

VIP industry/tertiary links

Applications are open for the 2007 Visiting Industry Professional scheme – where industry professionals are hosted by tertiary institutions to their mutual benefit.

Aimed at creating and encouraging long term partnerships between industry and education, the VIP scheme enables tertiary institutions to engage leading industry professionals to share their expertise with students. We provide funding for senior representatives of the fields of technology, science and engineering to spend up to three weeks in a college or university, teaching or advising in whatever capacity is agreed on by the individual and the department.

Futureintech has a total of \$35,000 a year to spend on industry involvement in tertiary education and will fund up to seven proposals a year to a maximum of \$5,000 each.

While the benefits for students of having successful professionals demonstrate the value of their subject area is clear, industry representatives have also found that involvement with students has positive repercussions for them. Many appreciate the opportunity to look back over past projects with a fresh perspective, and to be actively involved in sparking the enthusiasm of future professionals.

Dr Asad Madni, CEO of BEI Technologies in California, gave several lectures and organised a workshop at the School of Science and Engineering, University of Waikato, in March 2006. He says of the experience:

“On a professional basis the interest demonstrated (in the topics of my lectures) by the faculty, administration and students was noteworthy. I felt that there was a real desire to understand the concepts and techniques that I was presenting and to

apply them to relevant applications in New Zealand.

I had not anticipated the high degree of impact the technologies and techniques that I was presenting would have directly on the current needs of New Zealand agricultural industry and on university research.”

Patrick Hoffman, a visual information and design specialist, spent 10 days at Christchurch



Civil engineer Michael Lunnon works with IT lecturer Owen Giles as part of his Visiting Industry Professional tenure at the Eastern Institute.

Polytechnic Institute of Technology in December 2004, giving seminars and evaluating course structures. He felt strongly that both he and the institution were beneficiaries of the scheme.

“It helped me narrow my focus as a visual information designer and teacher, and helped CPIT rejuvenate a course curriculum that hadn’t been updated in years. My ongoing communications with CPIT continue to this day; it’s a marvellous relationship.”

Applications for 2007 can be made online at www.futureintech.com/VIPForm.cfm and must be submitted by Friday 30 March by the relevant tertiary institution.

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Focus on publications for 2007

Publication, both printed and virtual, is one of the key ways Futureintech reaches its target audiences. This coming year will see a refocusing in this area.

Targeted careers brochures

Printed information on specific career areas in technology, science and engineering targeted to the student audience will be redeveloped by Futureintech in collaboration with suitable partners.

These new publications will be based on the highly successful 'Engineers make things happen for us' brochure pictured below, which was developed and supported by a number of companies with a long-term stake in ensuring good student recruitment in engineering fields.

We are currently working with the Computer Society to produce a brochure on careers in ICT. This will offer descriptions of the different types of role within this rapidly expanding field, as well as advice on the necessary qualifications and information for parents and care-givers.

A similar project is planned with details of jobs in food science, in partnership with the New Zealand Institute of Food Science and Technology (NZIFST).

These collaborations will enable the material we produce to be of greater visual variety, and to carry the authority of coming from the industries represented.

E-news for Industry and Schools

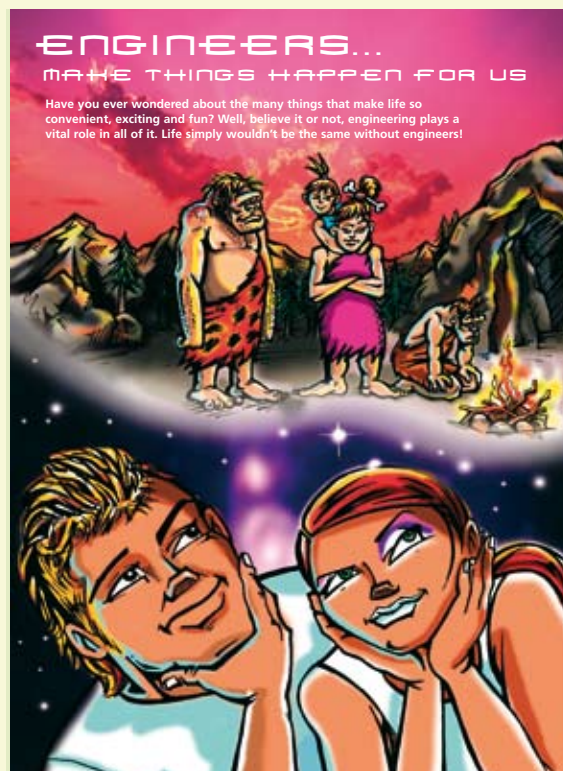
These new publications will supplement Futureintech ongoing updates for both

industry and schools in the form of our e-newsletters.

