

THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA

# **LETS GET ENGAGED!**

**STRATEGIC COMMUNICATIONS  
TO CONNECT STAFF, STUDENTS  
AND COMMUNITY**



# LET'S GET ENGAGED!

- Background
- Engagement – staff, students, community
- Brand pyramid
- Social objects
- What is Engineering?
- Chris Bulmer Guest Lecture
- 3MT Documentation
- Formula SAE Race Car
- Building brand equity

# **The University of Newcastle At a glance**

**37,450** students

from

---

 **109** countries

educated and supported by

---

**2,596** staff

## How we rank

**Top 3%** of universities in the world

*Times Higher Education World University Rankings 2012 and QS World University Rankings 2012*

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**Top 50** universities in the world under 50 years of age

*Times Higher Education World University Rankings '100 under 50' and QS World University Rankings 'Top 50 under 50' 2013*

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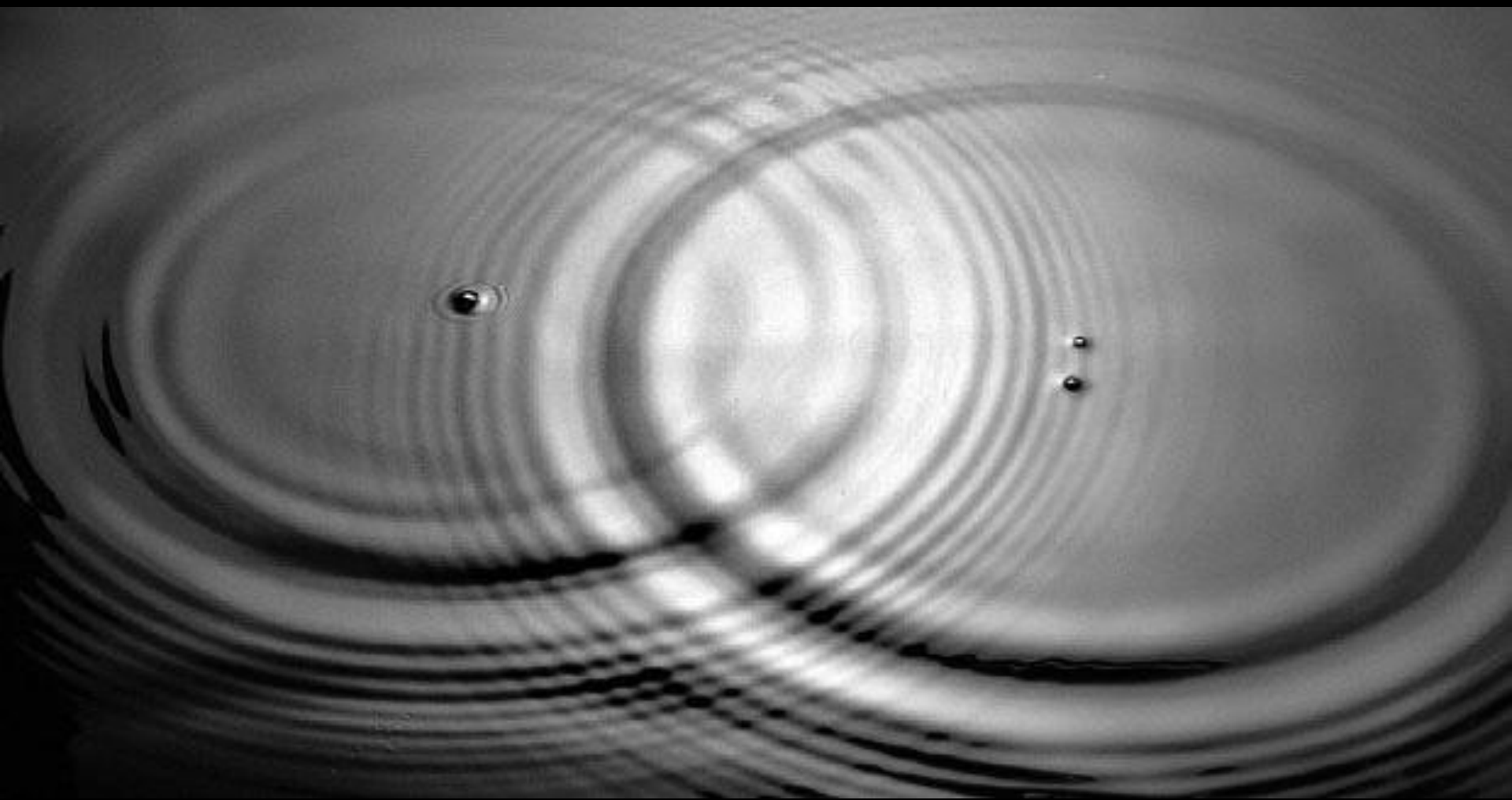
**Ten disciplines** ranked in the **Top 200** in the world

