NEW SEARCH PLATFORM AND INSTITUTION PROFILES

ENZ – Dec 2017

ThinkNew | NEW ZEALAND EDUCATION

NEW FEATURES

Better search capabilities and institution profiles

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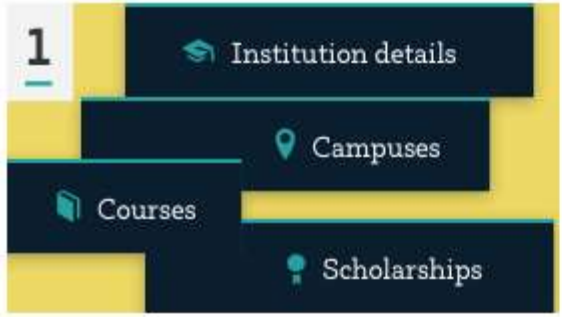
WHAT’S NEW

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

Profile your departments

Create a separate profile for each department.

More contact details

Add contact information for each campus and department.

Better search listings

Alphabetical listings and filters to refine students' searches.

EXAMPLE INSTITUTION PROFILE

Presenting profiles at their best

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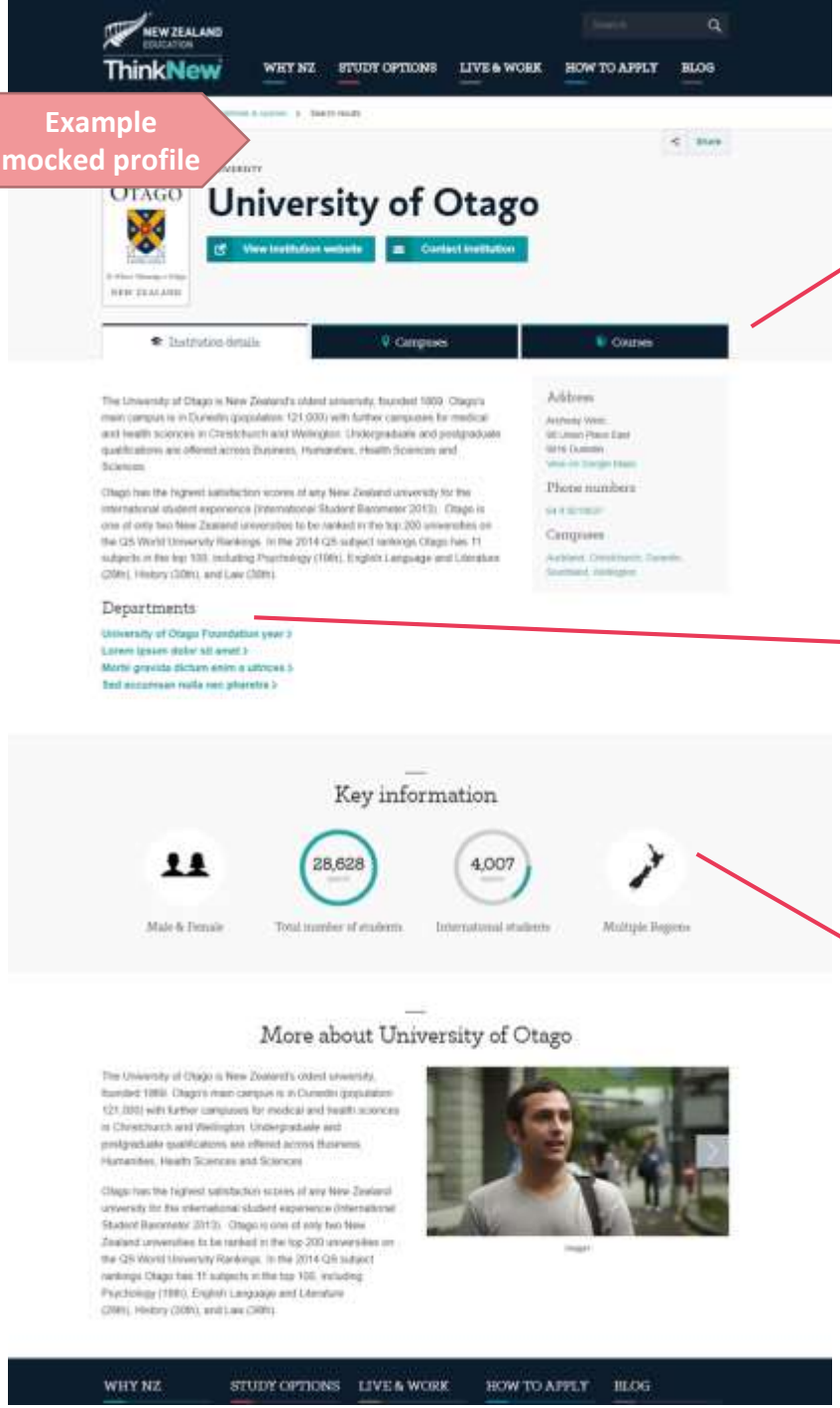
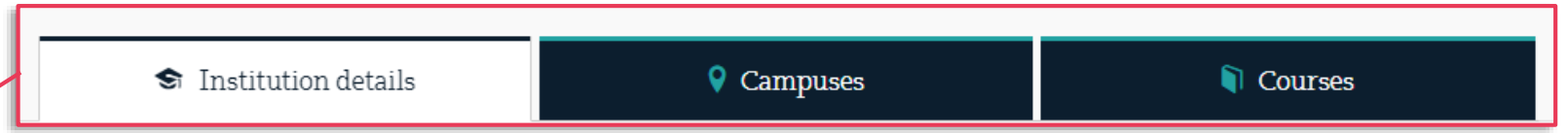
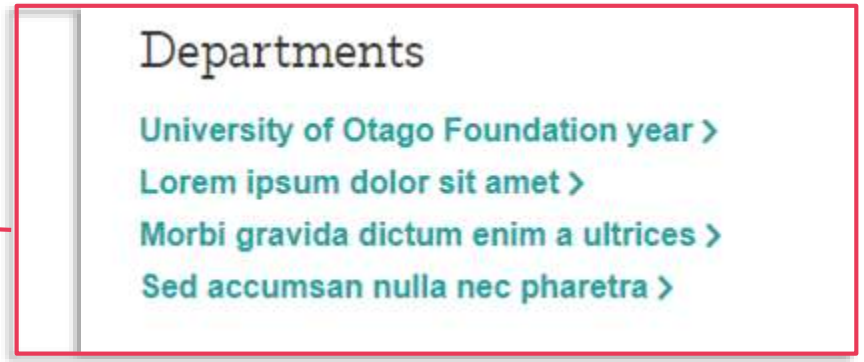
MAIN INSTITUTION PROFILE

