group, Auckland University of Technology, PINZ, University of Otago, Waikato University and Victoria University of Wellington, was set up to bid for a curriculum development project in Oman, using a 'New Zealand Inc' approach to advance New Zealand's international education interests and profile in the Middle East.

The NZTEC won the contract to provide course content, quality assurance and some staff training for four degree programmes to five new Colleges of Applied Sciences being established in Oman.

The first group of students on the programme began in September 2006 with Foundation and English language instruction. The first groups will graduate from the colleges in 2010. NZTEC is supplying content for degrees in International Business Administration, Information Technology, Design and Communication Studies as well as content for English language courses and academic foundation courses. Some of the Omani staff members, who will be teaching in the new Colleges, will also enrol in Masters' and PhD programmes at NZTEC Universities.

The New Zealand Tertiary Consortium notes that the agreement is significant because it is the single biggest offshore education project ever undertaken by New Zealand institutions and that the formation of the NZTEC highlights the benefits of a 'New Zealand Inc.' approach, with actors from different parts of the tertiary education sector successfully working in partnership.

**The Excellence in Marketing Award** is awarded to an institution or department, who is working innovatively within marketing, be it in country, online, or a combination of both. Generally, the activities will have led to increased student flows from mainstream or emerging markets (or both).

**2006 Winner:** Victoria University of Wellington

Victoria International – the international office of Victoria University of Wellington – has established an e-marketing unit to support the Victoria International marketing team in all aspects of the marketing and student application process.

With the aim of achieving true international Customer Relationship Management (CRM) Victoria International are using a variety of methods including Database driven international direct marketing, Web and email marketing, Mass customisation of marketing communications, Systems driven CRM and Effective analytics.

The e-marketing unit captures contacts and other data from a variety of sources, such as when someone requests a prospectus or attends a fair. This allows for mass communication to a variety of students but messages can be tailored to each individual student. Emails can be sent to let students know when/where fairs or other promotions are happening, to follow up on receipt of information, or survey to develop future activities. Additionally the e-marketing unit assists with regular updates to students and staff, maintaining FAQ databases, measuring performance of marketing activities and staff and ensuring pre-arrival information is disseminated to students.

“Victoria International believes that the techniques employed by the e-marketing unit ensure that the marketing activities undertaken are not at all a scattergun approach, but an approach more likely to cut through international marketing barriers, assist with penetration and take a lot of guess work out of marketing and budgetary decisions.”

**The Excellence in Student Support Award** is awarded to an institution that has consistently demonstrated continued excellence in pastoral care and student support programmes.

**2006 Winner:** Hamilton Boys’ High School

The fundamental goal of the International Students’ programmes at Hamilton Boys’ High School is the development of close, supportive relationships with all of those involved in the care of each overseas student.

Hamilton Boys’ High School employs a dedicated International Student Dean, who oversees the education and welfare of each student studying and the school. The Dean and school undertake a number of activities to ensure the student is happy, the parents are reassured and the student successfully integrates into the school community.

- The Dean communicates with all parties regularly, including parents, New Zealand based caregivers, accommodation providers and other teachers.
- When a student arrives, the first two days at school are spent in the International Centre, where he completes an orientation programme with the Dean and the ESOL tutor.
- The Dean is available throughout the school day and at lunchtimes to meet with students, parents, staff, and outside agencies.
- Social and information sharing meetings are held for both the International students, and the Homestay parents, on a regular basis.
- Peer tutoring classes are held in the International Centre weekly. Year 13 students (both domestic and International) tutor any International students who need help in their subjects.

“Having International students at Hamilton Boys’ High School adds a very special dimension to our school community, but if they are to have an enjoyable and successful experience with us, they must feel safe, affirmed and successful. This is the main focus of the many programmes in place for International students, at the school. It is a privilege to have them with us.”