



MyQ TEO Toolkit

Introduction

This document has been put together to provide you with suggested copy platforms that can be used across channels to help promote [MyQ](#) to your graduates. The copy can be tailored to your audience. We have provided key messages and facts to give you background on MyQ to help you with the development of your communications.

This document would be used in conjunction with the visual guidelines, which show the collateral created for different channels.

In this document you will find copy for the following:

- Email
- Facebook and LinkedIn posts
- Web banners
- Key messages – overarching and for graduates/future students

The Value proposition

For anyone considering a tertiary qualification, it's never been easier to view qualification information about study choice and employment outcomes. We've brought together consistent and relevant information based on graduate's independent feedback about their qualifications.

Unique benefits of MyQ

- MyQ has been developed for students with students gathering key insights about the type of information prospective students would find useful when exploring their study options.
- MyQ will provide relevant and consistent information about qualifications that is easily accessible.
- MyQ is an independent and objective channel for graduates to provide open feedback about their qualification.
- MyQ can provide insightful information to TEOs about their qualifications to inform future improvements.
- MyQ provides a breadth of information across all TEC funded qualifications delivered by TEOs.
- MyQ can actively support the students' tertiary education decision making process.
- MyQ captures useful information to help students review, assess and choose what qualification to study.

Email copy

Option 1

Subject Line:

Tell us what you think of your qualification with MyQ

Hello/Kia ora [insert graduates name],

Congratulations on recently completing your qualification. At [insert TEO] we're interested in knowing about your time spent with us, and the opportunities you've had since graduating. We're asking you to share feedback about your qualification with [MyQ](#). MyQ is an independent survey developed for graduates that will provide useful information about different qualifications from across New Zealand.

Your feedback is important as it can help future students decide what to study. MyQ is super quick and easy, it only takes about 3 minutes to fill in. For each qualification you've completed you can fill in another [MyQ survey](#).

Thanks for giving us your feedback with MyQ.

[Insert at the bottom any disclaimers, MyQ privacy statement, Facebook/share icon]

MyQ is an online survey developed by the Tertiary Education Commission (TEC). As per the [Privacy Statement](#) for MyQ we collect survey-related personal information to verify certain enrolment information. Check out MyQ on [Facebook](#)

Option 2

Subject Line:

Give us your feedback on your qualification

Hello/Kia ora [insert graduates name],

We're getting in touch as you recently completed a qualification from [insert TEO]. We're keen to know about your experience with us and how your qualification has helped you with your goals and career opportunities. We're asking for your feedback on your qualification with [MyQ](#). [MyQ](#) is an independent survey developed for graduates to objectively share their views about their qualification. Information about different qualifications across New Zealand will be made available to future students to help inform their study choice and future decisions.

So take the [MyQ survey](#) – it's super quick it only takes about 3 minutes to complete.

Thanks for completing the MyQ survey.

[Insert at the bottom any disclaimers, MyQ privacy statement, Facebook/share icon]

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Option 3

Subject Line:

Your opinion matters about your qualification

Hello/Kia ora [insert graduates name],

As someone who has recently completed a qualification, we're interested in getting your views on your qualification and how it has helped contribute to your goals, career, and success. We're inviting you to take

part in [MyQ](#) an independent survey for graduates. It's an objective channel for you to share your opinion about your qualification.

[MyQ](#) will provide information about qualifications from tertiary education providers across New Zealand to help future students be better informed about their study choices.

It's a quick survey – it only takes around 3 minutes. For each qualification you've completed you can fill in another survey ensuring we receive your feedback about all your qualifications.

Thanks for sharing your opinion with MyQ.

[Insert at the bottom any disclaimers, MyQ privacy statement, Facebook/share icon]

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Digital channels

Facebook posts

Option 1

If you have recently completed a diploma, certificate or degree within 3 years then [MyQ](#) wants to hear from you. MyQ is an independent survey where you can give feedback about your qualification. Fill in the survey and tell them what you think and how your qualification may have helped with your goals or career opportunities. It only takes 3 minutes and your feedback will help future students decide what to study.