Example mocked profile

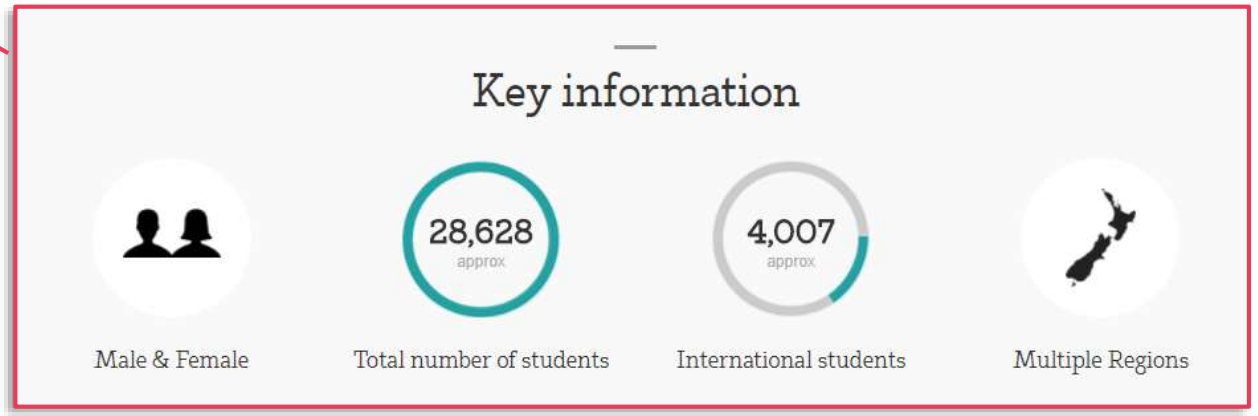




Click through the tabs to view all your institution info in one place

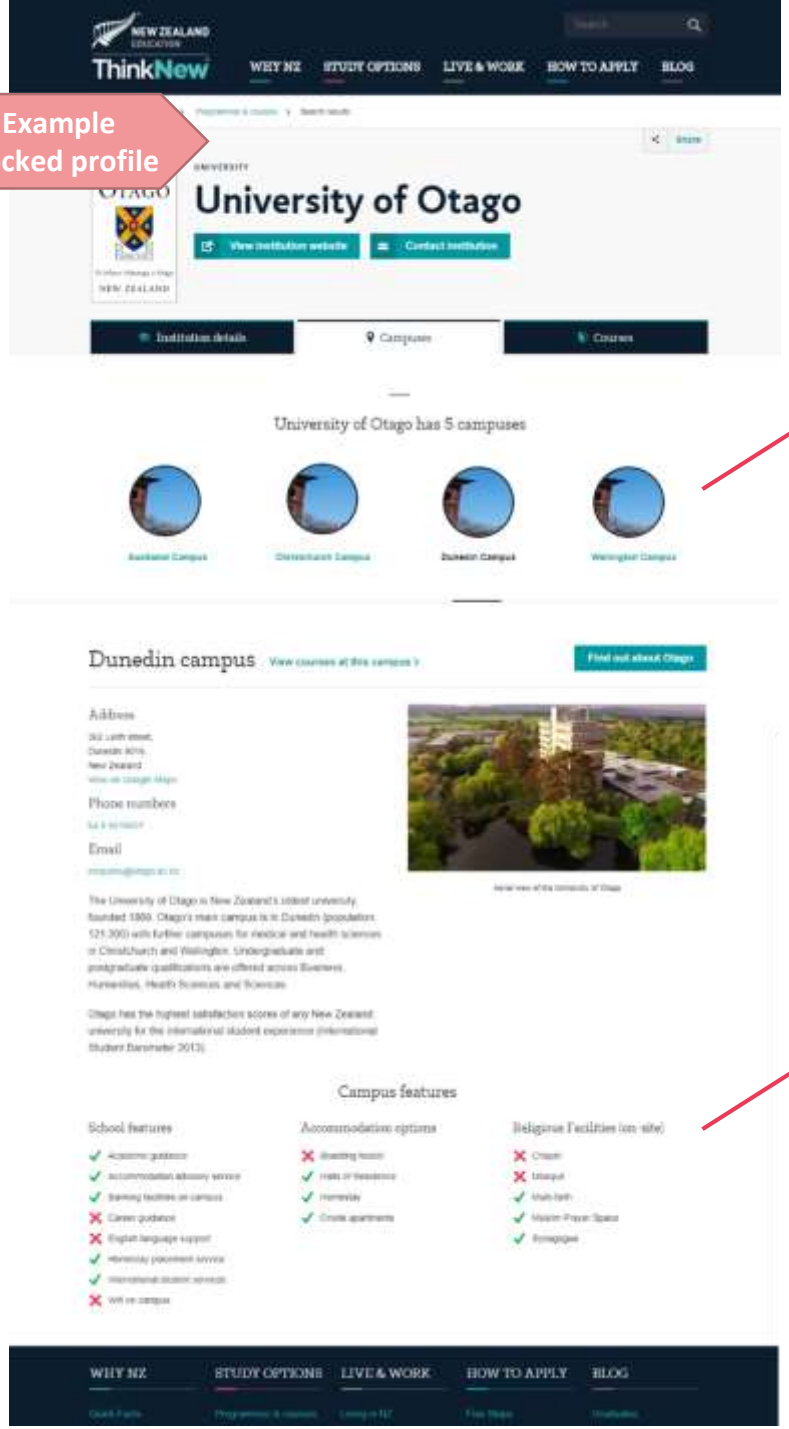


Create department profiles to show areas of your institution with their specific courses/information/photos (optional)

