

# NEW SEARCH PLATFORM AND INSTITUTION PROFILES

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ENZ – Dec 2017



# NEW FEATURES

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Better search capabilities and institution profiles

# WHAT'S NEW

## Six new key features

We have developed a new, powerful and comprehensive search tool to help students find the courses or institutions they're looking for. We now offer more advanced features to promote your institution.



### One stop shop profile

A single place to showcase your institution's proposition, courses, scholarships and other information.



### More visual content

Better display of key information, features and photos.



### Highlight your campus

Showcase each campus separately, with words and photos.

# WHAT'S NEW

## Six new key features



### 4 Profile your departments

Create a separate profile for each department.



### 5 More contact details

Add contact information for each campus and department.



### 6 Better search listings

Alphabetical listings and filters to refine students' searches.

# EXAMPLE INSTITUTION PROFILE

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Presenting profiles at their best

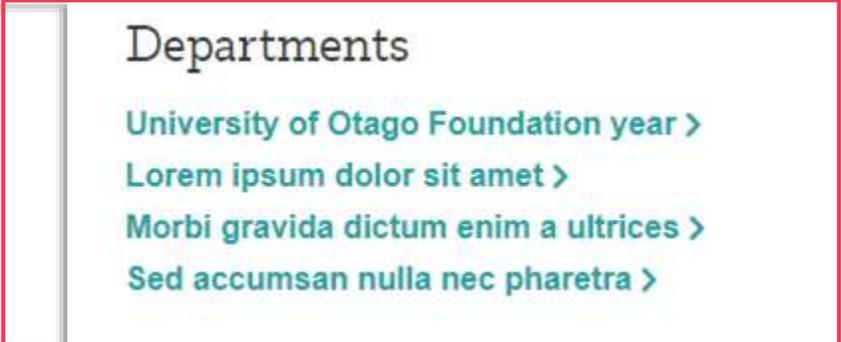
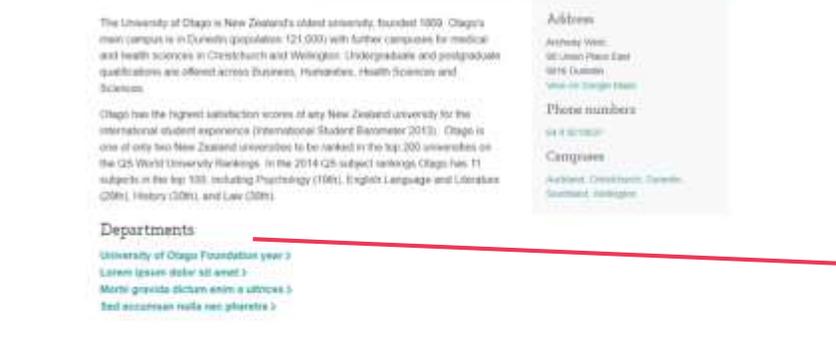