*QS World University Rankings by subject 2013*

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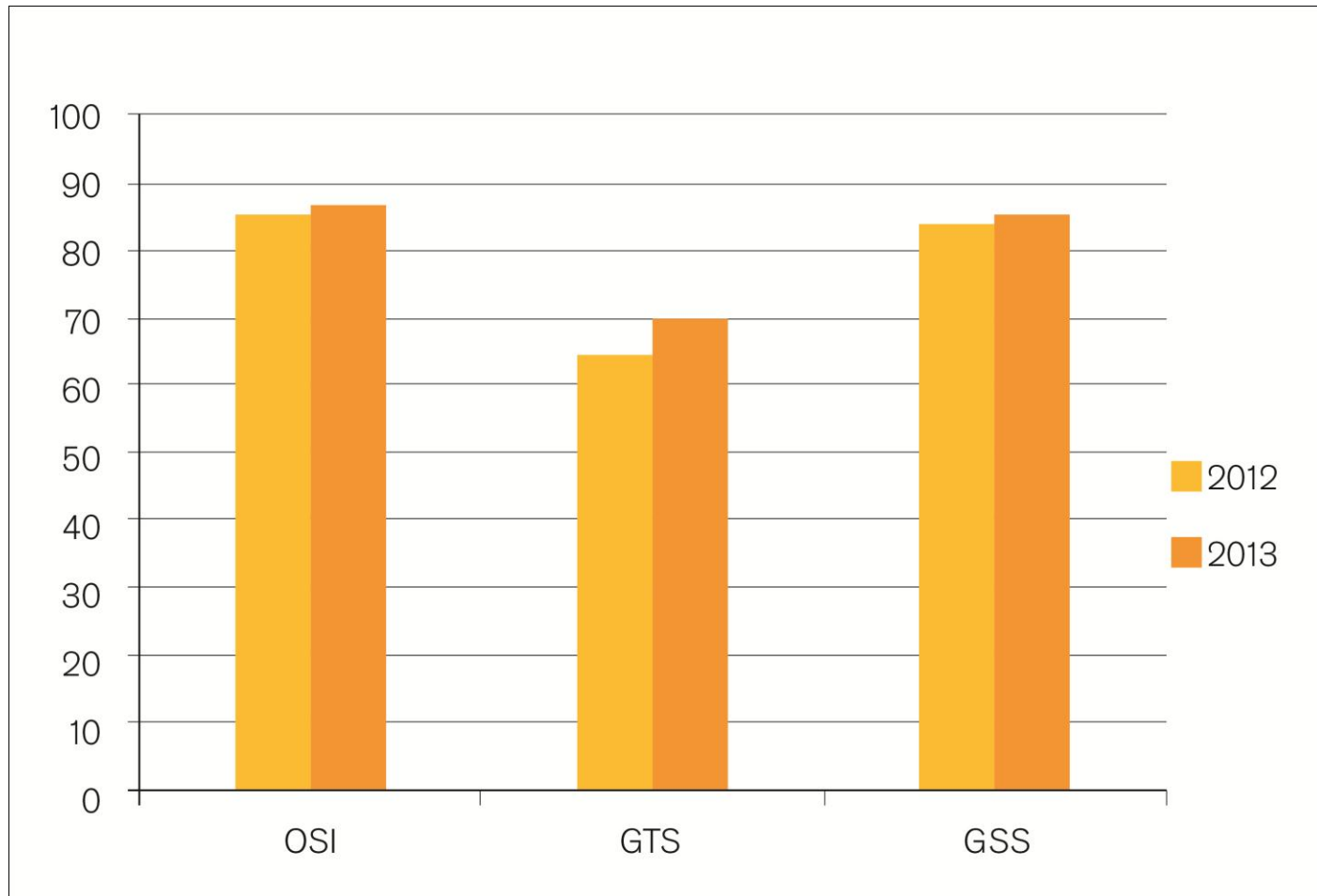
**Equal 7th** in Australia for research  
**'well above world standard'**