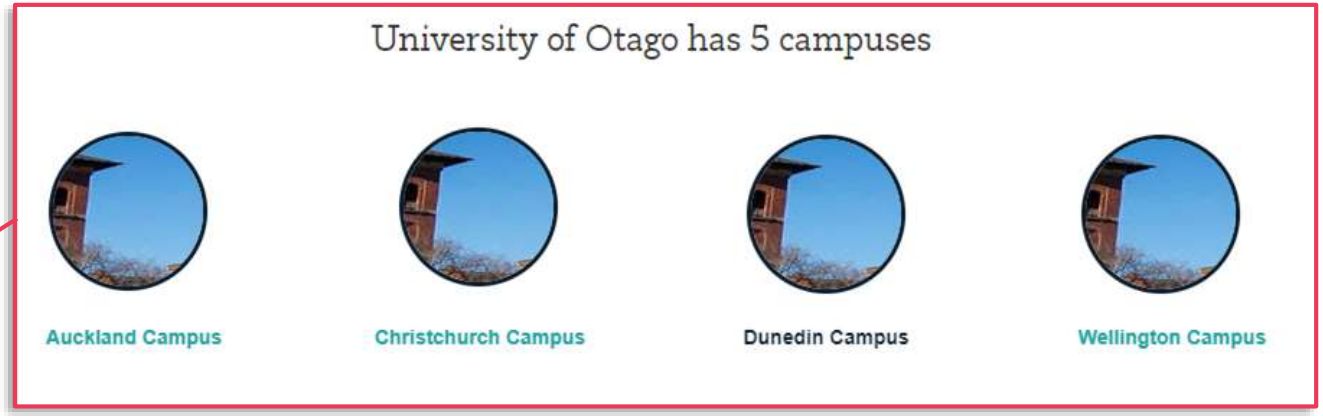


Improved display of key info

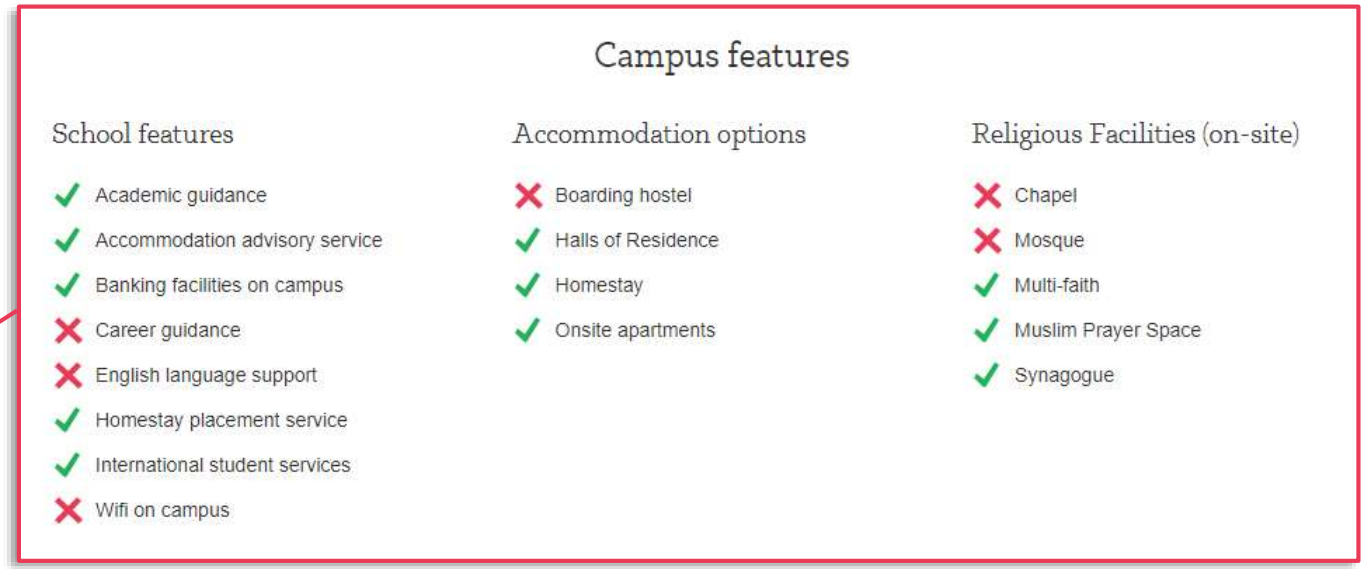
Example mocked profile



INSTITUTION CAMPUSES (optional)



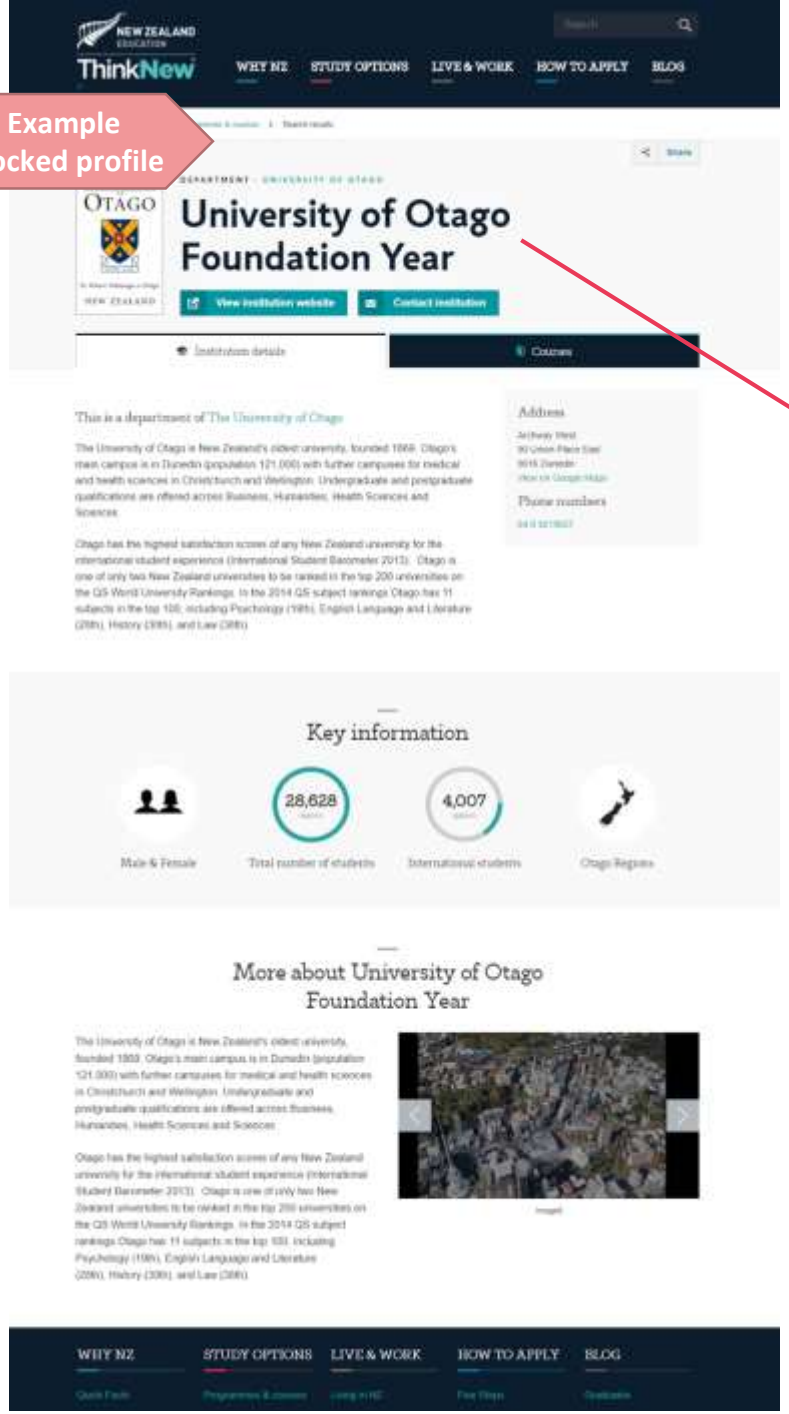
Gallery of campuses where you can display different info, contact details and photos

