



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

STAYING THE DISTANCE

**STRATEGIES TO IMPROVE
STUDENT RETENTION**

Faculty of Engineering and Built Environment
Natalie Downing & Ruth Pring

A world-class university



TOP 3%

UNIVERSITIES
IN THE WORLD*



No.1

UNIVERSITY IN AUSTRALIA
UNDER 50 YEARS OF AGE**



5 Stars

QS STARS OVERALL
MAXIMUM RATING OF
FIVE STARS***

*QS World University Rankings 2013 & Times Higher Education World University Rankings 2013

**Times Higher Education World University Rankings '100 under 50' 2014

***QS Stars University Rating 2014

The University of Newcastle At a glance

37,450 students

from

 **109** countries

educated and supported by

2,596 staff



Strategies to improve student retention

- **Strategic communications**
- **Tailored support**
- **Mathematics background**



**STRATEGIC
COMMUNICATIONS TO
BUILD COMMUNITY**

Social Media and Timely Communication



facebook

Email or Phone Password

Keep me logged in Forgot your password?

Create

Recent
2014
2013
2012
Founde

University of Newcastle Construction Management Education

Timeline About Photos Likes Events

PEOPLE

354 likes

University of Newcastle Construction Management changed their cover photo. 2 hours ago

This Facebook profile page features a yellow background with black line-art icons related to construction and engineering, including a crane, a truck, a hard hat, a calculator, and a smartphone displaying the University of Newcastle logo. The profile name is "University of Newcastle Construction Management Education" and it has 354 likes. A recent post shows a cover photo change.



facebook

Email or Phone Password

Keep me logged in Forgot your password?

Create

Recent
2014
2013
2012
2011

Computer Science and Software Engineering - UoN Education

Timeline About Photos Likes

PEOPLE

905 likes

Computer Science and Software Engineering - UoN changed their cover photo. 2 hours ago

This Facebook profile page features a yellow background with black line-art icons related to computer science and software engineering, including a robot, a laptop with a Wi-Fi symbol, a smartphone, a cloud, and various gears. The profile name is "Computer Science and Software Engineering - UoN Education" and it has 905 likes. A recent post shows a cover photo change.



facebook

Email or Phone Password

Keep me logged in Forgot your password?

Create

Recent
2014
Launche

University of Newcastle Engineering Education

Timeline About Photos Reviews More

PEOPLE

745 likes

University of Newcastle Engineering changed their cover photo. 2 hours ago

This Facebook profile page features a yellow background with black line-art icons related to engineering, including a robot, a smartphone, a calculator, a compass, and various tools. The profile name is "University of Newcastle Engineering Education" and it has 745 likes. A recent post shows a cover photo change.



Home Notifications # Discover Me

Search

UoN FEBE
@UoN_FEBE

The Official Twitter for the University of Newcastle's Faculty of Engineering and Built Environment.

Newcastle, Australia
newcastle.edu.au/faculty/engine...

Tweets 126 PHOTOS/VIDEOS 7 FOLLOWING 42 FOLLOWERS 86 FAVORITES 3 More

Following

Tweets Tweets and replies

UoN FEBE @UoN_FEBE · Jun 4
Hear ABC1233's talk with international Engineering student Jacquelyn Scibior, a champion figure skater from the USA
ow.ly/xDRtD

Who to follow

No More Practice @NoMore...
Followed by [wales1005](#)

Smay Prangley @smayjny
Follow

Nikki Abercrombie @Aberc...
Followed by [Stobhan Garsen](#)

This Twitter profile page for "UoN FEBE" (@UoN_FEBE) features a yellow background with black line-art icons related to engineering and construction, including a crane, a truck, a robot, and a smartphone. The profile bio identifies it as the official Twitter for the University of Newcastle's Faculty of Engineering and Built Environment. It has 126 tweets, 7 photos/videos, 42 accounts it follows, 86 followers, and 3 favorites. A recent tweet from June 4th promotes a talk by international engineering student Jacquelyn Scibior, a champion figure skater from the USA, with a link to a video. The "Who to follow" section lists "No More Practice", "Smay Prangley", and "Nikki Abercrombie".