*2012 Excellence in Research Australia assessment (ERA)*



# Course Experience Questionnaire Results

## UoN Faculty of Engineering and Built Environment





ELEC4840B Colin Coates  
& ELEC4210  
MECH6920 Ed Szozerbioki  
SURV4110 Erio Kniest  
SENG4400 Frans Henskens  
ELEC4100 Galina Mizreva & Joe Dong  
CIVL4201 Georgios Kouretzis  
MECH2250 Graeme Muroh  
GHEE3741 Kevin Galvin  
MECH3700 Lyazid Djenidi  
& MECH3750

MECH3130 Mark Jones  
CIVL4521 Mark Masia  
CIVL3170 Michael Netherton  
ELEC4570 Minyue Fu  
SENG6110 Regina Berretta  
COMP3330 Stephan Challup  
ELEC4700 Steve Mitohell  
ELEC1700 Steven Weller  
MCHA3900 Tristan Perez  
SURV3350 Xiaoli Deng  
SENG4800A Yuqing Lin

**YOUR TOP COURSES**

*...as graded by you!*

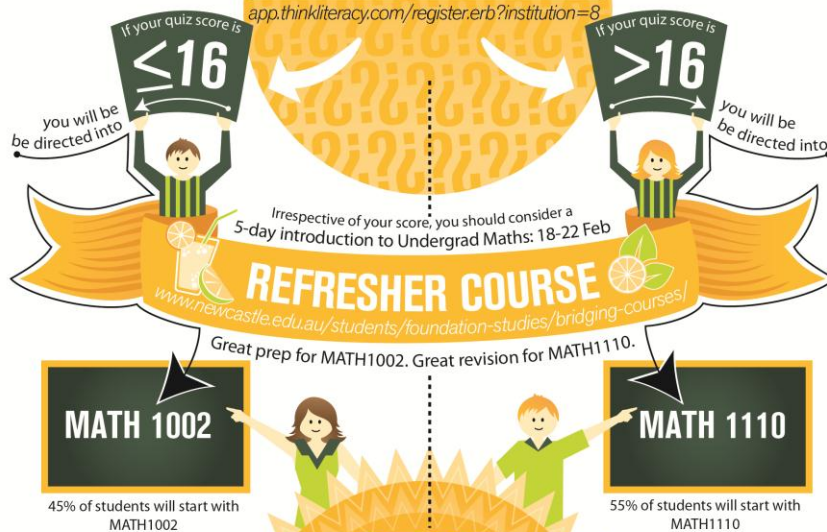
# MATHS PATHWAYS

for tackling your first year in Engineering

## MATHS DIAGNOSTIC QUIZ

Find out which pathway leads you to success.  
Your score determines your first maths course.

[app.thinkliteracy.com/register.erb?institution=8](http://app.thinkliteracy.com/register.erb?institution=8)



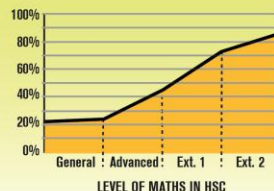
### GET SET TEST

You will have received an email with a link to the Get Set Test. Find out where your maths and science blindspots are. Then follow the links for some self-serve, gap-filling resources.

[getset.newcastle.edu.au](http://getset.newcastle.edu.au)

### MATH1110 Pass Rates

You should think twice before taking a short cut!



### Check out PASS

Peer Assisted Study Sessions (PASS) are available for both MATH1002 and MATH1110. Compare notes with other students and get tips from a senior student who blitzed your course.

[www.newcastle.edu.au/service/student-support/pass/](http://www.newcastle.edu.au/service/student-support/pass/)

# MATHS PATHWAYS

The right starting point for a better student experience





# DROWNING IN MATH?

## MATHS SUPPORT

Helping  
students  
achieve  
the best  
possible  
results

**MATH AND PHYSICS PULLING YOU UNDER?**  
OUR LEARNING ADVISOR LIFE SAVERS ARE STANDING BY TO HELP

Find them in the faculty of Engineering and Built Environment  
Room es338 or send out a distress email to [ctl-maths@newcastle.edu.au](mailto:ctl-maths@newcastle.edu.au)



# Robo Cup Junior

## a place to act



# BRAND PYRAMID

## RESONANCE

Active brand ambassadors, strong connection, online community.