Futureintech website

Our flagship communication tool, www.futureintech.org.nz, is also in the process of being re-developed. Changes include the way that company profiles are presented, with the emphasis now firmly on recruitment policies, scholarships and cadetships offered, staff development opportunities and expectations of employees.

This enables students visiting the site to see the elements of a company which affect them most directly, while avoiding unnecessary repetition of information already on a company's own website, to which there are clear links.



Get Alongside a Careers Advisor – a new initiative for the promotion of careers in engineering – was launched by IPENZ in December.

The Get Alongside initiative encourages IPENZ members to make themselves known to a careers advisor at their local secondary school and act as a source of information on the industry. The initiative has the full backing and support of Futureintech.

With engineers available to answer questions on careers within engineering and advise on the necessary skills and qualifications, schools will have access to accurate, up-to-date advice to pass on to interested students.

Engineers are also being encouraged to alert schools to the resources offered by IPENZ and Futureintech, to give presentations to groups of students, and offer work experience placements.

If you are an engineer, or employ engineers, and are interested in finding out more about the Get Alongside a Careers Advisor initiative, contact Susan Weekes, email sweekes@ipenz.org.nz.

Factfile on Cadetships

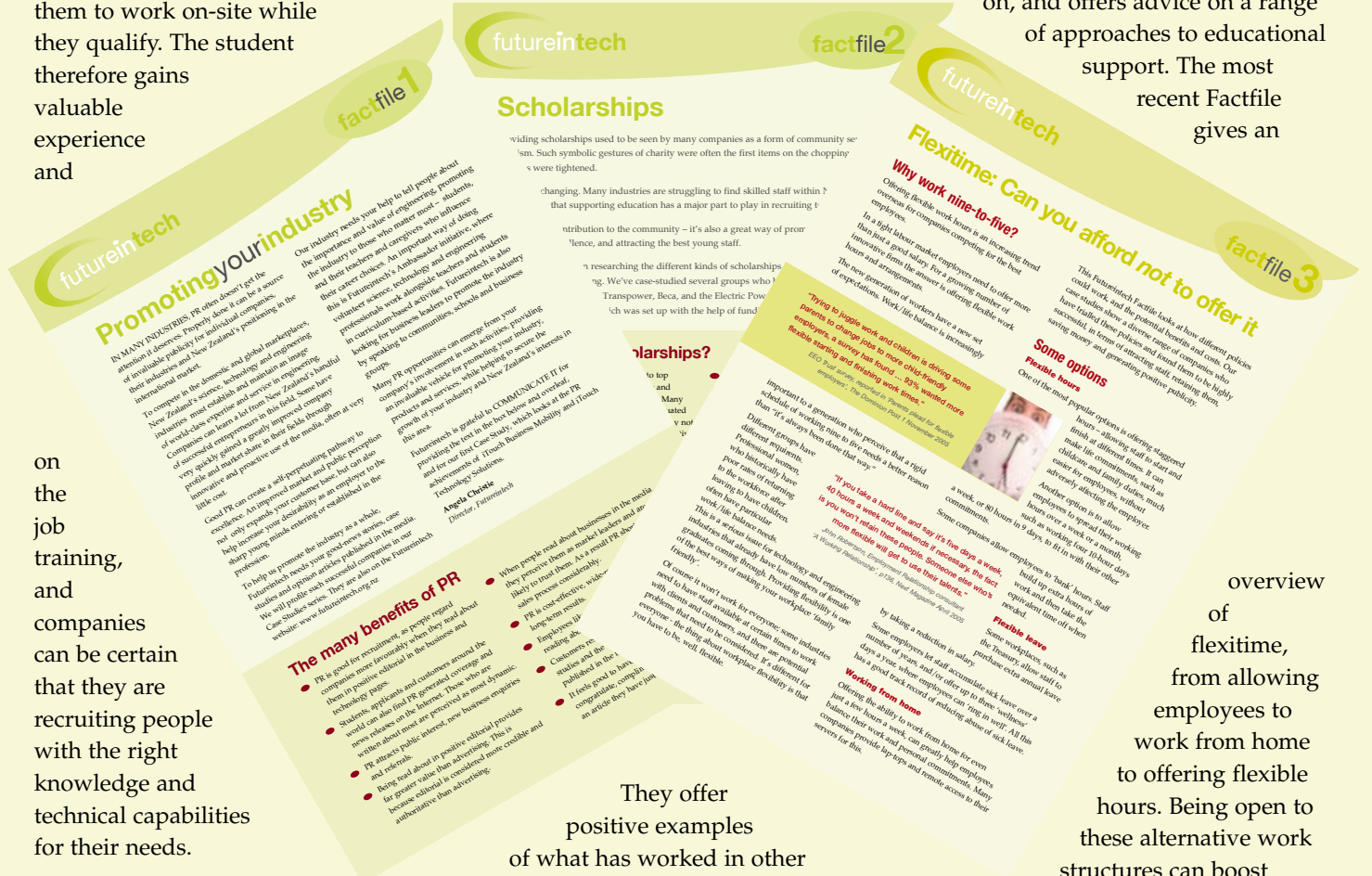
Futureintech is in the process of creating a new Factfile presenting the benefits to industry of offering cadetships to students and outlining the procedure and advantages of instituting such a scheme.

