

# TANZ eCampus

## 2019 Year in Review

**Ko te pae tawhiti whāia kia tata, ko te pae tata whakamaua kia tīna**  
**Seek out distant horizons; hold fast to those you attain.**

Over 3200 learners chose to study online with TANZ eCampus in 2019. Our team increased by 35 more people. Our family of tertiary institutes increased to 8 as we welcomed Western Institute of Technology at Taranaki (WITT) to the TANZ eCampus platform. We also partnered with industry to develop innovative micro learning, in-work and blended learning opportunities so that their people can grow their skills and capabilities.

Now that a new decade has started, we've gathered our most important moments from 2019 to share with you. It's a celebration of your success and everything we've achieved together. Come along and enjoy the ride!

## 2019 at a glance

A look back at key highlights and results

**823**

**EFTS\* in 2019**

*\*Equivalent full-time students*

**6,480**

**Enrolments in 2019**

*(5200 in 2018)*

**35.27%**

**Growth in enrolments in 2019**

**3,205**

**Learners who started studying with TANZ eCampus in 2019**

*(2339 in 2018)*

### Learner gender

- Female 70%
- Male 30%

### Learners by age group

0-24 years	29%
25-34 years	34%
35-44 years	20%
44-54 years	13%
55-64 years	3%
65+ years	0.2%

**\$6.42M\*****Revenue***\*10.8% increase on 2018. Audited financial results.***\$1.55M\*****EBDIT***\*Earnings before depreciation, interest and amortisation. Audited financial results.***\$1.55M\*****Net cash flow from operations***\*Audited financial results.***\$1M\*****Revenue shared with ITP partners***\*Audited financial results.***\$120K\*****Dividends paid in 2019***\*Audited financial results.***89%****Said the online experience was well suited to the way they learn****92%****Said it was clear what was expected in order to succeed****95%****Said the information they learned was practical, relevant and based on real-world tasks or situations****You came in record numbers****75,555****Website users***(55,209 in 2018)***217,781****Website sessions***(168,889 in 2018)***87,936****Organic searches***(18,812 in 2018)***58,736****Direct searches***(18,639 in 2018)***You learned**

Meeting your needs for new learning opportunities and partnerships with industry saw our course line-up expand.

**901****Course occurrences***(665 in 2018)***76****NZQA qualifications offered****40\*****Short courses offered***\*See section: How we've partnered with industry***5\*****Microlearning courses developed***\*See section: How we've partnered with industry*

**94%****Rated their course as high quality.**

“So much of what you learn can be applied outside the work environment. It can enhance your day to day dealings with all sorts of people and organisations.”

*Jane Bevan - New Zealand Certificates in Business (Introduction to Team Leadership) (Level 3), (First line Management) (Level 4) & New Zealand Certificate in Project Management (Level 4)*

**95%****Said their course met their expectations in achieving their goals**

“...I knew I needed to invest in myself for my children to have a better future. I wanted to study from home and TANZ eCampus made this possible.”

*Rebecca Clarke - New Zealand Certificates in Business (Administration and Technology) (Level 3) and (Level 4)*

**95%****Said learning resources are current and relevant**

“It really worked for me. I have never been a study kind of person and sometimes found it too hard. But I enjoyed it and reached my goal.”

*Dana Carmont - NZ Certificate in Business (First Line Management) (Level 4)*

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## You set new standards

Growing our learner success rates was a top priority in 2019 and you knocked it out of the park! We worked hard to get you onboarded quickly, supported you through your learning journey and developed strategies to help you succeed.

## Course completion rates

Research <sup>[1]</sup> shows that online learner success rates are around 15% lower than face-to-face and blended learning. However, TANZ eCampus course completion rates have improved over the last 3 years. They are now trending better than other comparable online provision in New Zealand.

[1]CCRC Research Review 2013; Public Policy Institute of California 2014

**70.42%****Percentage of successful learners**

*(59% in 2018)*

**4,563****Number of successful learners**

## Success rates by NZQA level

**61%**

**Level 3**  
(Up 15%)

**73%**

**Level 4**  
(Up 6%)

**75%**

**Level 5**  
(Up 10%)

**85%**

**Level 6**  
(Up 20%)

## Success rates by age

0-24 years	66%
25-34 years	71%
35-44 years	73%
44-54 years	75%
55-64 years	76%
65+ years	60%

## Success rates by ethnicity

European / Pakeha	76%
Māori	57%
Asian	86%
Pacific People	48%
MELAA*	78%
Other	69%

*\*(Middle Eastern, Latin American, African)*

## Kia Ora Project

### Enabling learner success

In an attempt to improve outcomes for Māori learners, the Kia Ora project was piloted in early 2019, focussing on the Level 3 New Zealand Certificate in Business (Administration and Technology) (CBAT). In 2018, this certificate had high numbers of Māori learners and low learner achievement results.

The Kia Ora Project is based on Mason Durie's Te Whare Tapu Whā, the holistic Māori health and wellbeing model designed to support Māori. It has been adapted for online learning, and designed to identify barriers to success, give a high level of proactive support, and help learners achieve positive outcomes.