The Video Capture Project



SABE Open Lecture Series: Lindsay & Kerry Clare
32 views · 2 weeks ago



Civil Departmental Lecture 2014
43 views · 3 weeks ago



EECS Seminar: Frederik Deroo
32 views · 3 weeks ago



School Visits Day: Construction Management
32 views · 1 month ago



School Visits Day: Computer Science
24 views · 1 month ago



School Visits Day: Chemical Engineering
26 views · 1 month ago



School Visits Day: Architecture
16 views · 1 month ago



CSSE Lecture: "Graph-Based Authentication for Ad-hoc ...
48 views · 1 month ago



3MT 2014: Khadijeh Paymooni
62 views · 2 months ago



3MT 2014: Ali Kiani
52 views · 2 months ago



3MT 2014: Luke Harvey (Runner Up)
128 views · 2 months ago



3MT 2014: Md Arifuzzaman (ESL Prize)
60 views · 2 months ago



3MT 2014: Mehdi Taherishargh (Winner)
126 views · 2 months ago



SABE Open Lecture Series: Michael Banney
57 views · 2 months ago



SABE Research Seminar: Nancy Yen-wen Cheng
41 views · 3 months ago



CSSE Lecture: "Recent Research Progress from ...
54 views · 3 months ago



UoN Telecommunications Engineering Graduate - ...
95 views · 3 months ago



Women in Engineering and Built Environment Morning ...
122 views · 3 months ago



SABE Open Lecture Series: Marina Tabassum
44 views · 3 months ago



CSSE Lecture: Computer Games, Robots and Artificial ...
58 views · 3 months ago



AIB Address - Justice Terry Sheahan
65 views · 3 months ago



Electrical Engineering Final Year Project - Olsen Garland
650 views · 3 months ago



Chemical Engineering Seminar: Adventures in ...
56 views · 4 months ago



Careers for Engineers 2014
161 views · 4 months ago

The Video Capture Project



UoN FEBE

Created: Dec 12, 2011 • Videos: 167 • Lifetime views: 261,890

CHANNEL

Lifetime (Dec 12, 2011 – Aug 26, 2014)

Performance



VIEWS

261,890 ▲



ESTIMATED MINUTES WATCHED *

674,597



SUBSCRIBERS *

990

Engagement



LIKES *

2,449



DISLIKES *

43



COMMENTS

314 ▲



SHARES *

1,088



FAVORITES ADDED

694 ▲



FAVORITES REMOVED

48 ▲

Facilitating Engagement with Professional Bodies

Preview Test: Become a Member of Engineers Australia 2014 Semester 2

Description **Membership of Engineers Australia is FREE to students in all Bachelor of Engineering degrees.**

Engineers Australia can provide you with practical assistance with your career and help guide you into the profession. As a member of Engineers Australia, one of the leading engineering associations in the world, you will:

- Have access to a wide range of member benefits to assist you professionally, personally and financially
- Be able to participate in the dynamic Young Engineers Australia groups both on and off campus
- Be able to attend a range of conferences, seminars, meetings and social functions
- Receive a copy of the monthly electronic publications *Student News* and *Engineers Australia* which will keep you up-to-date with what's happening in the profession

The University of Newcastle strongly encourages Engineering students to join Engineering Australia. If you give your consent below, the University will submit a membership application to Engineers Australia on your behalf.

The University of Newcastle will inform Engineers Australia of your expected study completion date, based on the duration of your program and your current pattern of enrolment (full-time or part-time). It is important that you advise Engineers Australia of your new expected study completion date if it changes. Once the expected study completion date that Engineers Australia have recorded from your initial application passes, your membership will automatically be changed to that of a fee-paying Student member. If you need to update your expected study completion, email memberservices@engineersaustralia.org.au

Instructions

Multiple Attempts Not allowed. This Test can only be taken once.

Force Completion This Test can be saved and resumed later.

Question Completion Status:

Save All Answers Save and Submit

Question 1

0 points Save Answer

I agree to my personal details, contact details and details of my program of enrolment being used to apply for/administer membership of Engineers Australia.

I agree, if admitted to membership, to be bound by the provisions of the Royal Charter and By-Laws of Engineers Australia and the ethical standards set out in Engineers Australia's Code of Ethics. I certify that the statements made by me in this application are correct. I understand that I have an obligation to inform Engineers Australia of any matter that may affect my fitness for membership. I agree to only use the post-nominals of membership appropriate to the occupational category and grade of my membership, and only whilst I remain a financial member.