Example mocked profile

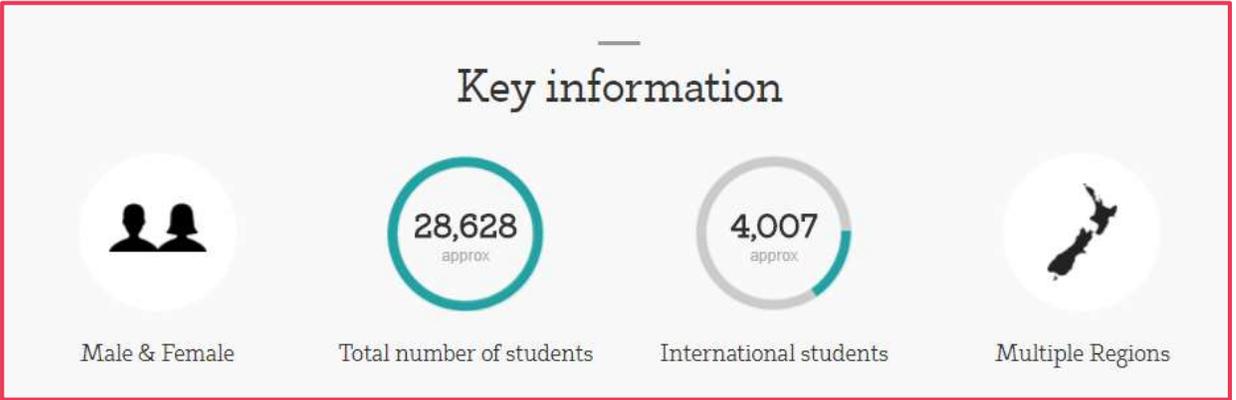
# MAIN INSTITUTION PROFILE



Click through the tabs to view all your institution info in one place

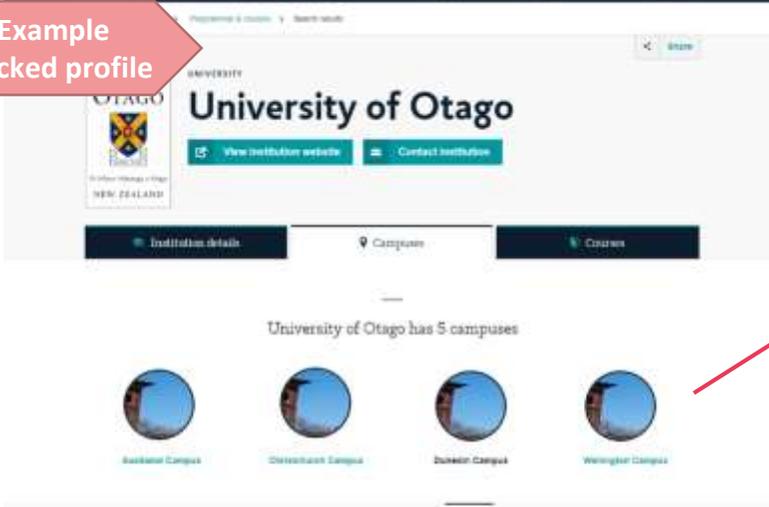


Create department profiles to show areas of your institution with their specific courses/information/photos (optional)

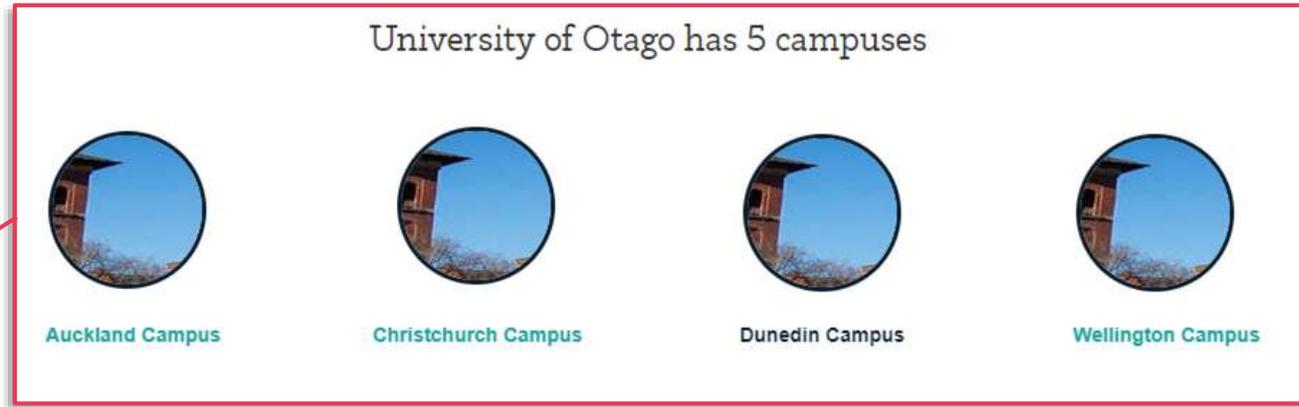


Improved display of key info

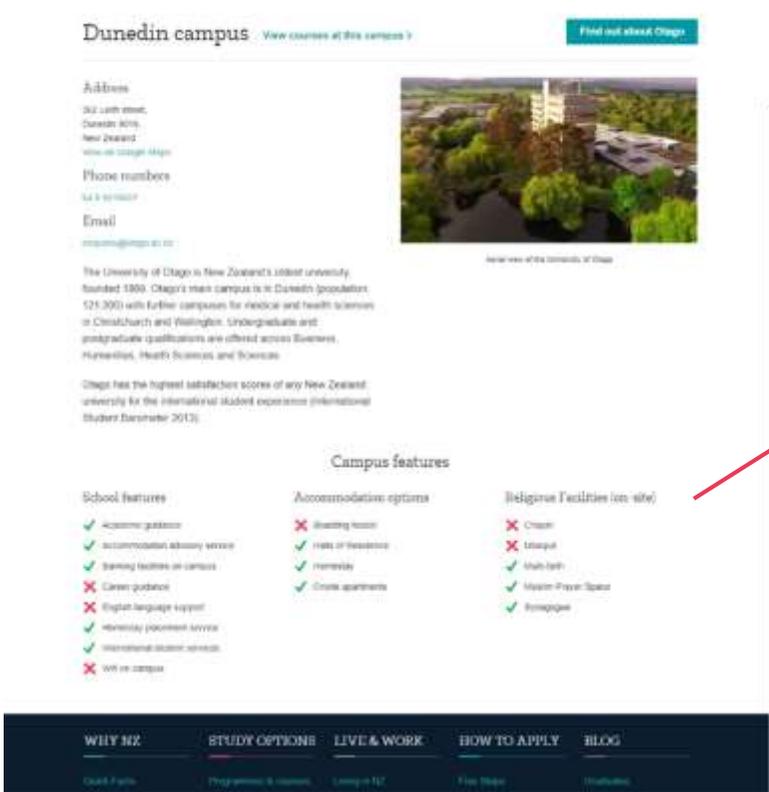
Example mocked profile



# INSTITUTION CAMPUSES (optional)



Gallery of campuses where you can display different info, contact details and photos



