Getting the messages right: Audience, timing, personalisation, and channels
Travis Logan, Auckland University of Technology

Auckland University of Technology (AUT) is New Zealand’s second largest university with approximately 29,000 students studying across three campuses (North, City, and South).

AUT is made up of a diverse community of individuals at different stages of life, who engage with and respond to channels differently. The Student Communications team was established in 2017, within the Student Services and Administration (SSA) Division, to offer communications guidance and leadership to support the full range of support services, including admissions, graduation, fees, finances, medical, counselling and mental health, and more.

The team works to ensure communications to current students is more dynamic than just hitting the ‘send button’, by adopting an omni-channel approach to communications, ensuring high engagement across a range of traditional and digital channels.

This presentation examines the progress made by the team over recent years and how it works to disrupt, transform, and innovate the way the division and AUT communicates and engages with current students.

Attendees will learn a) how having an in-house communications team makes a positive impact to SSA and AUT, and b) how the transactional model of communications provided a reference point for ensuring current students are informed of what’s happening in a personalised, effective, organised, and co-ordinated way.

Learning outcomes
- The value of having a student communication's team sitting within the SSA division.
- The role communications plays in increasing awareness of support services available to current students and how the team collaborates with other divisions, ensuring communication is personalised and distributed via effective channels.
- The art of targeting the right cohort with the right message in the right channel to ensure the greatest chance of meeting objectives.

Presenter
Travis Logan, Auckland University of Technology

Travis is an accredited public relations and communications practitioners with over ten years’ experience, working in the not-for-profit, media, telecommunications, retail, banking, and education industries.

Travis works at AUT as Digital Content Manager, ensuring that messages to current students are relevant and personalised, and communicated via channels that will make an impact.