Cadetships are an imaginative response to the difficulty of recruiting appropriately trained and experienced technology, science and engineering graduates. Companies sponsor a student's education, while enabling them to work on-site while they qualify. The student therefore gains valuable experience and

ways in which they attract and retain staff; the support and encouragement they offer to potential employees, and the way in which they market themselves to the wider world.

ensuring that your company sticks in the public mind. Having a distinctive and recognisable brand image can be crucial in ensuring that both potential clients and potential employees notice and remember a particular organisation.

The publication on scholarships points out the advantages for industry of attracting bright students early on, and offers advice on a range of approaches to educational support. The most recent Factfile gives an



on the job training, and companies can be certain that they are recruiting people with the right knowledge and technical capabilities for their needs.

The new Factfile will join our current publications on industry promotion, scholarships and flexitime. Each of these combines a detailed summary of the issue and its impact on a company with individual case studies of companies already involved.

The aim of Futureintech Factfiles is to prompt companies to consider the

They offer positive examples of what has worked in other organisations, and enable industries to support their own interests while reinforcing our underlying purpose – to promote technology, science and engineering to students.

Our first Factfile dismisses some of the myths about PR, explaining cost-effective, far-reaching tactics such as securing positive publicity in print editorials and on the web; and

overview of flexitime, from allowing employees to work from home to offering flexible hours. Being open to these alternative work structures can boost productivity and morale, and attract more varied staff.

We welcome any suggestions of subjects for future Factfiles.

To suggest topics for additional Factfiles, or to order copies of existing ones, please contact Laura Fergusson, the Futureintech Writer/Researcher, email lfergusson@futureintech.org.nz.

Everyone wins in Ambassador initiative

Experience shows that participation in the Ambassador initiative has positive benefits for all concerned – students, schools, communities, contributing businesses, their staff and their industries as a whole. The search is now on for Ambassadors for 2007.

Futureintech Ambassadors – industry professionals who volunteer to take time out from work to visit schools – are our most important resource and essential to our success. Their enthusiasm is the key to sparking the enthusiasm of the next generation.

In our previous issue of **e-news for industry** we featured a list of the almost 70 companies and over 140 of their staff who contributed to last year's Ambassador initiative.

And while many of our 2006 Ambassadors are continuing their good work this year, there is a growing demand from teachers and students for more and more varied input from industries.

Industry leaders involved in the Futureintech Ambassador initiative are recognising that their involvement is time and money well spent.

Personal contact with industry professionals is arguably the most effective way to inspire and influence potential future employees in to the areas of technology engineering and science. It is also an excellent way to promote your industry and your company.

If you are interested in being involved in the Ambassador initiative or would like to become involved in other Futureintech initiatives, please contact your nearest regional Futureintech Facilitator.

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Central North Island Facilitator Margaret Brunton and Futureintech Director Angela Christie present a Partnership Certificate in recognition of the support of Opus International Consultants, Rotorua, to Caroline Rea and Kelvin Moody.