Up **30%**

**Māori learner successful course completions over 2018 Ka pai whānau!**

Up **12%**

**Non-Māori successful course completions over 2018**

Up **10%**

**Māori learner course completions in Kia Ora vs non-Kia Ora supported programmes**

## What our learners say...

“Don’t be afraid to study online, in the beginning it has its difficulties but once you get a rhythm it becomes part of your natural routine.”

*Jon Bartlett – New Zealand Diploma in Business (Leadership and Management) (Level 5)*

“I was petrified at first of having to do it on my own and thinking I would not have support, but I did have the support at all times!”

*Joeline Carney – New Zealand Certificate in Business (First Line Management) (Level 4) and New Zealand Diploma in Business (Leadership and Management) (Level 5).*

Every time you learn something that’s useful it changes your way of thinking and adds to your knowledge base to make you more employable and to give you more transferrable skills.”

*Sandra Keen - New Zealand Certificate in Project Management (Level 4)*

## Our learners - Who you are

Our learners are at the heart of what we do. Every day we are inspired by their stories and humbled by their determination to succeed. Our flexible approach to online learning has helped thousands of learners further their careers, upskill and realise their potential.

### Learners by level

Level 3	35.01%
Level 4	38.90%
Level 5	31.48%
Level 6	2.48%
Level 7	0.44%

### Learners by ethnicity

European/Pakeha	<b>60.78%</b>
Māori	<b>27.00%</b>
Asian	<b>3.74%</b>
Pacific People	<b>3.65%</b>
MELAA	<b>1.53%</b>
Other	<b>3.30%</b>

*\*(Middle Eastern, Latin American, African)*

## Meet Jon Bartlett

Jon Bartlett has been with the New Zealand Military for 16 years where he mentors all members in the NZ Army within the Hawkes Bay region. Encouraged to undertake extra study, Jon decided to complete a New Zealand Diploma in Business Management to assist in his everyday job as a mentor and trainer. [Learn more](#)

## Where you live

### Enrolments by region – Top 10 regions

Canterbury	19%
Manawatu-Wanganui	12%
Bay of Plenty	11%
Hawke's Bay	10%
Northland	9%
Otago / Southland	7%
Nelson / Marlborough	7%
Auckland	7%
Waikato	5%
Wellington	5%

## What you love to learn

### Top 10 courses in 2019

1. NZDB501 Organisations in a New Zealand Context
2. NZDB502 Business Environments
3. CBAT301 Administration Essentials
4. NZDB503 Business Functions
5. NZDB504 Understanding Change
6. CBAT303 The Practice
7. CBAT401 The Business Workplace
8. NZCP401 Introduction to Project Management
9. CBAT302 Administration Professionals
10. CBAT402 Professional Administrator

## Meet Ruth Mitchell

With a dream of opening a themed café, Ruth knew the first step towards making this a reality was to develop her foundational business skills. After conducting some research online, Ruth enrolled to study Small Business fulltime with TANZ eCampus.

[Learn more](#)

## How we are helping you to succeed

Integrating simulated real, world environments into new course developments.

Added over 500 learning resources by migrating from Lynda.com to LinkedIn Learning.

Improved our enrolment processes so learners understand what they need to do to successfully complete their studies

Implementing programmes to help learners get ready to study online and establish good study habits.

Reviewed and updated our assessment instructions so they are clear and easier to understand.

Completed a Moodle upgrade to improve the TANZ eCampus learning platform.

## What you said we could improve on

Broken links within the course content.

### What we did

Implemented a link checker that identifies broken links so that suitable, alternative learning material can be sourced.

Yammer caused some issues with forum posts.

### What we did

Custom built a new, more reliable and user-friendly communication system so you have an enjoyable learning experience.

You don't know who your Student Advisor is and what they do.

### What we did

Added a 'Meet your Advisor' section to each new occurrence so you know who's available to support you in your studies.

## Meet Susan Douglas

With a career change in hand and new responsibilities ahead of her, Susan Douglas was looking to upskill. She decided to do the New Zealand Certificate in Business (First Line Management) (Level 4) online so she could adjust her study around her work commitments. [Read more](#)

[See more of our learner success stories](#)

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## How we've partnered with industry

Helping the construction sector meet demand for qualified and skilled workers

In collaboration with Building Construction Industry Training Organisation (BCITO), TANZ eCampus is offering the New Zealand Diploma in Construction (Level 6) as both on-the-job and theory learning via online delivery.

By combining highly integrated case studies with work-related situations, learners will get a hands-on experience to cement their on-the-job training. This will set this qualification apart from anything else available through other providers. [Learn more](#)

"We are delighted to partner with TANZ eCampus to support this initiative and believe this online delivery method will help tradespeople progress to higher level opportunities within the industry and enhance post-apprenticeship learning using the latest digital technology available."

