

IN THIS ISSUE ... we cover IPENZ's Diversity in Action Summit, our website makeover, summarise the July digital performance of our Make the World campaign and give details of the next round of Make the World promotion

THIS MONTH, the Engineering E2E Steering Group meets to discuss our diversity and inclusion work stream. There are a large number of initiatives already underway, particularly in the education sector so the group needs to consider where best to place its resources. Some discussion has already been held about the possibilities of supporting employers to have a more diverse and inclusive workforce as the benefits of this are significant. Engineering E2E is supporting the Diversity in Action Summit being held in Wellington during August.

TEC is in the process of contracting applicants for Secondary-Tertiary Pathways Projects and the Steering Group is looking forward to announcing the successful projects this week.

Over the duration of the projects, we hope to provide regular updates on their progress via this newsletter and the Engineering E2E website.

In August, I'm looking forward to the Week of Engineering and its public open day to be held at Te Wharewaka o Pōneke on Wellington's waterfront on Saturday 6 August.

SIR NEVILLE JORDAN
Chair, Engineering E2E Steering Group

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.

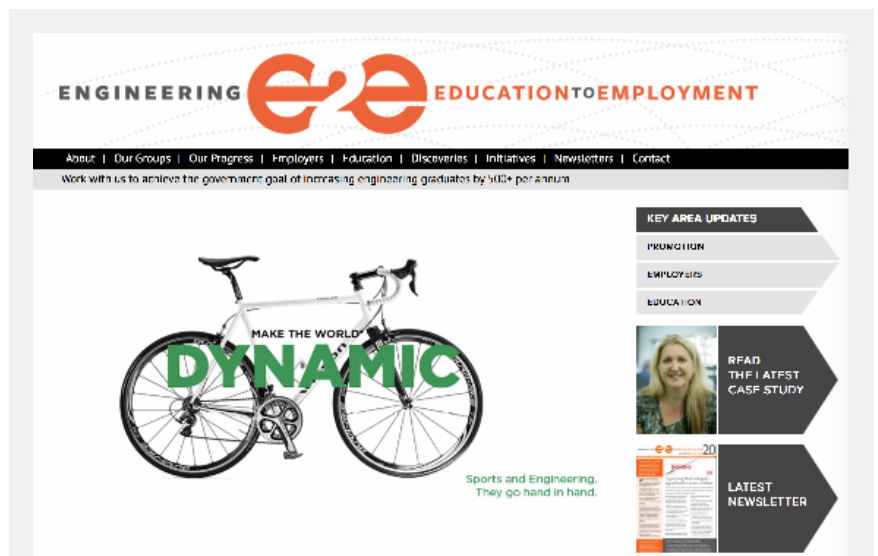
Diversity in Action Summit

This one-day event at Te Papa on 19 August focuses on diversity in the workplace – gender, ethnicity, age, disciplines and qualifications – and its benefits to employees, employers and a company's bottom line.

Funded by Engineering E2E and organised by IPENZ the Diversity in Action Summit will focus on diversity as a business issue and discuss practical suggestions for taking action. Diverse workforces generate more creative solutions. Global research by McKinsey shows that gender-diverse companies are 15% more likely to perform better than average, while ethnically diverse companies are 35% more likely.

Speakers will include:

- Lieutenant General (Retd) David Morrison, 2016 Australian of the Year for his work on gender equality and inclusion
- Dr Marlene Kanga, President Elect of the World Federation of Engineering Organisations
- Susan Doughty, Industry expert in the design of contemporary reward strategies and solutions
- Dr Michelle Dickinson, senior lecturer in engineering at the University of Auckland (also known as Nanogirl).



Website makeover – engineeringe2e.org.nz

The Engineering E2E website has had a makeover to give it a look that's a little closer to the Make the World campaign. It still has all the material: case studies, links to research and articles, and updates on our progress. We hope that by making the look more similar to the campaign and having clear links to the Make the World site people will find the information they need more easily.