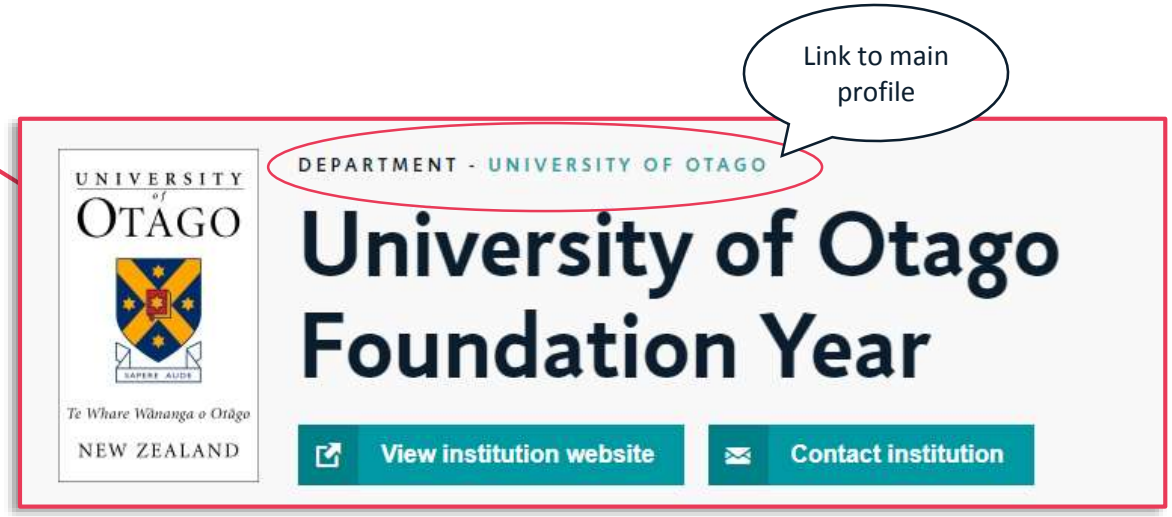


Improved display of features

INSTITUTION DEPARTMENT PROFILE (optional)

Example mocked profile



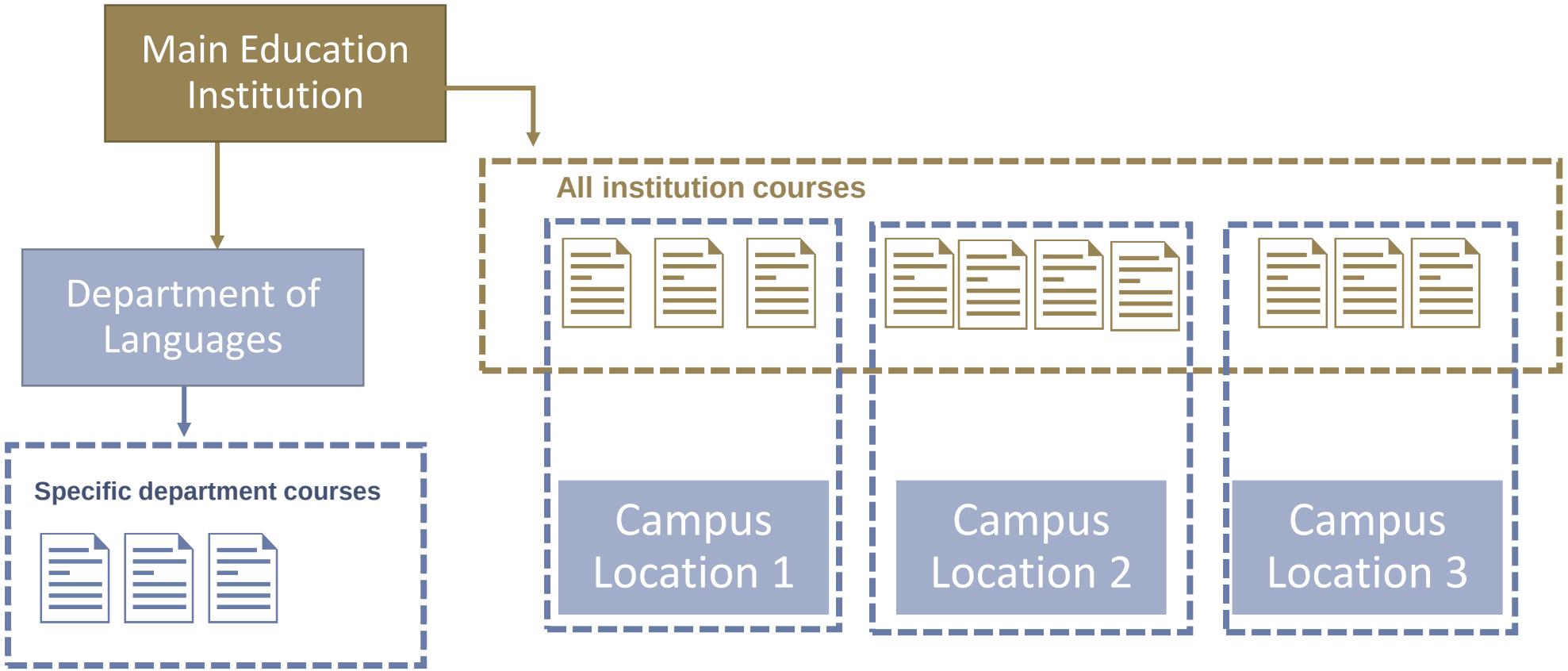


Create a department profile associated with your main institution. The department profile can have its own specific profile info, photos, contact details and associated courses.

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

How to access your new profile

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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

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

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NEW PASSWORD

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**
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.**

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HOW TO MANAGE YOUR NEW PROFILE