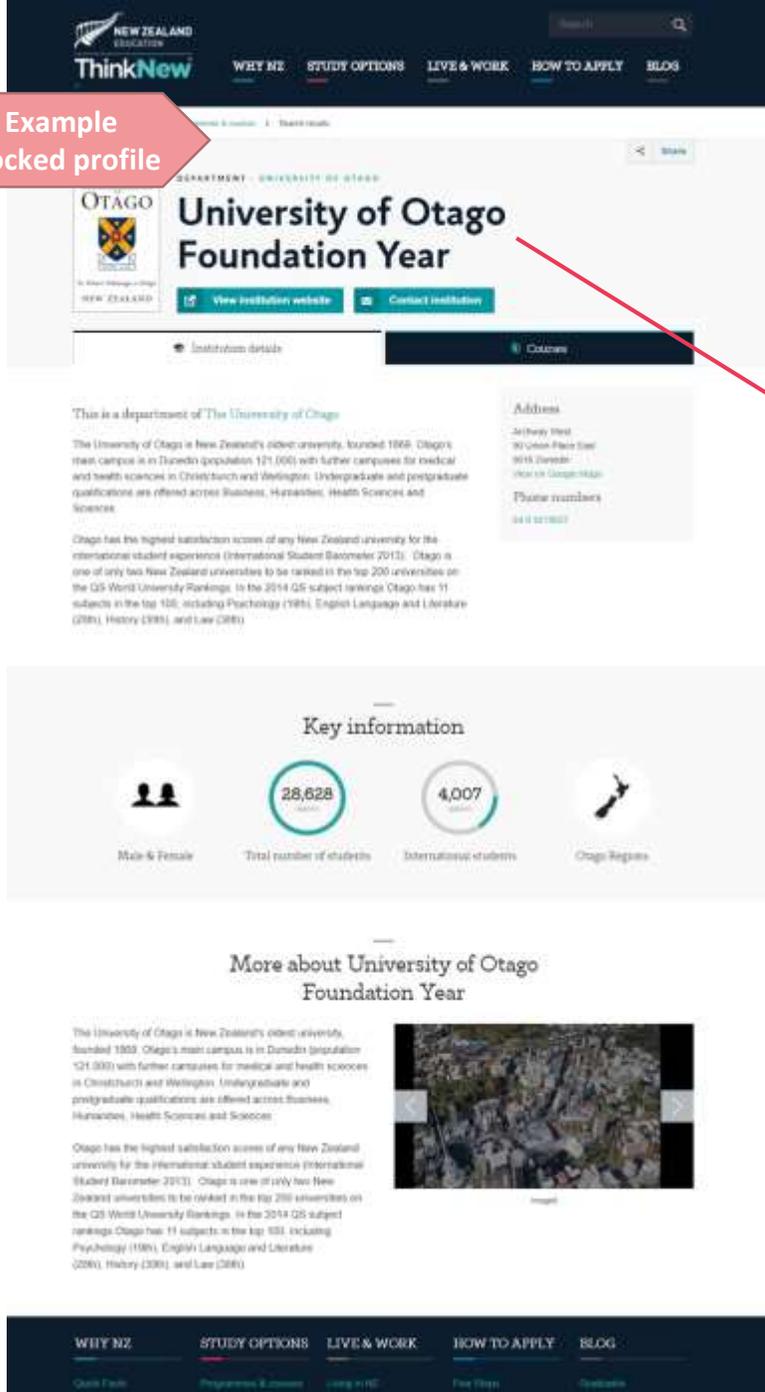
### Campus features

School features	Accommodation options	Religious Facilities (on-site)
✓ Academic guidance	✗ Boarding hostel	✗ Chapel
✓ Accommodation advisory service	✓ Halls of Residence	✗ Mosque
✓ Banking facilities on campus	✓ Homestay	✓ Multi-faith
✗ Career guidance	✓ Onsite apartments	✓ Muslim Prayer Space
✗ English language support		✓ Synagogue
✓ Homestay placement service		
✓ International student services		
✗ Wifi on campus		