If you would like to know more, email events@ipenz.org.nz

Register now – get in quickly as earlybird pricing ends 1 August. See: <https://ipenz.nz/home/events-and-courses/event-details/diversity-in-action-strategies-for-smart-business-19-08-2016>

MAKE THE WORLD – JULY DIGITAL PERFORMANCE



July has, so far, been another successful month for the Make the World campaign, as we see more website traffic and a 31% uplift in video views since the end of June.

- The website has been visited 18,022 times since 1 May, with people spending on average 46 seconds on the site – particularly the Where to Study and Useful Links pages.
- Mobile and tablet users are becoming more prominent in visiting the website, with desktop traffic reduced to 27%.
- Sapoa's video continues to get views across the current platforms – over 650,000 to date.
- Paid Google search ads continue to connect people to the website after seeing other advertising or content. 461 people have clicked on our search ad after searching for related content.

IN THE NEXT ISSUE

Our next newsletter will feature:

- The recently completed Ako Aotearoa report Supporting Excellent Teaching and Learning in Engineering Education
- The successful project applications in the Engineering E2E Secondary-Tertiary Pathways Project, which supports secondary school and TEO collaboration to deliver programmes that will successfully prepare and pathway students into tertiary engineering study – See www.tec.govt.nz/Funding/Policies-and-processes/Engineering-Education-to-Employment--Secondary-Tertiary-Pathways



E2E'S PUBLIC AWARENESS CAMPAIGN

OUTDOORS

BILLBOARDS Large format digital placements in Auckland, Hamilton and Christchurch; Auckland (Pitt Street); Wellington (Kent Terrace)	24 July – 4 August 2 October – 30 October 2 October – 30 October
ADSHELS Auckland, Waikato, Bay of Plenty, Hawkes Bay, Manawatu, Wellington, Christchurch	24 July – 4 August 2 to 16 October
POSTERS Whangarei, Auckland, Hamilton, New Plymouth, Wellington, Nelson, Christchurch, Dunedin, Invercargill	24 July – 4 August 2 to 16 October

DIGITAL AND VIDEO

YouTube: video propagation as pre-rolls and on-page ads (3min video)	31 July – 21 August; 2 – 23 October; 8 – 22 January
Tumblr: content amplification	8 January – 13 January
Unruly: video propagation through in-page, in-stream, and in-article placements (3min video)	31 July – 21 August
Exponential: full-page video propagation (3min video)	31 July – 21 August 2 October – 23 October
Fairfax: homepage takeover week of NCEA results	8 January – 13 January
BlisMedia: mobile location targeting people passing billboards	31 July – 27 August 2 October – 30 October
Google: search engine marketing guiding people to content home	Ongoing

MAGAZINE AND NATIVE CONTENT

Potential student (digital)

Vice, Stuff and Radio websites: native content propagation in social and digital native content – NCEA results push nounge male channel	31 July – 30 August 8 January – 22 January 31 July – 30 August, 23 October – 26 November
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Potential student (female)

<i>Fashion Quarterly</i> : brand ad, double page spread; social media updates	July – October
<i>Woman's Day</i> : brand ad, double page spread, social media updates and digital case studies	7 August – 13 August

Māori and Pasifika

<i>Spasifik</i> : brand ad, full page, digital and social propagation	On sale 23 May
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Mainstream

<i>Metro Magazine</i> : brand ad, double page spread, digital and social propagation (the 'Schools' issue)	On sale from 28 August
<i>North & South</i> : brand ad; EDM to subscribers (The Tertiary issue)	On sale from 14 August 14 August

RADIO

Engineer interviews; regular interviews on Māori and Pasifika targeted partner station; ZM: interviews with Suzanne and Tristan; Flava: interviews with Hannah and Levi	August – October
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OTHER

<i>Make the World</i> magazine DM to schools Magazines ordered online	Ongoing
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IF YOU HAVE ANY ENQUIRIES, PLEASE CONTACT US: ENGINEERING E2E PROGRAMME TEAM
Tertiary Education Commission Te Amorangi Mātauranga Matua
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