RESONANCE

## JUDGEMENTS

Innovative, quality degrees driven by research excellence, relevant, credible.

JUDGEMENTS

PERFORMANCE

## PERFORMANCE

Respected graduates, professionally accredited programs, great teaching

## FEELINGS

Positive, inspired and confident. Part of a dynamic, supportive community

FEELINGS

IMAGERY

## IMAGERY

Exciting, innovative projects. Inspiring professionals. Cutting edge research.

SALIENCE

## SALIENCE

Credible, high-ranking, research intensive institution. The place to be for a great student experience.

Love it? Hate it? Rate it! Have your say about the way your degree is structured, and make a real difference to the university experience for current and future students. Better be quick though – the survey closes on 1st September!



Sounds like fun!

**YEAS/EWB Trivia Night | Make it So :: Engineers Australia**  
<http://www.makeitso.org.au/australian-engineering-...>

Member Cost: \$20 Single; \$150 Table of 10 (Entry includes free)

Like · Comment · Share

130 people saw this post

Boost Post

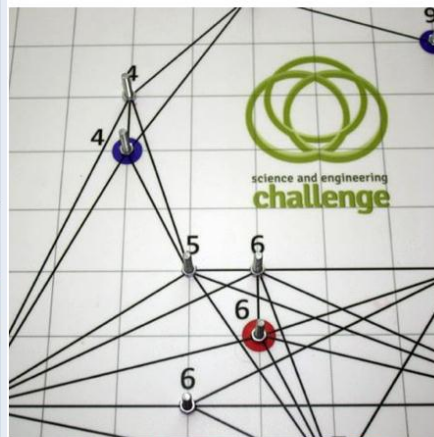
You are cordially invited to attend the Mechanical Engineering and Mechatronics dinner with guest speaker Dr Alexander Harrison, Director Conveyor Technologies.

When: 6:30pm for 7pm, Friday 30 August 2013  
 Where: Newcastle Club  
 40 Newcomen Street, Newcastle 2300  
 Cost: Guest attendee - \$75pp (incl GST)  
 Current student - \$55pp (incl GST)  
 Includes three course meal and drinks  
 Dress: Jacket and tie (no jeans)  
 Contact: Katherine Boychuk  
 02 4921 5798  
 katherine.boychuk@newcastle.edu.au  
 Tickets: Purchase tickets by Friday 23 August 2013  
[goo.gl/CqXDP5](http://goo.gl/CqXDP5)



Like · Comment · Share

2 6



Our soccer playing robot team the NUBots have flown to The Netherlands to compete in the international RoboCup 2013!

This year we have a record six students and three staff going – as well as six Darwin-OP robots. We will keep you informed by posting pictures and results of the matches as they happen. Good luck, NUBots!



**RoboCup Soccer**  
[www.robocup2013.org](http://www.robocup2013.org)

The main focus of the RoboCup competitions is the game of soccer, where the research goals concern cooperative multi-robot and

Like · Comment · Share

4 1

128 people saw this post

Boost Post

Over 300 people showed up on Thursday to see local high school students battle it out at the RoboCup Junior, hosted for the second year by the Faculty of Engineering and Built Environment.

Robots performing a Pirates of the Caribbean insp... See More



**RoboCup Junior Hunter competition**  
[ow.ly](http://ow.ly)

STUDENTS as young as 10 showed off their sword-swinging, soccer-playing robots at the RoboCup Junior

Who's your teaching champion?

If you've had a super teacher, why not nominate them for a Faculty Teaching Excellence Award?