Improved display of features

# INSTITUTION DEPARTMENT PROFILE (optional)

Example  
mocked profile

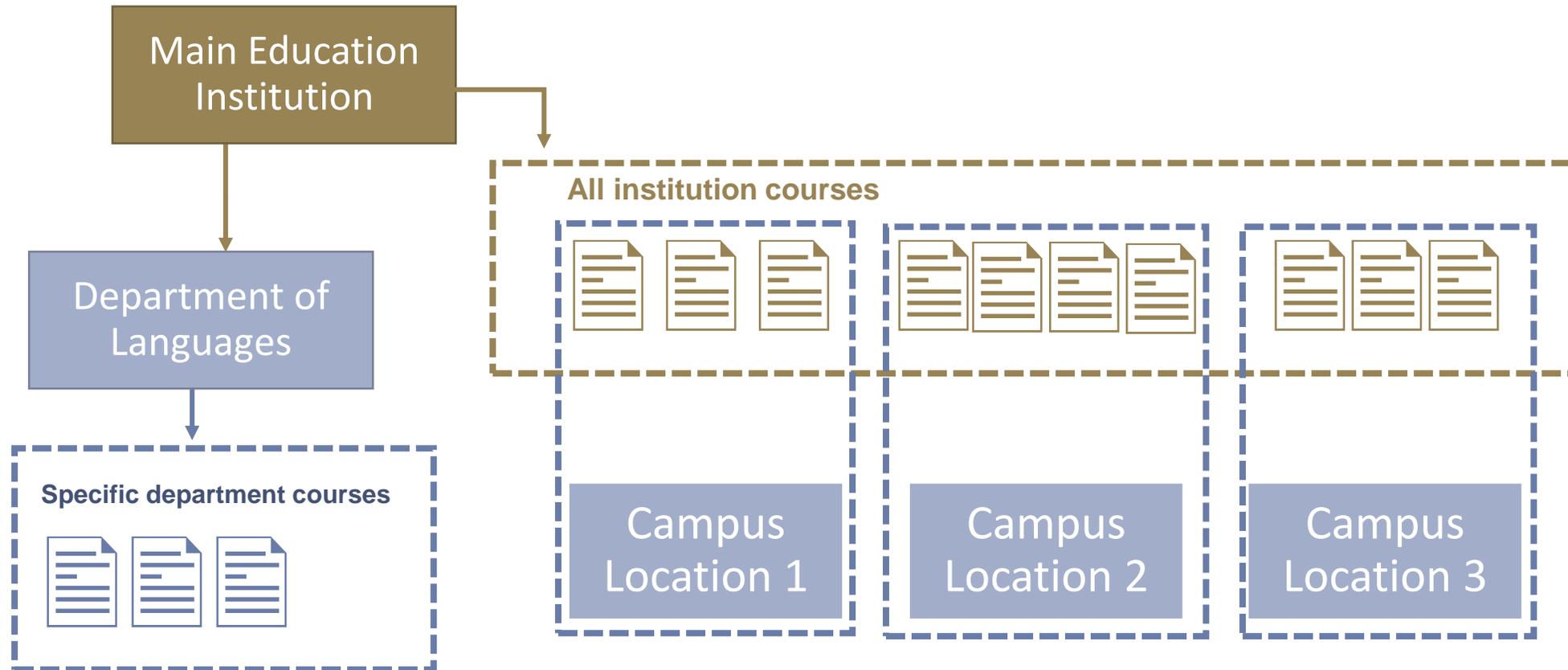


Create a department profile associated with your main institution. The department profile can have its own specific profile info, photos, contact details and associated courses.

Department profiles always retain the link associating the department with the main institution, allowing users to click back to view it.

# DEPARTMENTS VS CAMPUSES (VENUES)

Structure and differences



# NEW LOGIN ACCESS AND CREDENTIALS

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How to access your new profile

# NEW PLATFORM, NEW LOGIN

We have changed our systems to a new platform, and as a result we have a new login page:

[www.myhotcourses.com](http://www.myhotcourses.com)

We have created users for each institution and emailed users with instructions on how to create a new password for it.

If you haven't receive the email or if a user needs to be updated or changed, please contact: [info@studyinnewzealand.govt.nz](mailto:info@studyinnewzealand.govt.nz)

# NEW PASSWORD

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If this is the first time you have logged in and you haven't yet set up your password, follow these steps:

1. Open MyHotcourses home page [www.myhotcourses.com](http://www.myhotcourses.com)
2. Click 'Sign in' button.
3. Click 'Forgotten your password?'
4. Enter your **user email** (you should have already received in our initial email about the new login).

**Please note:** Your user email will only work for a user that ENZ has already created.

Contact us if you don't have your user email.

