

Benefits of scholarships

Providing scholarships used to be seen by many companies as a form of community service or altruism. Such symbolic gestures of charity were often the first items on the chopping block when budgets were tightened.

Things are different now though. Many industries are struggling to find skilled staff within New Zealand, and are realising that supporting education has a major part to play in recruitment of top young talent.

Futureintech has produced a detailed fact file and case study on the benefits of providing scholarships, and how they can help promote your industry, encourage excellence, and help attract the best young staff.

So why offer scholarships?

Recruitment is one of the most obvious benefits, because offering scholarships is a sure-fire way of meeting and influencing the most talented students. Many employers wait until students have graduated before they start trying to attract them. Why not find and grab the best people in their respective fields early on?

Many companies are forced to spend large amounts of money every year on advertising and recruiting for new staff. Offering scholarships and some form of graduate recruitment programme can be a very cost-effective way to reduce these expenses in the long term.

It's also a great form of publicity. Scholarships are advertised and promoted by universities to thousands of students, offering a chance to build

name recognition and awareness amongst the next generation of the workforce. And it can be a chance for good PR for your company in local media and university publications.

Financially it can be a far more cost effective way of promoting your industry than paid advertising, because it offers a built-in incentive.

An investment in the future

Scholarships and awards encourage excellence. They give students something to strive for, and recognise achievement in certain fields or industries.

Together with graduate work, scholarships can be a strong incentive for graduates to stay in New Zealand (for a while at least). Recipients of scholarships and financial assistance often feel a loyalty to the company that has supported them.

If you want to find out more about how offering scholarships has worked for some of New Zealand's most successful companies, then go to www.futureintech.org.nz for a full copy of our fact file and accompanying case studies.

Scholarships
in action – the
Transpower story

go to page 2

The VIP scheme
kicks off in
Auckland

go to page 3

Find out what the
Futureintech team
has been up to
in the past few
weeks

go to page 4

ISSN 1176-547X

Published by Futureintech

tel 04 473 2023

fax 04 474 8933

enquiries@futureintech.org.nz

www.futureintech.org.nz



Scholarships in action

Transpower, the company that maintains our national power grid, has one of the most substantial graduate programmes in New Zealand.

Supporting students through their education has been a winning investment, according to the company.

"About four years ago we were facing a serious skills shortage," says Transpower HVDC & AC Stations Team Leader Marshall Clark.

"We decided that we had to take some action. Leaving it to market forces or overseas recruitment just wasn't working. And we could only see it getting worse because the international competition for skills is increasing.

"We committed to this undergraduate and graduate training programme with the specific aim of recruiting Kiwi kids who would have a strong sense of commitment to New Zealand, and feel a stake in this country. We wanted to show a sustainable commitment to the training and recruitment of young people."

An investment that's paid off

Under Transpower's scheme, students are offered employment agreements in their second year



"Our undergraduate programme has been a very valuable tool in helping us recruit some of the very best students."

Marshall Clark
Transpower

of study. Transpower then pays their academic fees every year and provides them with summer work. Upon graduation the students are placed on a two-year rotation scheme where they get to work in all areas of the company before choosing where to specialise.

Marshall Clark says that the investment made by his company has proved to be an outstanding success.

"We think we've done the right thing, and we believe that we'll hold most of those people. Of course some will want to head off for some overseas experience, and that can be a good thing, but we believe most of them will come back."

According to Transpower, it isn't just the monetary investment that has helped – it's the commitment shown to students.

"All we've asked for in return is a moral commitment to work for us for two years after graduation. And I'm really proud to say that no-one has shown bad faith towards us. Overall our success rate has been extremely high.

"Engineering students have a lot of choice of career paths, but we've been able to influence the best and brightest to join us because of what we have to offer."

Futureintech has case studies of other companies who have invested in scholarships, including NGC, Hubbards Cereals, and Beca.

Click here to read the full versions: www.futureintech.org.nz/casestudy1.pdf



Phil Sadgrove
New Wellington Facilitator
tel 04 473 2025, email psadgrove@futureintech.org.nz

"I've joined the Futureintech team with a background in science, patents and teaching. This work allows me to get students in touch with young professionals and their jobs, so it's:

- connecting students with their own career possibilities
- giving reason and encouragement for investing more into their work at school, and
- providing a means to explore their future options.

"I'm convinced that by bringing students closer to the great things happening in creative and productive New Zealand workplaces we'll all be rewarded as they excel in the future."

Auckland kicks-off VIP scheme

Futureintech's VIP scheme kicked off this month, as the first industry professional began sharing his knowledge with students and staff at Auckland University. The VIP scheme encourages better links between industry and academia to improve research and teaching programmes.