You can nominate at:  
<https://www.surveymonkey.com/s/teachingchampion>



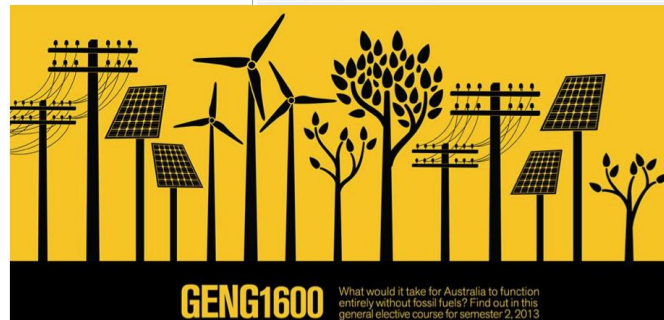
Like · Comment · Share

1

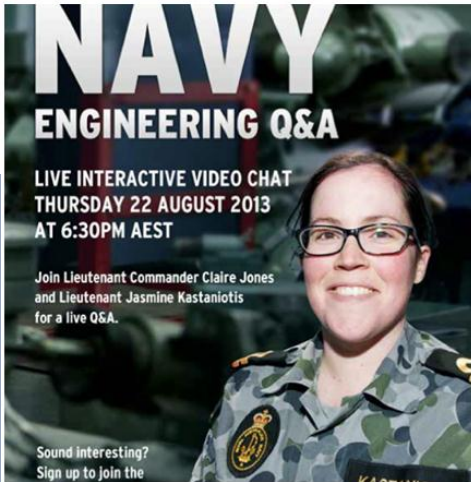
Kelvin Thomas likes this.



Jimmy Ninetails Ables is good teacher  
 August 14 at 1:05pm via mobile · Like



Ever wondered what it takes to be an engineer for the Navy? Now's your chance to find out! Join Lieutenant Commander Claire Jones and Lieutenant Jasmine Kastaniotis for a live interactive Q&A session Thursday 22nd August from 6:30pm at [defencejobsbroadcasts.gov.au/navy](http://defencejobsbroadcasts.gov.au/navy).



Like · Comment · Share

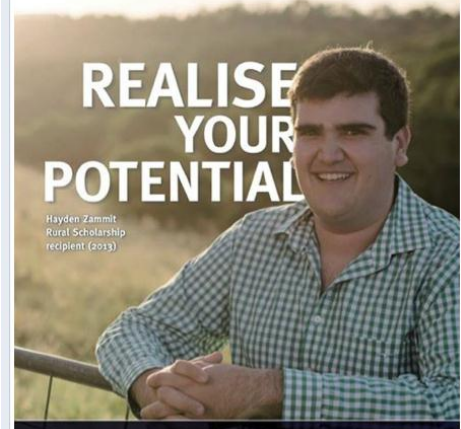
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910 people saw this post