5. Click the 'Reset my password' button to generate a new password.

# HOW TO MANAGE YOUR NEW PROFILE

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A guide to using the new main features



My course info

Help

Share your thoughts with us

Add a new course

**Courses**

[View and edit courses](#)

[Add course](#)

**Profiles content**

[Content management](#)

**Departments**

[Add a department](#)

[View departments](#)

**Scholarships**

[Add a scholarship](#)

[View scholarships](#)

**Find and replace**

[Find & replace](#)

**Main details**

[View provider details](#)

**Venues**

[Add a venue](#)

[View venues](#)

# WELCOME TO YOUR NEW ADMIN PLATFORM

This is the main menu, where you can edit all sections of your institution profile



My course info

Help

Share your thoughts with us

**Courses**View and edit courses  
Add course**Profiles content**

Content management

**Departments**Add a department  
View departments**Scholarships**Add a scholarship  
View scholarships**Find and replace**

Find &amp; replace

**Main details**

View provider details

**Venues**Add a venue  
View venues

# WHERE TO GO TO EDIT WHAT

- To activate your profile tabs, you will have to have courses, scholarships and venues (campuses) loaded. Most will be preloaded for you. You can edit those in the highlighted sections of the menu.
- To change your profile (or department/campus) descriptions and photos, go to the profile management section.
- To add department profiles, you will need to create them first.
- To modify any key information, go to main details.

The screenshot shows the user interface for the University of Otago profile. The top navigation bar includes 'myhotcourses', 'NEW ZEALAND EDUCATION', 'ThinkNew', and links for 'WHY NZ', 'STUDY OPTIONS', 'LIVE & WORK', 'HOW TO APPLY', and 'BLOG'. The user's name 'Lucia' and '1 course live' are displayed. The main profile card for the University of Otago features a purple header with the university logo and name, and buttons for 'View institution website' and 'Contact institution'. Below this are three tabs: 'Institution details' (highlighted in yellow), 'Campuses', and 'Courses'. The 'Institution details' section contains text about the university's history and location, along with an 'Address' box. The 'Key information' section displays four statistics: 'Male & Female' (represented by two people icons), 'Total number of students' (28,628), 'International students' (4,007), and 'Multiple Regions' (represented by a map of New Zealand). The 'More about University of Otago' section includes a video of a man speaking.

# HOW TO

# STEP 1: CREATING THE

# PROFILE STRUCTURE

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Managing a main profile and associated campuses/departments



Latest news: Myhotcourses will be closed for maintenance on Tuesday 28th Nov'17 for 90 minutes from 07:30 GMT, we apologies for inconvenience



## HOMEPAGE

Welcome Lucia, here are a few things for you to do

## COURSES

0 courses

Are live on our websites

Add now

## PROMOTING YOUR COURSES

To get direct enquiries,  
you can take out an  
advertising package.

Find out more

## OR YOU CAN START HERE

## COURSES AND SCHOLARSHIPS

0 course live

Add

1 scholarship live

View

## MAIN DETAILS, VENUES AND DEPARTMENTS

Main details

1

View

1 venues live

3

View

1 departments live

2

View

# MAIN DETAILS SECTION

- 1 You can start by checking your **main institution details** such as name, MOE, contact details, etc. These will be preloaded for you and can be edited from here.
- 2 You can choose to create a **department** associated with your main institution to better showcase an area or offering. For example, Department of Languages – University of New Zealand. We might have created departments for your institution already.
- 3 Create or modify your institution **campuses** ('Venues').

# HOW TO

## STEP 2: ADDING CONTENT

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Load descriptions, photos, videos for your main profile, departments and/or campuses