A guide to using the new main features

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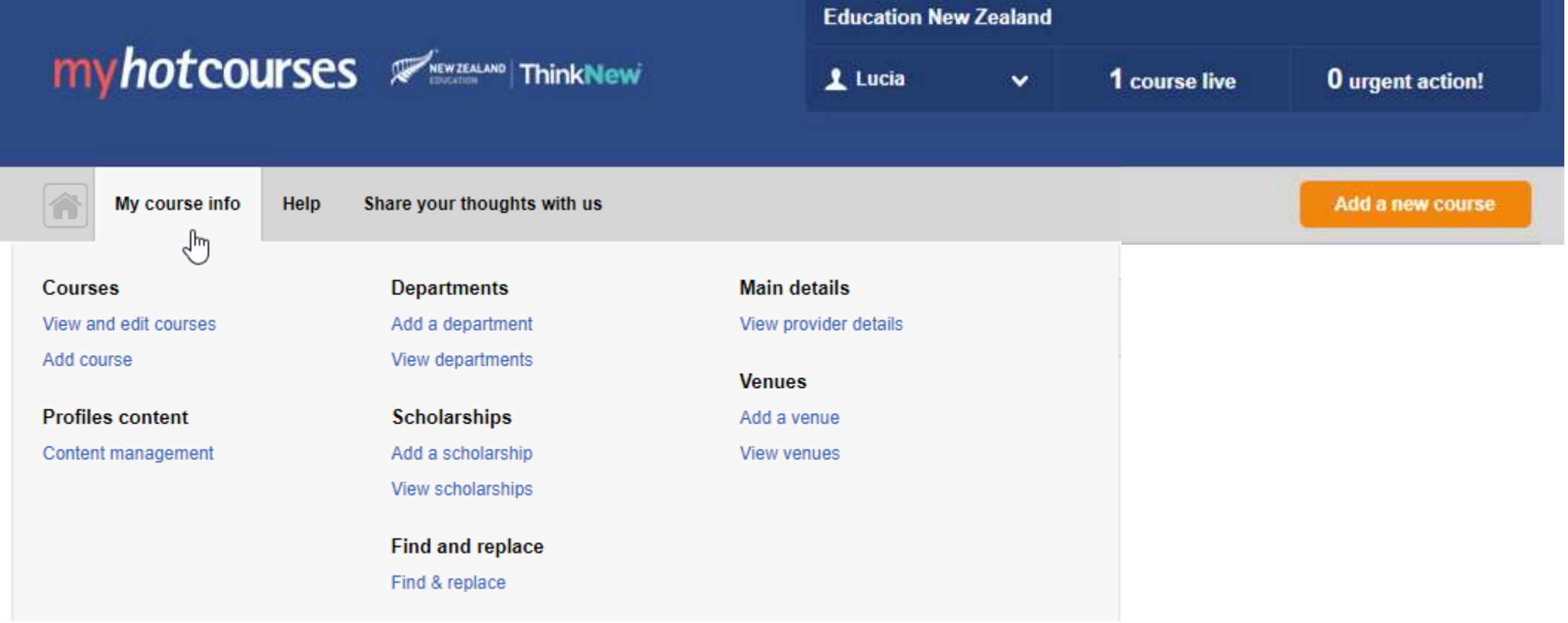
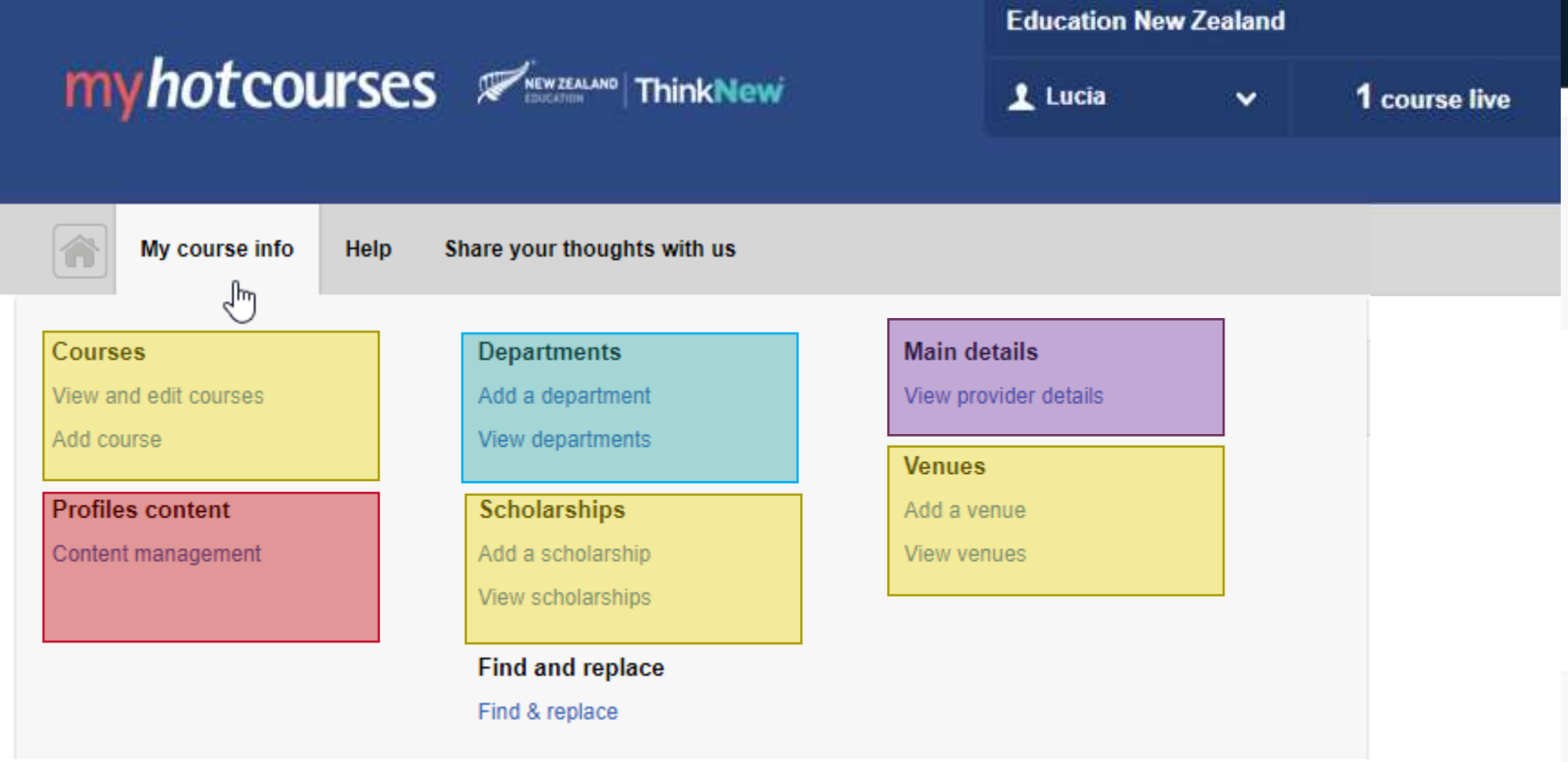
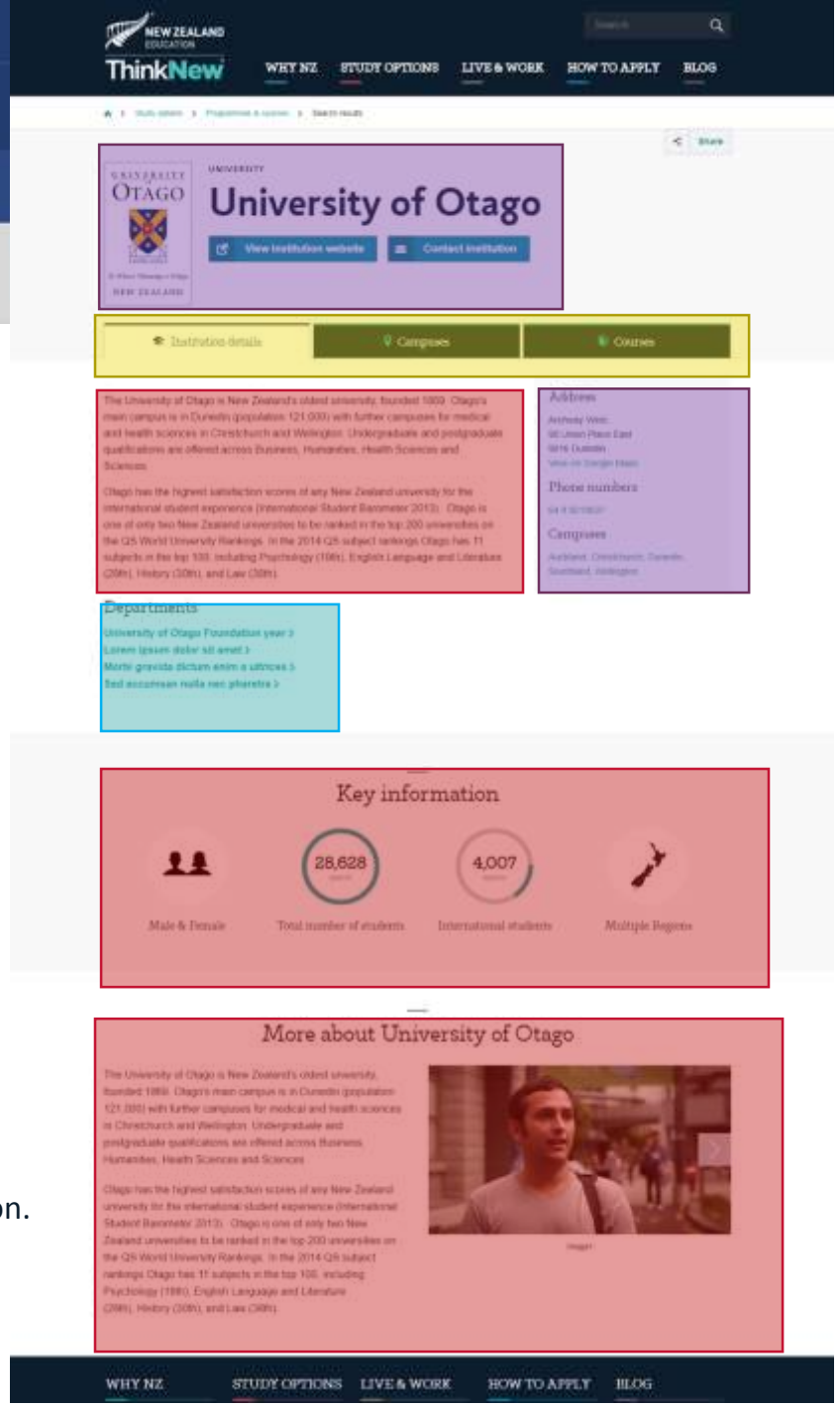