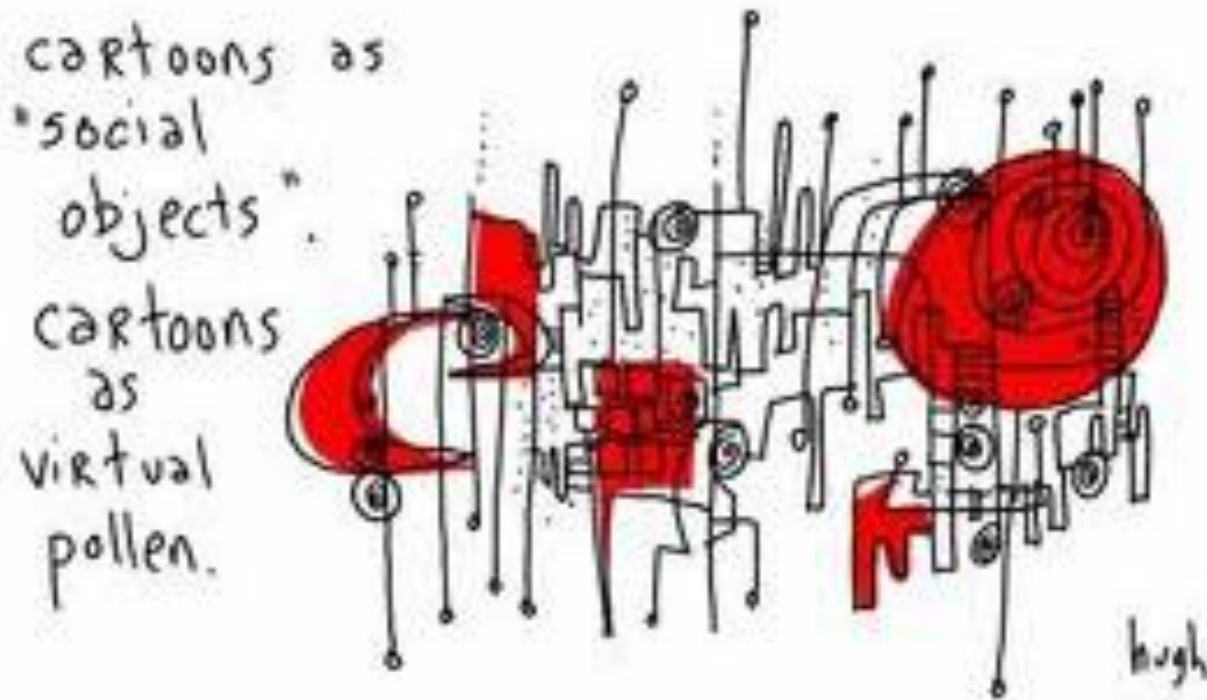
Boost Post

Are you a student who is passionate about forging a career that will help strengthen your local rural community? Applications are now open for the Royal Agricultural Society of NSW (RAS) Foundation Rural Scholarships.

Over the last three y... See More



**The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else. Human beings are social animals. We like to socialize. But if you think about it, there needs to be a reason for it to happen in the first place. That reason, that “node” in the social network, is what we call the Social Object. – Hugh McLeod**





# WHAT IS ENGINEERING?



# What is Engineering?

## Filling a niche

### Performance



VIEWS

21,498 ▲



ESTIMATED MINUTES WATCHED

60,148



SUBSCRIBERS

49 ▲

### Engagement



LIKES

344 ▲



DISLIKES

1 ▲



COMMENTS

39 ▲



SHARES

95 ▲



FAVORITES ADDED

91 ▲



FAVORITES REMOVED

4 ▲

### Demographics

#### TOP GEOGRAPHIES

United States  
India  
Australia  
United Kingdom  
Singapore



#### GENDER

Male 56.0%  
Female 44.0%



### Discovery

#### TOP PLAYBACK LOCATIONS

YouTube watch page 66.3%  
Mobile devices 24.2%  
Embedded player on other websites 8.8%  
Other 0.7%



#### TOP TRAFFIC SOURCES

Mobile apps and direct traffic 47.2%  
View referrals from YouTube 45.2%  
View referrals from outside YouTube 7.6%



**Nigel Sharp** 2 months ago

Love being an Engineer, no two days are the same!! Just want to build bigger better faster and stronger.

Reply · 👍 👎

**tlsskfl21** 2 months ago

This has been flagged as spam show · Not Spam

Reply · 👍 👎



**Badbones78** 2 months ago

Great video! This whole video explains why I want to be an engineer later in my life.

Reply · 4 👍 👎



**MrZellian1** 2 months ago

awesome video! great job!

Reply · 👍 👎



**bretadoruben1** 3 months ago

All of them!

Reply · 👍 👎



**anurag patil** 3 months ago

The best video ever.....!!!!!!

Reply · 👍 👎



**killerriot22** 3 months ago

Great video! :D

Reply · 👍 👎



**Agnes Vun** 3 months ago

This video certainly deserves for more views :)

Reply · 21 👍 👎



**UoN FEBE** 3 months ago

We're really glad you're loving this video! We agree that engineering is an amazing profession.

Reply · 10 👍 👎



**Eng Abrkt** 4 months ago

WOW!!! Amazing I really love my career But this is outstanding fabilous

Reply · 👍 👎

# Chris Bulmer Guest Lecture

## Digital amplification



03:24 / 45:25



### Performance



VIEWS  
2,030 ▲



ESTIMATED MINUTES WATCHED  
6,787



SUBSCRIBERS  
8 ▲



# 3MT documentation

## Showcasing our talent



Floatation use in mineral processing to separate coar...

21 views · 2 months ago



3MT 2013 - Anthony Fowler

41 views · 2 months ago



3MT Heats 2013: Kamal Chowdhury

103 views · 2 months ago



Miniature energy harvester using Micro Electro Mechan...