My course info

Help

Share your thoughts with us

Courses

View and edit courses

Add course

Profiles content

Content management

Departments

Add a department

View departments

Scholarships

Add a scholarship

View scholarships

Find and replace

Find & replace

Main details

View provider details

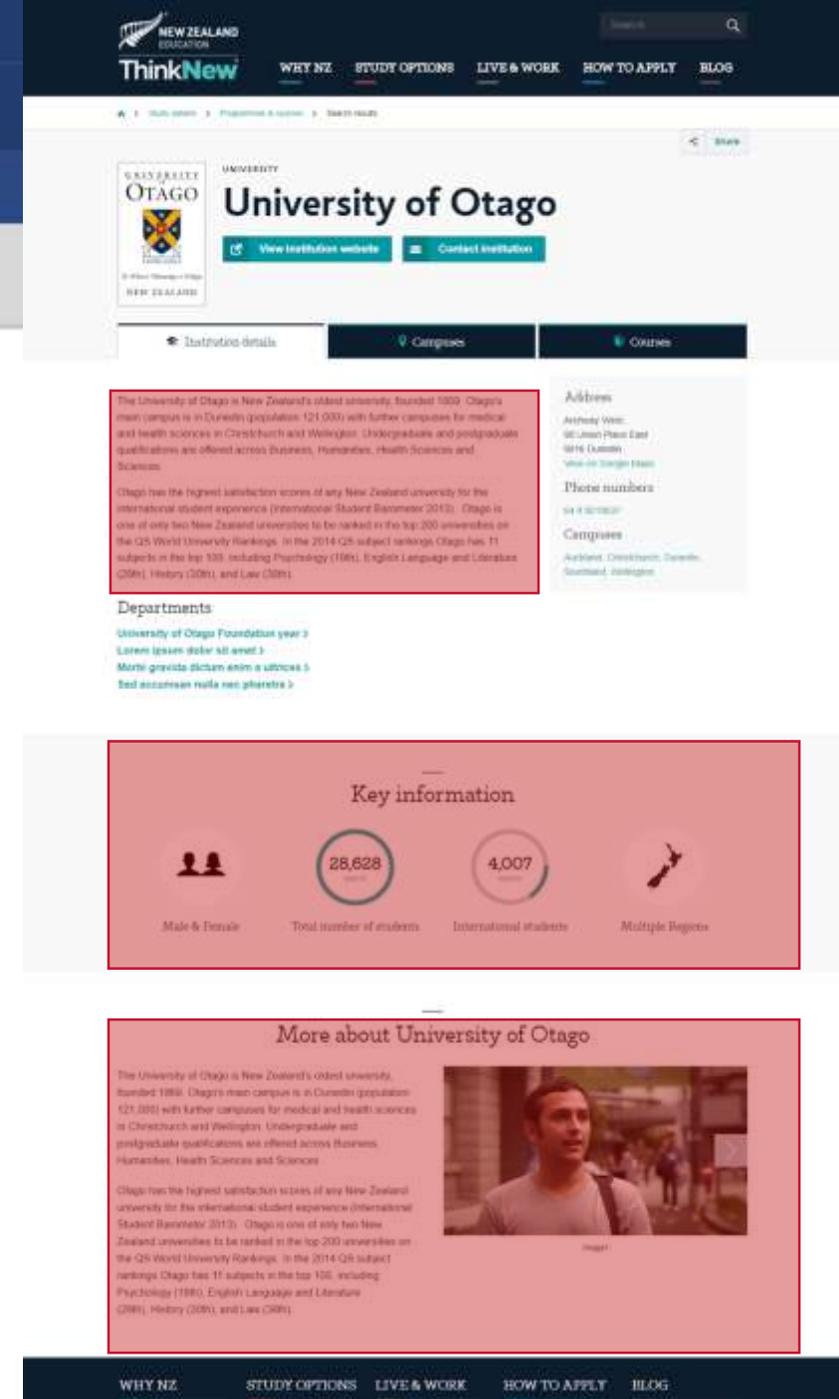
Venues

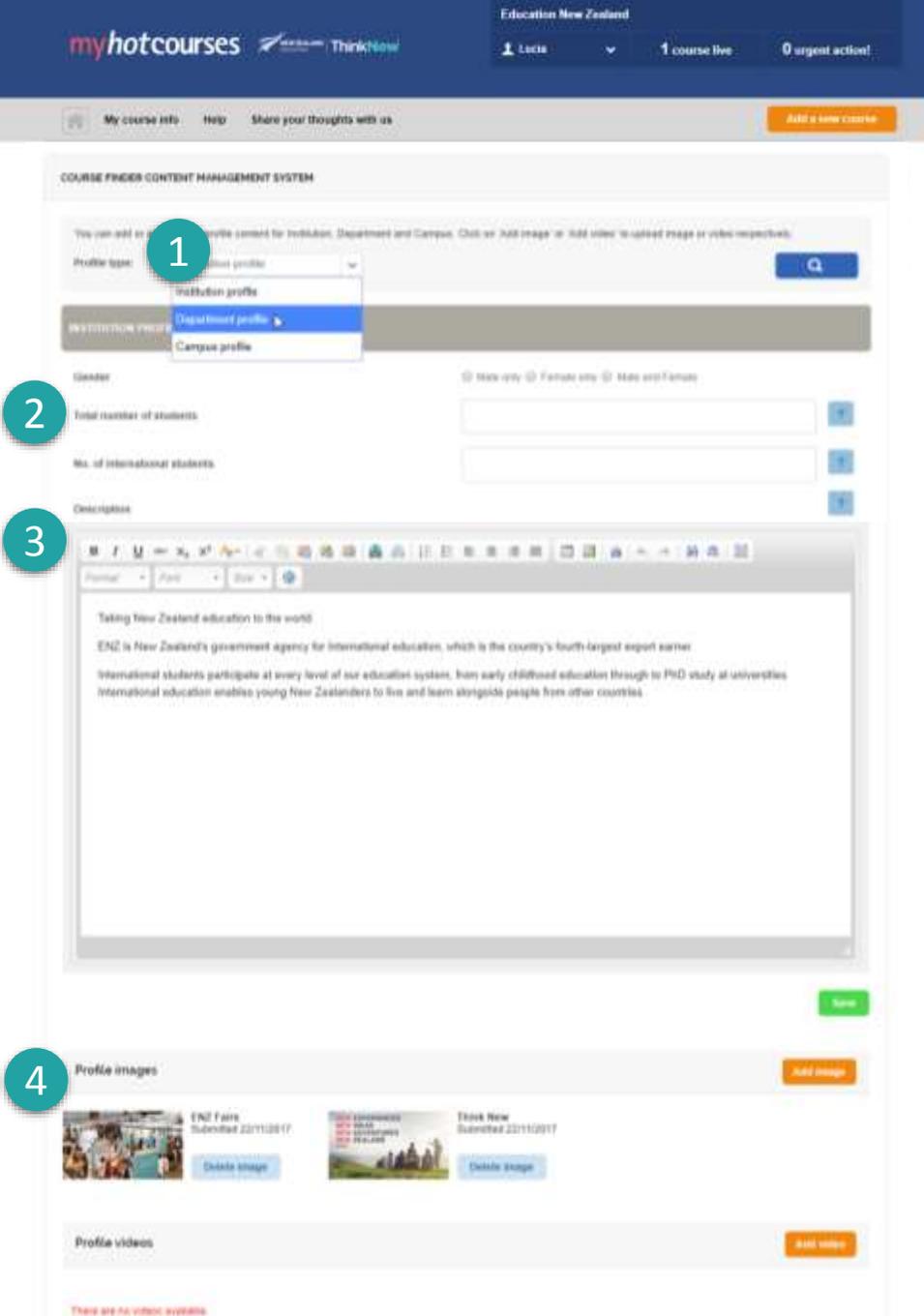
Add a venue

View venues

# ADDING CONTENT

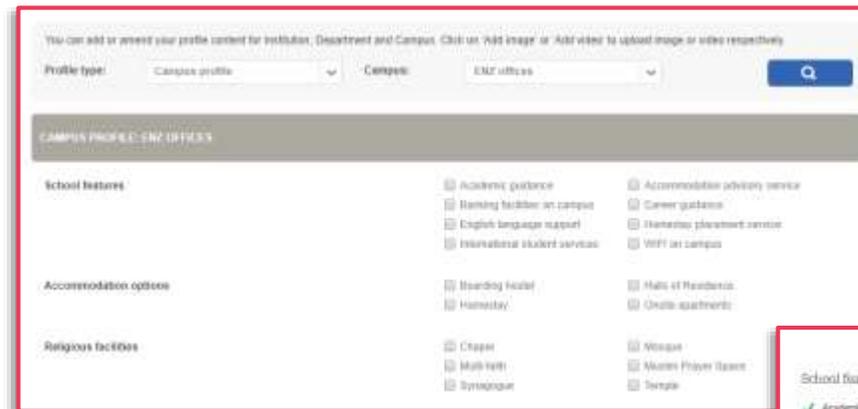
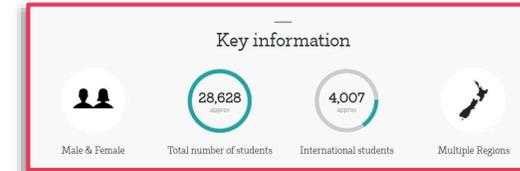
To add content (photos, descriptions or videos) to your main profile, your venues (campuses) and/or your departments, please make sure you have previously loaded these in the main details section. This will make them show up for editing in the Profile Content section.





# PROFILE CONTENT SECTION

- 1 First, select which profile to update: main profile, departments and/or campuses. If you loaded these in the main details section, they should appear in the list.
- 2 If you want to show stats of your institution, add these details here, and these will show in your profile like the “Key Information”:
- 3 Enter the main Description (first paragraph) and the Profile Details, which is the ‘more about ...’ bottom section description of your profile.
- 4 Add any photos or videos.



Campuses have the option to select the features available, which will show like the below:

Campus features		
