

# ENGAGEMENT PLAN 2022–2025

## OUR ASPIRATIONS

### VISION

Our approach to Engagement at UniSQ is shaped by our brand pillars:

#### Thrive together

Collectively we achieve more

#### Feel connected

Sharing stories and connecting places

#### Go beyond

Continuous improvement and constant innovation

#### Drive impact

Delivering the outcomes the world needs

## OUR STRATEGIES

### Provide empowerment and effectiveness

Staff & Students

### Strengthen advocacy and policy development

Government & Policy

### Develop business and economic impact

Industry

### Create thought-leadership and value

Community

### Scale up student recruitment

Future Students

### Increase active alumni partners

Alumni

### Build momentum and demonstrate impact

Donors

- 1.1 Provide the tools and support for our people to grow and develop the competencies, behaviours and specialist skills
- 1.2 Provide a clear engagement framework, guidance and information to empower staff and students to act as ambassadors and make the best use of their local and international networks
- 1.3 Implement a seed funding program to support projects
- 1.4 Invest in systems and analytical capabilities to leverage data and harness technology

- 2.1 Identify, establish and strengthen strategic partnerships and relationships with domestic and priority international governments, supporting policy leadership and expertise
- 2.2 Use insights and areas of expertise to build relationships with policy partners
- 2.3 Partner with the government to grow higher education access and participation rates, particularly in regional and peri-urban Queensland, and with priority groups

- 3.1 Build upon our existing strategies to develop a holistic industry engagement across UniSQ.
- 3.2 Develop a 'partner of choice' framework to consider, develop, support, and manage valued collaborative arrangements with industry and community partners
- 3.3 Refresh the Industry Advisory boards
- 3.4 Co-create and refresh programs of study to address workforce needs and skills development
- 3.5 Target industry-focused WIL, internship, and professional education

- 4.1 Engage community partners in university goals, research and program delivery
- 4.2 Create mutually beneficial relationships with precinct partners and co-locate with business and industry
- 4.3 Relaunch our university sponsorship program to increase value and effectiveness
- 4.4 Develop a high-profile public thought leadership event/series
- 4.5 Support key mission-aligned community events/festivals
- 4.6 Showcase our research, student success and teaching excellence

- 5.1 Implement a new educational outreach function
- 5.2 Implement a new integrated marketing and student recruitment approach
- 5.3 Develop a new events suite to support strategic audience priorities
- 5.4 Review and enhance our admissions process and products
- 5.5 Enhance the Student Ambassador Program
- 5.6 Develop and execute a 'key influencers' promotional strategy with parents, school principals and careers advisors

- 6.1 Build strong alumni lifelong learning and engagement for mutual benefit
- 6.2 Implement a new alumni communications strategy
- 6.3 Redesign the graduation experience to showcase our proposition for Alumni
- 6.4 Facilitate alumni peer engagement
- 6.5 Implement an alumni leaders program with a representation of alumni from priority groups
- 6.6 Increase awareness and value of alumni across the university community

- 7.1 Increase the funds raised and the number of donors annually
- 7.2 Continue to expand our culture of philanthropy at UniSQ and drive the integration of the University within the Australian philanthropic ecosystem
- 7.3 Sustain and grow the level of professional advancement function through the 'Elevate' pre-campaign approach
- 7.4 Improve internal cross-institutional advancement integration

### MISSION

This is an enterprise-wide plan covering all aspects of engagement at UniSQ. Including First Nations, domestic and international.

Our ambition is to deeply understand our community and partners, identifying opportunities where we can strengthen our connections and create sustainable value and impact.

## OUR PERFORMANCE

Our success will be measured by:

- Increasing unprompted brand awareness in South-East Queensland:
  - o School leavers from 19% in 2021 to 30% in 2025
  - o Mature age from 23% in 2021 to 35% in 2025
- Increasing the THE Ranking from 501-600 in 2020 to 401-500 in 2025
- Increasing undergraduate school-leaver enrolments by 60% by 2025
- Increasing postgraduate enrolments by 60% by 2025
- Maintaining undergraduate non-school leaver market share
- Increasing First Nations enrolments from 3.7% in 2021 to 4.5% by 2025
- Increasing regional and remote enrolments from 43% in 2021 to 46% by 2025
- Achieving \$5 million in total funds raised from 2021 to 2025
- Increasing annual number of donors by 500%
- Increasing alumni engagement participation by 21.5% by 2025
- Launching a benchmark to measure our contribution to communities