WELCOME TO YOUR NEW ADMIN PLATFORM

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





WHERE TO GO TO EDIT WHAT

A. 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.

B. To change your profile (or department/campus) descriptions and photos, go to the profile management section.

C. To add department profiles, you will need to create them first.

D. To modify any key information, go to main details.

HOW TO
STEP 1: CREATING THE PROFILE STRUCTURE

Managing a main profile and associated campuses/departments

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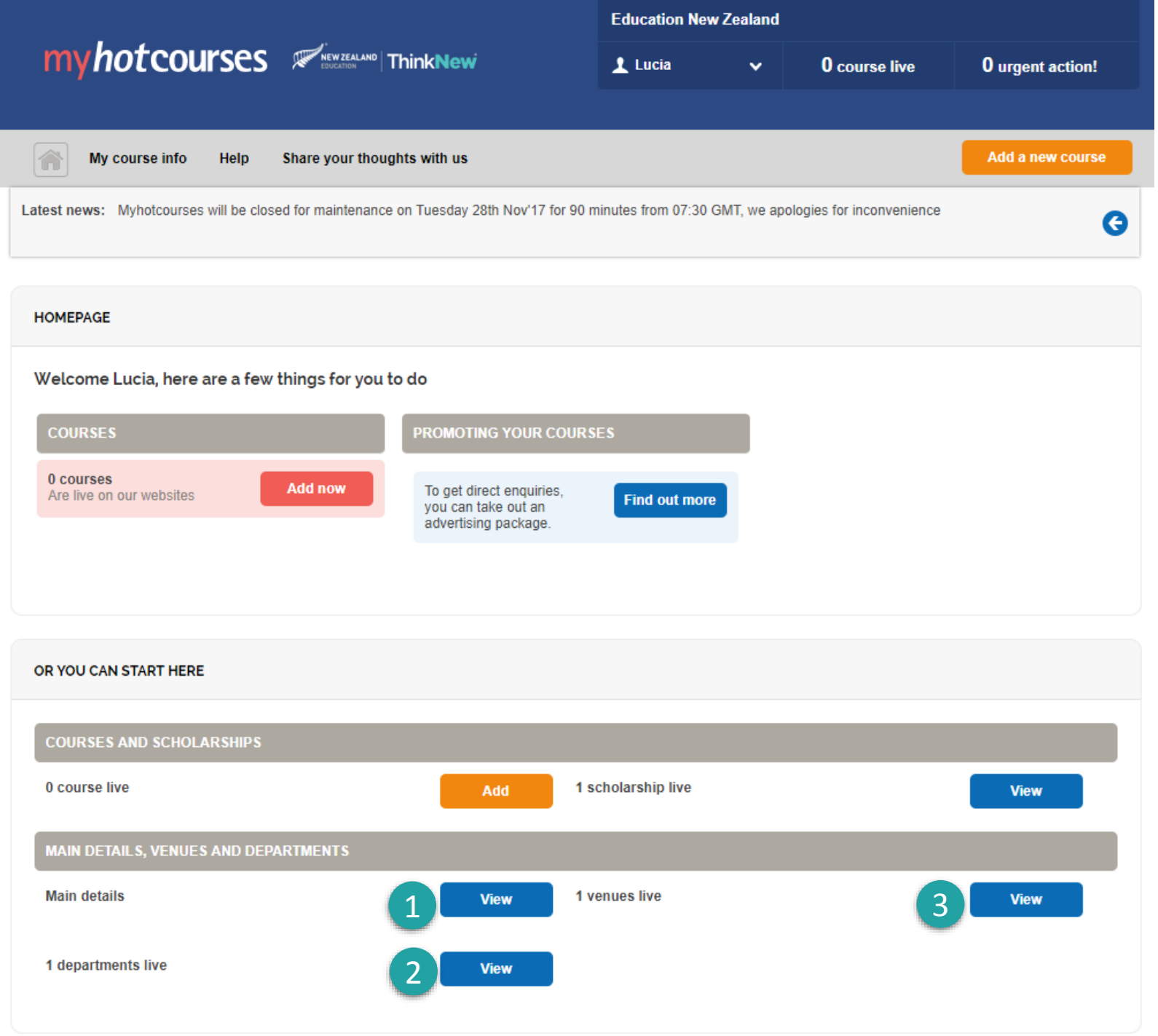