<b>School features</b>	<b>Accommodation options</b>	<b>Religious Facilities (on-site)</b>
<input checked="" type="checkbox"/> Academic guidance	<input checked="" type="checkbox"/> Halls of Residence	<input checked="" type="checkbox"/> Mosque
<input checked="" type="checkbox"/> Accommodation advisory service	<input checked="" type="checkbox"/> Homestay	<input checked="" type="checkbox"/> Multi-faith
<input checked="" type="checkbox"/> Boarding facilities on campus	<input checked="" type="checkbox"/> On-site apartments	<input checked="" type="checkbox"/> Muslim Prayer Space
<input checked="" type="checkbox"/> Career guidance		<input checked="" type="checkbox"/> Synagogue
<input checked="" type="checkbox"/> English language support		<input checked="" type="checkbox"/> Temple
<input checked="" type="checkbox"/> Homestay placement service		
<input checked="" type="checkbox"/> International student services		
<input checked="" type="checkbox"/> WiFi on campus		

# HOW TO STEP 3: UPDATING COURSES AND SCHOLARSHIPS

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Add, delete or modify course and scholarship information



Latest news: Myhotcourses will be closed for maintenance on Tuesday 28th Nov'17 for 90 minutes from 07:30 GMT, we apologies for inconvenience



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0 courses  
Are live on our websites

Add now

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advertising package.