29 views · 2 months ago



**181 likes, 18 comments, 16 shares**  
**3928 Facebook views + 194 video views**



# Formula SAE Race Car Video

## Telling students' stories



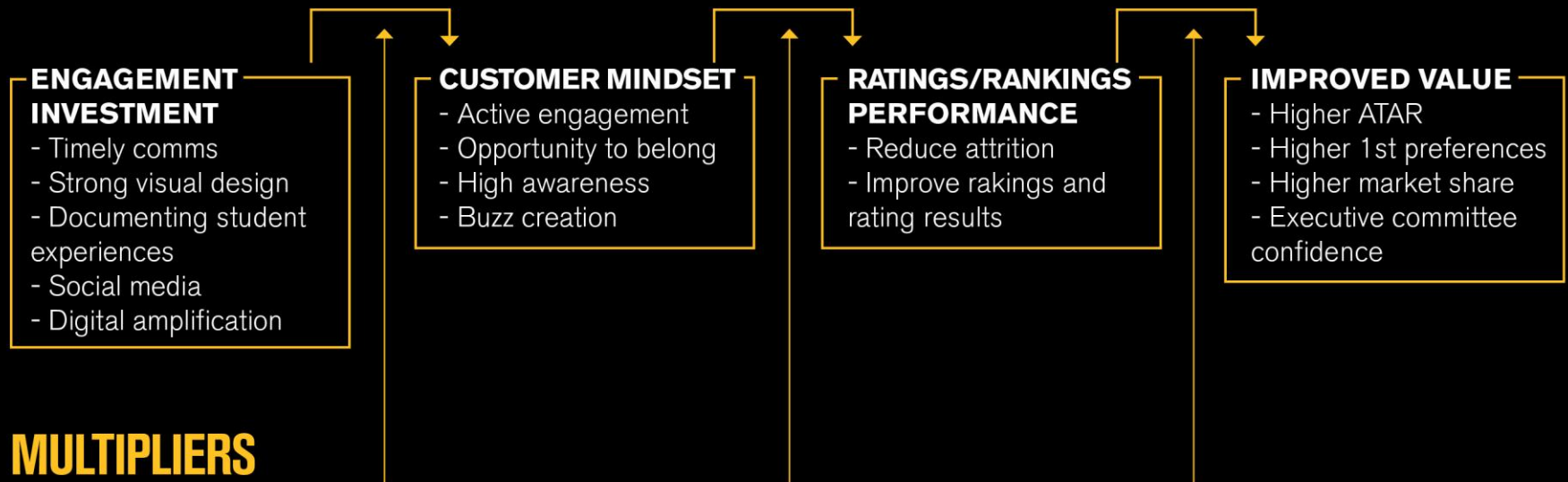


# BUILDING BRAND EQUITY

<b>SOCIAL OBJECT</b>	Brand awareness (recall and recognition)	Brand image (associations)
<b>WHAT IS ENGINEERING?</b>	Branded YouTube channel, subtle logo presence, closing message	Exciting profession. Innovative, creative, different, in-touch, dynamic institution.
<b>CHRIS BULMER LECTURE</b>	Branded YouTube channel, logo in credits	High-calibre professional. Great career prospects. Supportive career advice.
<b>3MT DOCUMENTATION</b>	Branded Facebook page, branded YouTube channel, logo in credits	Cutting-edge research. Supportive environment
<b>FORMULA SAE VIDEO</b>	Branded YouTube Channel, branded tee-shirts, logo in credits	Exciting student projects, practical learning experiences, teamwork, belonging, fun

# BRAND VALUE CHAIN

## VALUE STAGES



## MULTIPLIERS

### ENGAGEMENT ACTIVITY MULTIPLIER

- Clarity
- Relevance
- Distinctiveness
- Timeliness
- Purpose
- Personal

### ENGAGEMENT ENVIRONMENT MULTIPLIER

- Word of mouth
- Channel support
- Reach and frequency
- Generation of loyalty and online community

### COMMUNITY SENTIMENT MULTIPLIER

- Growth potential
- Risk profile (moderate to low)
- Brand contribution



# **THANKS**

## **NATALIE DOWNING & RUTH PRING**

**FACULTY OF ENGINEERING  
AND BUILT ENVIRONMENT  
UNIVERSITY OF NEWCASTLE**

**[WWW.NEWCASTLE.EDU.AU](http://WWW.NEWCASTLE.EDU.AU)**