MAIN DETAILS SECTION

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

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

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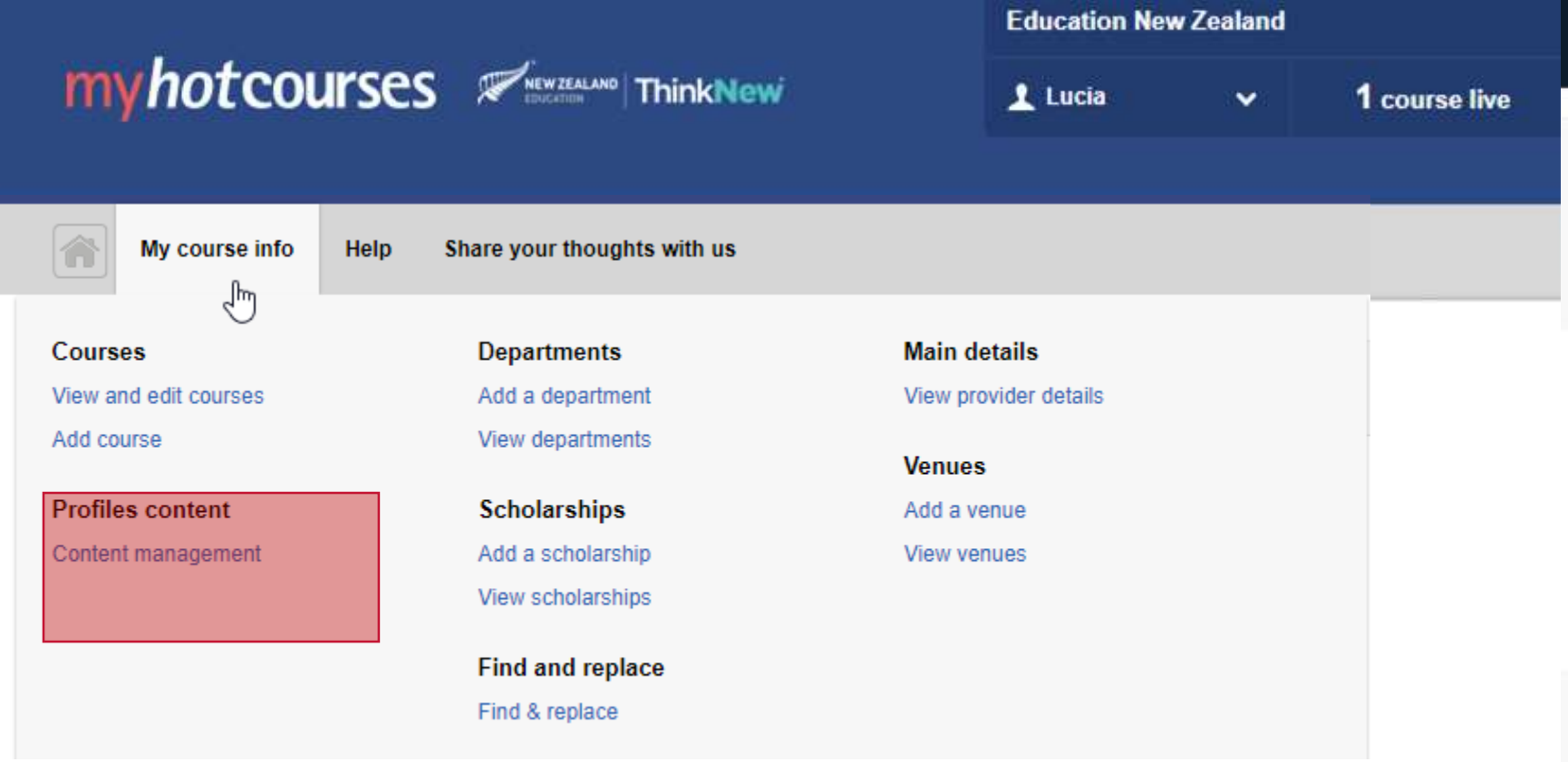
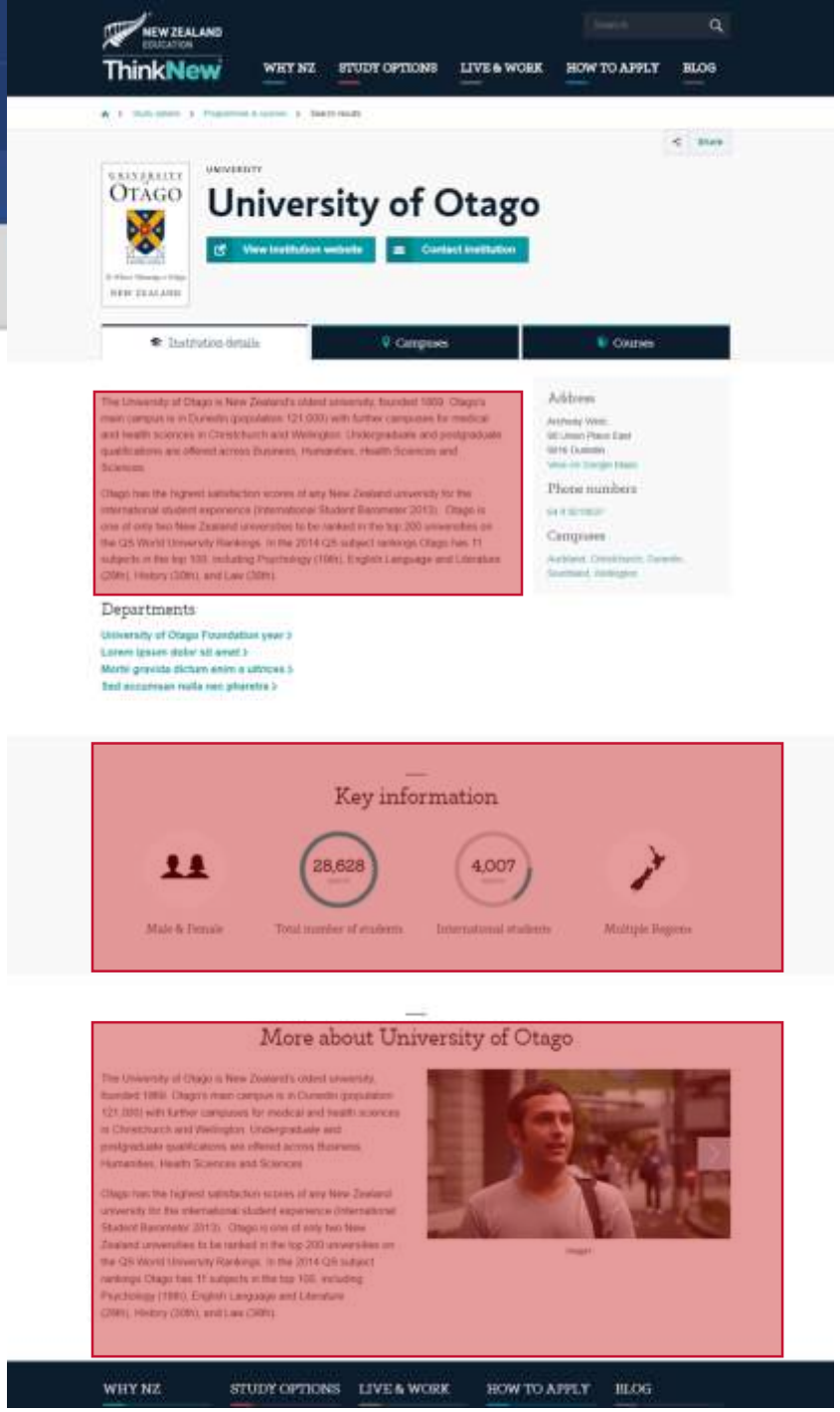