Find out more

## OR YOU CAN START HERE

## COURSES AND SCHOLARSHIPS

0 course live

1

Add

1 scholarship live

2

View

## MAIN DETAILS, VENUES AND DEPARTMENTS

Main details

View

1 venues live

View

1 departments live

View

# MAIN DETAILS SECTION

Click in the menu to go back to the main details section.

1

From here, you can modify, add or delete courses and scholarships. Most of the information will be preloaded for you and

2

updated twice a year. If you want to update courses or scholarships sooner, you can manage the details in these sections.

Please note: if you want any courses to be associated to a Department profile instead of your main institution, you'll find the option here:

### Advanced information

Your course ID	<input type="text"/>	
Department	<input type="text" value="Please select"/>	<input type="button" value="Add department"/>
NZQA course number	<input type="text"/>	
Awarding body	<input type="text" value="Education New Zealand"/>	
Study Abroad?	<input checked="" type="checkbox"/> Yes	

# IMPORTANT THINGS TO NOTE

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# IMPORTANT INFORMATION

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- **Updates:** We recommend you update the profile regularly and add any additional information to ensure you are taking full advantage of the opportunity to showcase your institution to prospective international students.

**PLEASE NOTE: Any profile updates will be fully refreshed and visible in the site within 24 hours.**

- **Creating a new institution profile:** Only ENZ can create institutions in the system (institutions cannot be created through this admin). To have a new profile in SINZ, institutions must comply with the Education Providers [Terms & Conditions](#)

**If you comply, please contact [info@studyinnewzealand.govt.nz](mailto:info@studyinnewzealand.govt.nz) to request a new institution profile.**

- **Adding/deleting/updating admin institution users:** Only ENZ can create, delete or update users in the system. **Please contact [info@studyinnewzealand.govt.nz](mailto:info@studyinnewzealand.govt.nz) to request any admin user changes.**
- **Full HOW TO GUIDE:** To learn more about our platform, a detailed guide is available for [download here](#).

# IMPORTANT RESOURCES

- **Education New Zealand's The Brand Lab** can help with your international marketing campaigns, providing a range of assets such as templates, brochures, graphics and videos in a variety of languages. These invaluable marketing tools are free. Register to access them [here](#).
- **Education New Zealand's Skills Lab.** Learn about international student recruitment and access to research and articles [here](#). Use our projects and case studies to grow your international student programme.
- **IntelliLab** is a one-stop-shop for high-quality information and market intelligence on international education in New Zealand. [Visit it here](#).
- **The NZ Story site** contains free, professional-quality resources to help businesses showcase the unique value New Zealand offers. Please [visit their site](#).

# WHY ENZ'S REFERRALS ARE IMPORTANT

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Having the right traffic referred from SINZ to institutions grows value and conversion opportunities

✓ **ENZ's referrals are more likely to convert.**

ENZ referral traffic **performs significantly better** than all participants' site averages, due to the likelihood of students converting. Referral traffic shows much higher value attributes than other sources of traffic, **so it's important to focus on it.**

✓ **ENZ invests in getting the right audience on your behalf.**

If you're looking for exposure and an **increase in traffic**, [studyinnewzealand.govt.nz](http://studyinnewzealand.govt.nz) **not only has** the necessary traffic volume but also has **high quality traffic**, which increases the **likelihood of gaining** conversions from our referrals. **ENZ analyses** data, **applies** business intelligence **and** constantly invests in media, social, events and digital strategies to increase the number of high-profile, quality-prospect students. **We invest in getting quality referrals on your behalf** and we hold research and assets to enrich your digital strategies.

✓ **ENZ is an authority on International education, reaching markets worldwide.**

We have a high volume of **quality traffic coming from key markets worldwide**. For our audiences, listings in [studyinnewzealand.govt.nz](http://studyinnewzealand.govt.nz) are valued and trusted. Having your institution listed on **SINZ has the potential to reach large audiences**, building your brand as well as boosting your SEO (Search Engine Optimisation), which means it raises your ranking in search engines like Google.

**ThinkNew**<sup>®</sup>



**NEW ZEALAND  
EDUCATION**

**[studyinnewzealand.govt.nz](https://studyinnewzealand.govt.nz)**