- Agree
 Disagree

ENGINEERING AND COMPUTER SCIENCE STUDENT PORTAL (ORG.101819)

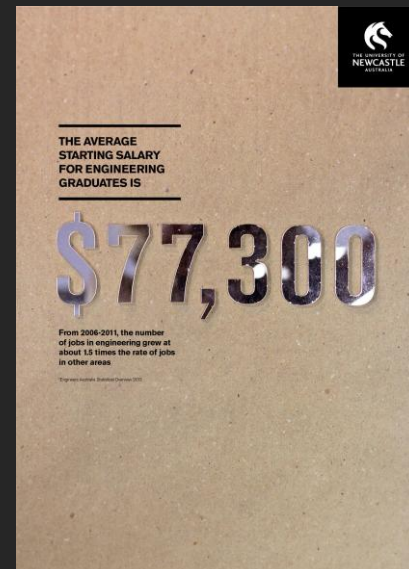
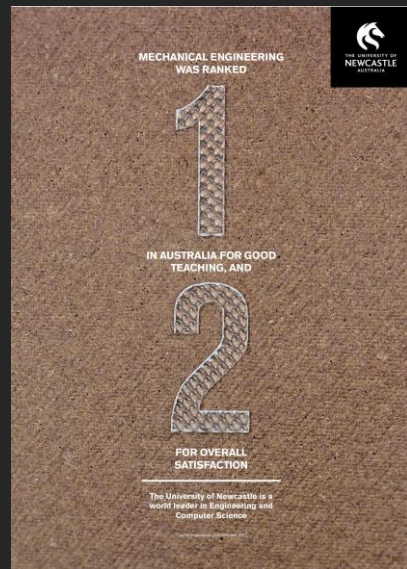
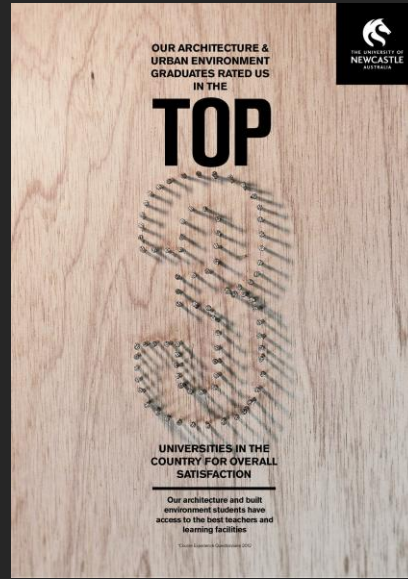
- Content
- Email
- Other Tools
- Announcements
- Contacts
- Discussion Board
- OH&S
- Industrial Experience
- Your Feedback
- Join Engineers Australia
- First Year Experience

ORGANISATION MANAGEMENT

Control Panel

- Files
- Organisation Tools
- Evaluation
- Grade Centre
- Users and Groups
- Customisation
- Packages and Utilities
- Help

Internal Brand Awareness Campaign





**DELIVERY OF
TAILORED SUPPORT**

ONE-TO-ONE COMMUNICATIONS

- One-to-one calls and personalised emails
- Senior students as an authentic source of advice
- Data modelling to prioritise vulnerable students
- Focus on mathematics background and course choice
- Further follow up for those in need of extra support