*Greg Durkin, GM Education and Stakeholder Engagement - BCITO*

## Enabling WineWorks Marlborough's commitment to professional development.

Seeking to support five of their warehouse team leaders achieve next level management experience, WineWorks enrolled their people in the New Zealand Certificate in Business (First Line Management) (Level 4) through TANZ eCampus.

TANZ eCampus was considered the best fit due to our course provision and support. To help Wineworks track staff performance, we developed an employer dashboard; a development that was underpinned by robust data governance and privacy principles. [Learn more](#)

"We knew they could do it but studying with TANZ eCampus has given them the confidence to back themselves... Before studying with TANZ eCampus, they would talk through how they should handle something, but now they are doing it without assistance. It is amazing to sit back and watch."

*Warrick De Waal, Warehouse Manager - WineWorks Marlborough Ltd*

## Financial Health for Small Business Micro Learning Pilot

As a Xero Learn partner, we delivered two pilot micro learning courses on Financial Health for Small Business. The aim was to understand how micro learning course completion and competences could be validated. By working with Kineo and Credly Acclaim, we successfully enabled micro learning courses as micro credentials enabling recognition of learner course completion and competency. [Learn more](#)



## Partnering with New Zealand Apples and Pears to meet Export Training Requirements

In a first for the horticulture sector, New Zealand Apples and Pears Inc. partnered with TANZ eCampus to design, develop and deliver export Phytosanitary training and accreditation. A mix of online and face to face delivery supported by industry and employers, the training is offered as a micro credential. The micro credential acknowledges the learner's competency and verifies successful completion of the training. [Learn more](#)

## Offering short courses that fit your learning needs

To help learners immediately gain new personal, professional or in-demand workplace skills, we partnered with Appcon and Ed2Go to deliver a wide range of short courses. [Learn more](#)

## A Coming of Age and Continuous Improvement

In 2019, we began the transition to the next stage of business and data transformation in our drive to deliver life changing experiences through online learning.

## Project Kowhai – Enabling Data Driven Decisions

Kowhai lies at the heart of our business transformation strategy. This game-changing initiative is transforming TANZ eCampus into a data driven organisation. It will bring business intelligence and analytics to the heart of our learner and business outcomes so decisions can be made faster and with more confidence, and outcomes can be monitored and consistently improved upon.

**1.6**

Initial data and decision maturity  
(2019)

**3.2**

Current data and decision maturity  
(2020)

**4.4**

Target data and decision maturity  
(2021)

## Improving our use of big data and analytics

### Business Analytics

Evolved business intelligence capabilities across the whole organisation, using data-driven insights to inform and support continuous and decision-making.

### Learner Analytics

Expanded our learning analytics footprint by moving into different delivery modes, learning contexts and collaborative partnerships.

### Artificial Intelligence (AI) & Machine Learning

Continued development of machine learning to inform the use of rules-based engines, workflow automation, and intervention design.

### Market Lead, Market Driven

Developing new learning products and new markets by working within industry and with employers.

### The Learner Journey

Improving all aspects of the learner journey, enhancing learner success and minimising attrition and cancellations.

### Quality

Ensuring we have a high-quality product and learning from feedback on how to improve the product.

## Improving the TANZ eCampus Platform

Enhanced learner engagement by improving the 'My Communications' user interface for Facilitators.

Deployment of Azure Active Directory to enhance cyber security and data protection.

Launched a fully in-house custom repository theme. This user interface was designed specifically for our needs.

## Improving course development

Developed and implemented a whole of organisation project management framework for product design and development.

Implemented an integrated quality evaluation process to enhance product design and development.

Established OpenEQUELLA as a searchable digital library collection adding over 5500 learning resources to the library.

## Improving internal systems

Refined overnight data transfer processes to eliminate errors and build a greater level of resilience in our reporting platforms

Developed and implemented SharePoint for Project Management to enable project initiation, planning, tracking, reporting and governance.

## Improving communications

Implemented the TANZ eCampus Hub to enhance team communications, engagement and connection.

Implemented Click Dimensions, a marketing automation software solution to help us more effectively engage with learners

## Content writing for you

In 2019, your appetite for content kept us busy writing learner stories, blogs, course guidelines and social media posts.

**10,964**

Interactions with our social media content

**6,453**

Unique views of our blog content

**6,182**

Downloads of our course guidelines

And last but not least, here are the top 10 blogs of 2019 for your reading pleasure.

1. Three reasons why Autumn is a great time to change your life [Link](#)
2. 5 Reasons to Study: Team Leadership [Link](#)
3. 5 Reasons to Study: Project Management [Link](#)
4. Why leadership is crucial to business success [Link](#)
5. 5 Reasons to Study: Small Business [Link](#)
6. A Military Mentality to Online Study [Link](#)
7. The hallmarks of a great leader [Link](#)
8. From student to tutor [Link](#)
9. Western Institute of Technology at Taranaki takes on Online Learning Option [Link](#)
10. Student Story – The sky's the limit [Link](#)

## Tohaina ō painga ki te ao.

## Share your gifts with the world

If you enjoyed this review please share it with others. And in case you missed it, check out our [2018 Year in Review](#).