Transport Consultant Dr John McLean was flown in from Melbourne by Futureintech as part of the Visiting Industry Professionals (VIP) scheme.

Associate Professor Roger Dunn, who successfully applied for funding, says the visit was a great success.

"Dr McLean is a well known expert in the operation of two-lane highways, and he was able to share his knowledge with graduate classes of transportation engineering students.

"For the students, it was a great chance to have someone with top expertise sharing their knowledge

and we had very good feedback. Dr McLean has published articles around the world on two-lane highways and is very well-respected."

Building relationships

As well as lecturing students, Dr McLean also met with staff from the University and representatives from Transfund and Transit in Auckland.

"The VIP programme has given us a chance to begin a relationship in research and teaching we expect to have long term benefits for the University," says Professor Dunn.

According to Dr McLean, the experience was a worthwhile one.

"It meant graduate students were exposed to the thinking behind the changes in practise in New Zealand and Australia, and not just from a textbook, but from someone who was a part of it.

"Both countries have similar issues and problems with road engineering. It was beneficial for all of us to meet fellow professionals and get a broader range of perspectives and opinions, and to give us confidence in what we're doing.

"This kind of programme is very worthwhile. Both the professional and academic spheres can become isolated, so this kind of interaction is always valuable. Both sides can learn a lot from each other," he says.

Upcoming VIP projects

The next VIP project to start will be in Napier at the Eastern Institute of Technology. Civil Engineer Michael Lunnun, with 25 years of experience working on major projects around the world, will begin his placement later this year.



Transport Consultant Dr John McLean talks to graduate engineer students at Auckland University

Did you know?

- According to information from Australia, if the trends of the last 20 years continue, there will be virtually no students studying advanced mathematics by 2010.
- And, by 2025, there'll be none studying physics and chemistry, according to the same information.
- Just 9% of our graduates are engineers, compared to the OECD average of 29%. In Korea the figure is 65%.

Futureintechnews

The school year is coming to a close but planning is already starting for next year, as three new Facilitators join the Futureintech team. Here are some of the latest projects we've been working on.

Futureintech on the radio

Futureintech has been running a radio advertising campaign throughout October, promoting our website and careers in technology, engineering and science to young people. Our ads ran on Mai FM and the Edge and were well received – our website hits are up and many teachers have contacted us.

Ambassadors in the community

School visits have started in earnest for Futureintech Ambassadors. In Wellington, an inner-city primary school is using a civil engineer to help re-design their playground, while in Pahiataua the local school has enlisted the help of a traffic and civil engineer to help the students design a drop-off zone for cars.

Auckland Normal Intermediate is studying the building of cities, with the help of traffic engineers and a planner from the Auckland City Council. Site engineer Tony Purvis, who knows all about piping,

sewerage, and water supplies will be joining the project soon as well.

Intensive school visits are continuing in Auckland and Christchurch, with many schools planning to include Futureintech Ambassadors in their maths, science and technology programmes for next year.

www.futureintech.com

Futureintech's website www.futureintech.com contains a wealth of information for students, parents, teachers and careers advisors. It has profiles of young people working in technology, engineering and science, and the companies they work for, along with information on different courses, careers and scholarships available.

Building connections

As well as school visits, Futureintech staff have been meeting with various stakeholders, building support for our work promoting careers. Groups we've been working with include the University of Canterbury, the Ministry of Education, Technology Education NZ, and the Freeflow Alliance in Auckland.

Futureintech online

Our website keeps improving – we have a new interactive feature 'Study Options', which helps prospective students find information on all the different tertiary courses available in technology, engineering and science. And we now have over 50 profiles of young professionals talking about their jobs and what they do.

More Facilitators on the job

Three new Futureintech Facilitators start work in January next year, bringing the total to six. The job of Facilitators is to connect schools with industry, building up links that will have real benefits for students and education in New Zealand. It means we'll have much more reach across the country, to share real-life experiences and learning.

Making news on the West Coast

Angela Christie and Phil Rennie from Futureintech visited the West Coast in September, and their respective visits both made the front page of the Greymouth *Evening Star*. Apart from the good publicity for our work promoting careers, there were also successful meetings with local technology teachers and industry people.

Contact us:

Futureintech
tel 04 473 2023
fax 04 474 8933
enquiries@futureintech.org.nz

Angela Hart – Auckland Facilitator
tel 09 373 5600
ahart@futureintech.org.nz

Phil Sadgrove - Wellington Facilitator
tel 04 473 2025
psadgrove@futureintech.org.nz

Neil Potter – Christchurch Facilitator
tel 03 365 4120
npotter@futureintech.org.nz



Civil Engineer Hannah Hyde works with Clifton Terrace Model School students on the redesign of their playground