Option 2

You've earned your qualification ... so what are you up to now..? Has your qualification helped you with your goals or employment opportunities? At [MyQ](#) they want to know and are asking you to share your feedback. If you completed a diploma, certificate or degree within 3 years take the [MyQ survey](#). Your feedback could help future students choose what to study.

Option 3

Shout out to all our graduates – if you graduated over 6 months ago and within 3 years [MyQ](#) wants to hear from you. Your feedback can help us to improve and shape the future of [insert TEO]. Fill in the [MyQ survey](#) and tell us how your qualification has helped you in your life; whether it was getting a job, furthering your career or more of a personal goal. Your views could help students decide what qualification to study.

Option 4

Graduates choosing what to study can be tough right? Remember how hard it can be, it's a minefield of information out there. You could help future students with their study decisions by sharing your feedback about your qualifications with the [MyQ survey](#). If you recently completed a qualification within 3 years take the survey. It's super quick – only takes 3 minutes and it's independent so your feedback will remain anonymous.

LinkedIn posts

Option 1

Your opinion matters regarding your qualification. How much has your qualification helped you achieve what you want to do in your life? If you recently completed a certificate, diploma or degree within 3 years then [MyQ](#) is interested in your feedback. MyQ is an independent survey which gives you the opportunity to share your opinion. Your feedback will provide useful information about qualifications across New Zealand and help future students with their study choices and decisions.

Option 2

Graduates, how does your qualification measure up? Has it served its purpose to help you achieve where you want to be? We're interested to know if your qualification has helped you with employment or career opportunities in your life. If you graduated within 3 years tell us about it, by give us your feedback on your qualification with the [MyQ survey](#) .Your feedback can help inform future students when making decisions about what to study.

Web banners

- Help shape the future of [insert TEO] share your views about your qualification with the [MyQ survey](#). It could help future students decide what to study.
- Have your say about your qualification. Give us your feedback with [MyQ survey](#) it will be shared with future students to inform their study decisions.
- If you've recently completed a qualification make your opinion count, take the quick [MyQ survey](#).

Key messages

Overarching

- MyQ is an independent online survey for graduates to provide feedback on their learning and study experience and qualification, including how well they think it prepared them for their goals and employment/career opportunities.
- Anyone who has recently completed a certificate, diploma or degree at a New Zealand Tertiary Education Organisation (TEO) 6 months ago and within the last 3 years can take part in the MyQ survey.
- MyQ will make it easier to learn more about tertiary qualifications from across New Zealand providing consistent and useful information.
- MyQ has been developed for students with students. We asked over 500 graduates and students what they found relevant and useful when deciding which qualification to study, and incorporated their feedback into the design of the survey and the questions to ask.
- Information from the MyQ survey will be accessible to schools, parents, whanau, and education organisations – anyone looking for key information to support tertiary study choices and decisions.

- MyQ connects graduates with future students so that they can pass on their knowledge and insights about qualifications. This enables students to be better informed when considering their study options and future opportunities.
- MyQ will provide valuable data and insights for TEOs to help them improve upon qualifications and programmes delivered to future learners.

For graduates – those that have completed a qualification

- MyQ is an independent survey that allows you to openly share your feedback about your qualification and how it may have helped you achieve your goals and with employment /career opportunities.
- Your feedback is valuable – it will provide additional useful information for future students to help them decide what and where to study.
- MyQ allows you to share your opinion of your qualification. Your feedback will be combined with other graduates feedback and made available to future students. Your details will remain confidential.
- As a graduate, MyQ allows you to have your say about your qualification and learning experience. This will give Tertiary Education Organisations key insights about graduate learning experiences and how they can improve.
- Remember how tough it can be choosing what to study and where? Your feedback via MyQ will be passed onto future students to help them be better informed and make decisions about what qualification to choose.

For future students

- Deciding what to study can be hard; there is a lot of information available and at times it can be confusing. MyQ can provide you with useful information about a qualification and Tertiary Education Organisations to support you with your study choices.
- MyQ passes on feedback directly from those who have completed a certificate, diploma or degree to help you be better informed when considering your study options.
- Learn more about qualifications from Tertiary Education Organisations across New Zealand and get an impartial view from graduates to help you decide what to study.