

WORK WITH US TO ACHIEVE THE GOVERNMENT GOAL OF INCREASING ENGINEERING GRADUATES BY 500+ PER ANNUM

IN THIS ISSUE ... we encourage ITPs to make use of the *Make the World* resources, look at the workshops to evaluate results of engineering graduate survey, and summarise the August digital performance of the campaign

THE TERTIARY EDUCATION COMMISSION (TEC) has given the Engineering E2E project a renewed focus for the next 6-12 months by engaging the Steering Group chair Sir Neville Jordan for a full day a week and by bringing back Angela Christie as full-time programme lead.

With more resources available, work can get underway on new initiatives, such as sponsored degrees and growth through diversity. Support can also be provided to ensure that current initiatives are progressed and any lessons learned shared widely.

An announcement on the outcome of the applications for Secondary-Tertiary Pathways funding will be made as soon as possible.

We're keen to look at ways we can support employers to raise the profile of roles in the sector and implement strategies to recruit and retain engineering graduates.

Initiatives undertaken through the Engineering E2E programme contribute directly to the achievement of the Government's Business Growth Agenda priority of building a more productive and competitive economy.



Making use of the Make the World campaign for recruitment and promotion

The Make the World team is encouraging ITPs to use the campaign to help them recruit students and drive interest in all fields of engineering .

ITPs can play a very important role to help promote engineering to students and can make use of the Make the World to do so. The campaign is a great recruitment tool and has a range of resources featuring engineers with Level 6 or 7 qualifications, including:

- Large format posters – suitable for events, expos or displaying in relevant departments
- Campaign magazine – containing feature articles and information on engineering for students
- Social media content – images and copy which can be used on Facebook, Twitter and Instagram pages
- Campaign video – three-minute, 60-second and 30-second formats available for internal (department or administration display) and external viewing (expos, open days)
- Materials (logos, images, engineer articles) that can be used for internal and external communications.

Many institutions have already made great use of the Make the World campaign resources, for example:

- At Wintec's Engineering in Action open day, Make the World posters were displayed in the engineering faculty building, and other materials were featured

- WelTec has a full page in its Engineering Programme Guide with six facts on engineering by one of our featured graduates
- Make the World magazines have been used as handouts and as reading material for faculties
- UCOL, WelTec and MIT have posted material through their respective social channels.

The Make the World campaign's resources can also easily be adapted for an institution's specific needs, including the use of non-campaign imagery. All that is asked is that any use of Make the World materials is still recognisable as part of the campaign, as per its style guide.

To request campaign resources or to enquire about the campaign, contact hello@maketheworld.nz

The campaign team is keen to find out how stakeholders are using (or plan to use) the campaign in their organisations, and asks for feedback.

WORKSHOPS TO EVALUATE RESULTS OF ENGINEERING GRADUATE SURVEY

On 23 August, employers and tertiary educators attended a workshop in Wellington to provide feedback on the results of the Otago Polytechnic survey to identify the capabilities of successful engineering graduates.

Preliminary results show the need for the development of personal, interpersonal and cognitive capabilities alongside technical skills and knowledge during tertiary study through the use of real-world problem-based scenarios and assessment as well as closer collaboration between industry and tertiary education organisations to make students work-ready plus.

Workshops will also be held in Auckland and Dunedin.

The final report of Geoff Scott's research on successful engineering graduates in the New Zealand context will be available in late October. Undertaking this research project was one of the recommendations from the Engineering E2E Talking with Employers workshop (**pdf of report**) held in Wellington on Tuesday 9 June 2015.

For progress on this and other Engineering E2E initiatives, visit the Our Progress section on our website: engineeringe2e.org.nz/Progress



FEATURED CASE STUDY

FINDING OUT ABOUT CIVIL ENGINEERING

After studies in Architecture and Construction at one tertiary institution and then changing to Planning at another, Brady Spooner "kind of fell into engineering by accident." She joined Hamilton City Council's Water and Waste Unit and had her first real interaction with civil engineering. "I really enjoyed the technical side of the position – some of the engineers began to mentor me and I started taking on more challenging tasks."

A survey assistant role came up, along with the opportunity to study part-time for a New Zealand Diploma in Engineering. "I found my passion and never looked back."

Read more at: http://engineeringe2e.org.nz/Employers/Case_study.cfm?ID=48

MAKE THE WORLD – AUGUST DIGITAL PERFORMANCE

- The website has been visited 19,615 times since 1 May, with people spending on average 45 minutes on the site – particularly Where to Study and Engineering Qualifications pages
- Where to Study had 1,559 visitors, spending an average of 1 minutes 38 seconds on the site, indicating that visitors are very interested in finding out more about engineering studies
- Sapoa's video is getting closer to the campaign target of 1 million views, with over 730,000 views to date
- Radio interviews recorded by ZM and Flava and supporting articles were featured on their websites
- Paid Google search ads continue to connect people to the website after seeing other content. 588 people have clicked on our search ad after searching for related content.