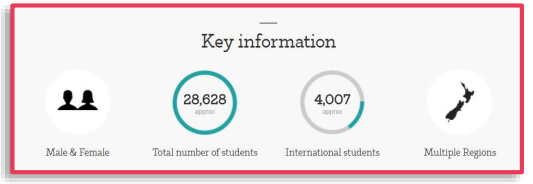
ADDING CONTENT

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

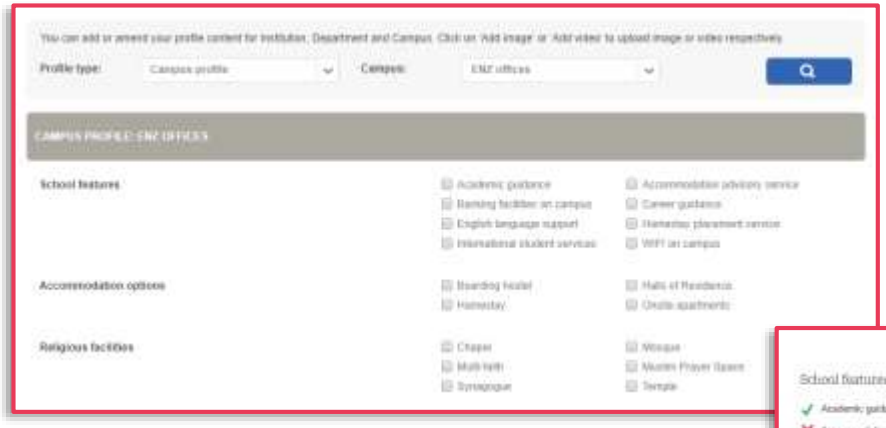
1. First, select which profile to update: main profile, departments and/or campuses. If you loaded these in the main details section, they should appear in the list.

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:

HOW TO
STEP 3: UPDATING COURSES AND SCHOLARSHIPS

Add, delete or modify course and scholarship information

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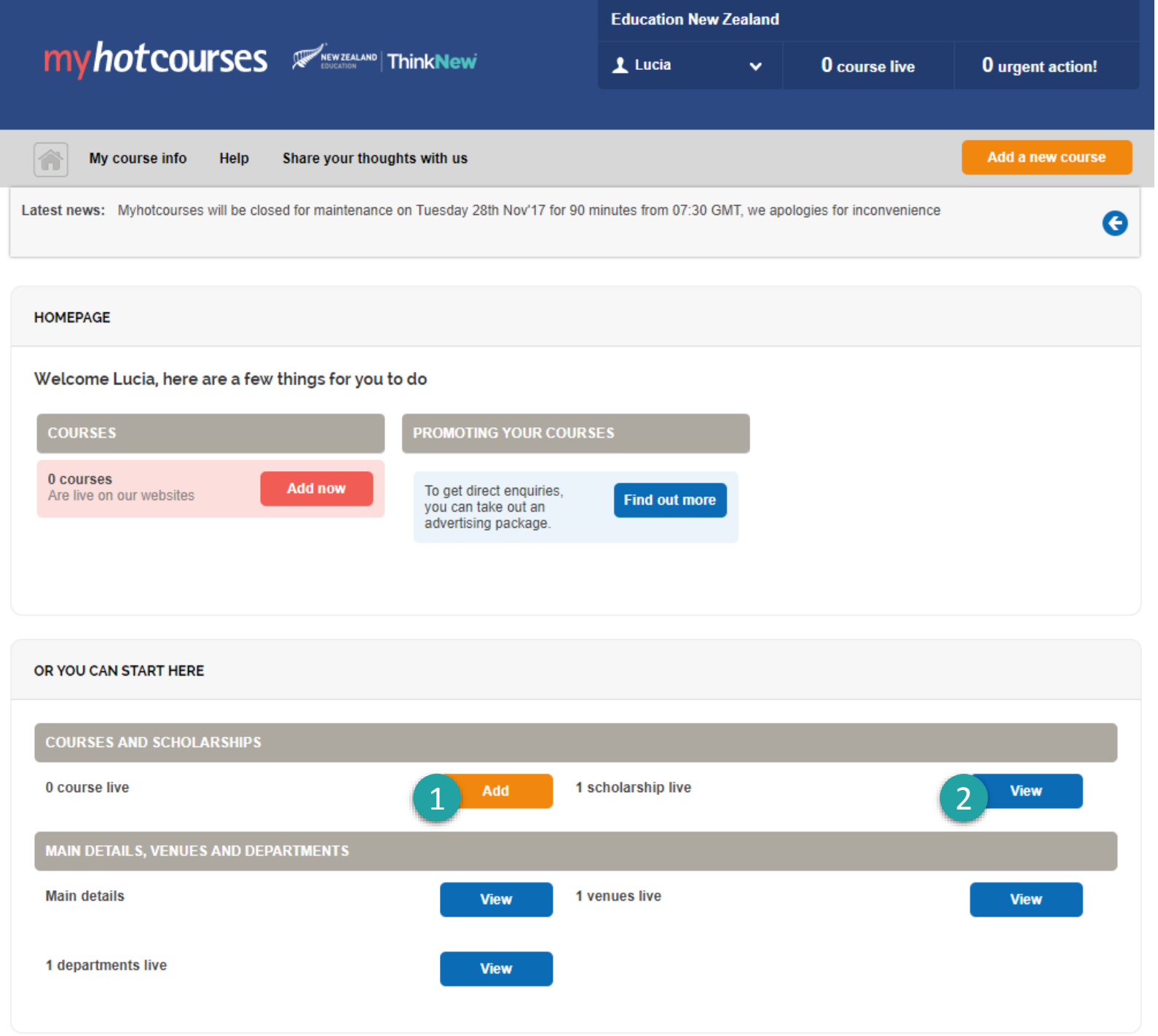

MAIN DETAILS SECTION

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

1 2 From here, you can modify, add or delete courses and scholarships. Most of the information will be preloaded for you and 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:

IMPORTANT
THINGS TO NOTE

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IMPORTANT INFORMATION

- **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 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 to request any admin user changes.**

- **Full HOW TO GUIDE:** To learn more about our platform, a detailed guide is available for **download here**.

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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.

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WHY ENZ'S REFERRALS ARE IMPORTANT

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 a**n increase in traffic**, 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, appl**ies** 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 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.

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