Supporting students at risk of attrition

HIGH ACHIEVERS AND FEMALE STUDENTS

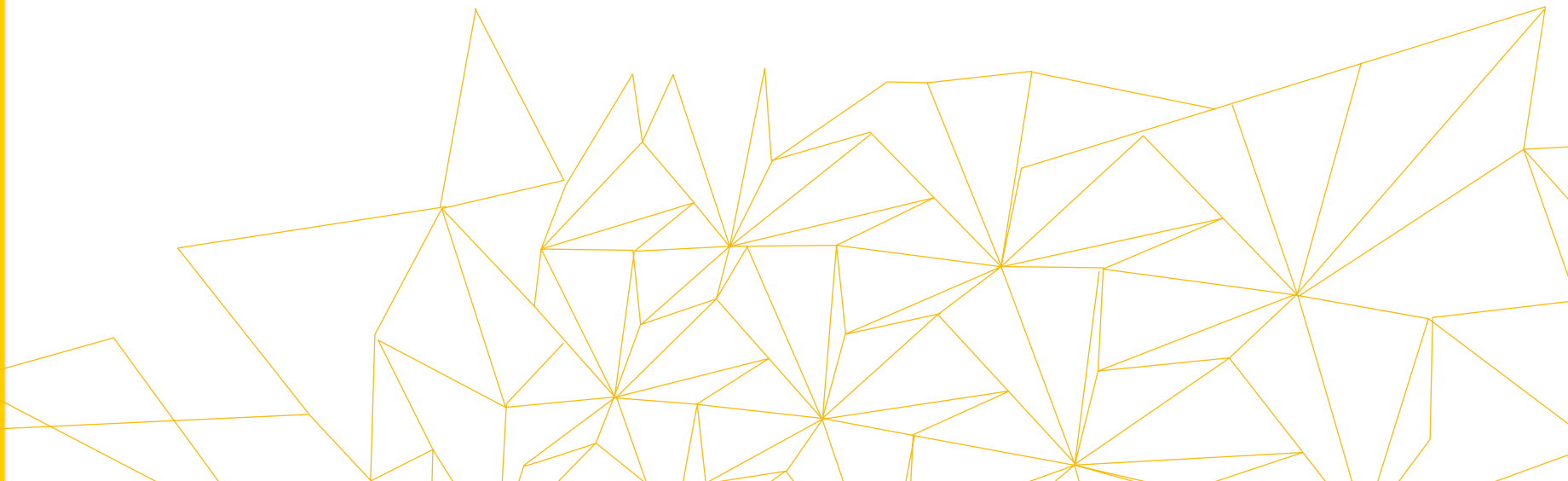




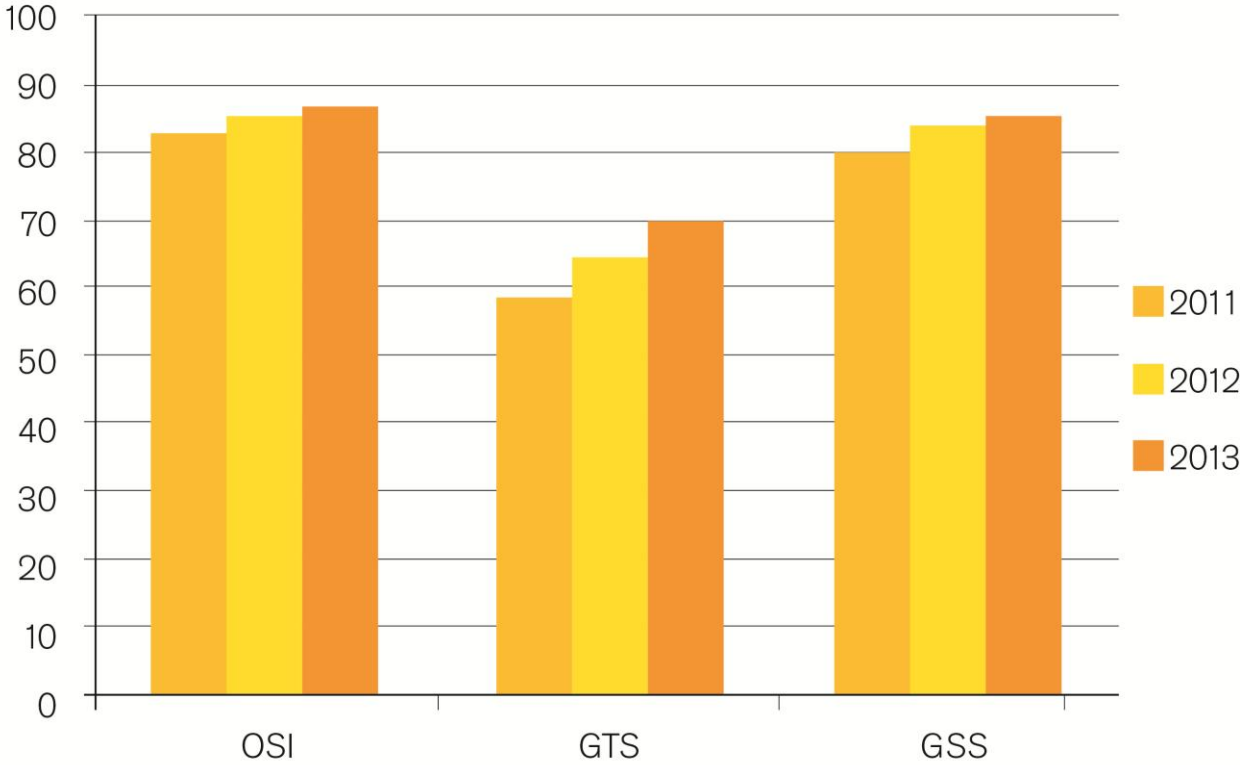
**MATHEMATICS
PREPAREDNESS**

MATH1110 prerequisite

- 85% fail rate in first year maths, MATH1110, for students with general maths
- In 2014 we introduced a prerequisite for MATH1110
- HSC Mathematics 2U Scores Band 5 or Above
- Other students required to sit Maths Placement Test or enrolled automatically in preliminary maths
- Significant reduction in soft fails
- More engaged cohort, better learning outcomes



CONCLUSION – Student Satisfaction Improvements





THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

**THANK YOU.
ANY QUESTIONS?**

Natalie.Downing@newcastle.edu.au

Ruth.Pring@newcastle.edu.au