

# Who we are and what we're doing

## THE ENGINEERING E2E PROGRAMME

Set up by the Government in 2014 and managed by the Tertiary Education Commission (TEC), Engineering e2e's task is to find ways to attract more students into tertiary study in engineering to help address New Zealand's critical shortage of engineers.



**OUR STEERING GROUP** comprises representatives of key stakeholder groups from the engineering education and employment sectors in a wide range of disciplines. The 16 members of the Group oversee and guide all of our initiatives and are a crucial link to the wider sector, playing an important role in gathering and disseminating information.



## Our goal

# 500



more New Zealand-educated engineering graduates every year

Because of drop-out rates, this equates to:

# 3,800

more students studying STEM subjects at secondary school

# 625

more students choosing tertiary study in engineering

## How we are working

### Our work involves:



**Extensive consultation** to find out the views and needs of our many stakeholders in education and industry



**Wide-ranging research** – the key to ensuring our decisions and actions are the right ones



**Collaborative, informed decision-making** for effective initiatives that are fit for purpose



**Funding and support** to make sure initiatives we put in place have the best chance of success

## Our projects and initiatives

### SECONDARY-TERTIARY PATHWAYS PROJECTS

Six tertiary providers – Otago Polytechnic, Ara, WITT, Wintec, Unitec, NorthTec – are collaborating with secondary schools on projects which aim to smooth transitions between secondary school and tertiary education in engineering prerequisite subjects. Projects are off to a good start with positive feedback from all participants. Engineering e2e is providing funding and support over the next two years and will promote project outcomes.



### SPONSORED DEGREES

This major long-term project is exploring how sponsored degrees could be added into our tertiary system and will develop models of delivery. Such degrees will enable both on-the-job training and the completion of a Level 7 qualification in engineering, and are particularly relevant for rapidly changing, high-tech industries.

In 2017, we are funding further research to determine employer needs. We will then set up a pilot based on their responses and our research outcomes.



*Stepping into One Another's World* (July 2015)

*UK Degree Apprenticeships: A Year in Review* (November 2016)



### EMPLOYER RESOURCE PORTAL

We are developing a resource portal that gives employers a single access point for the latest tools to recruit, retain and grow employees in engineering. The portal would include a range of research, examples of good practice and other materials from a large number of sources. A scoping project has surveyed employers on what tools they want and how they wish access to them.



### MICRO-CREDENTIALS

We're preparing for the procurement of a number of micro-credential course pilots in engineering education. This model is in line with the Productivity Commission's recommendation that capable providers are encouraged to experiment with new delivery models.



# Our projects and initiatives (cont.)

## GROWING THE PIPELINE

We ran a workshop which introduced industry leaders to the Graduate Capability Framework developed by Australian academic Emeritus Professor Geoff Scott. Participants explored how the framework could help determine perspectives on graduate profiles and future skill needs. This workshop led to further New Zealand-based research by Otago Polytechnic and, lately, a project to facilitate collaboration between industry and educators to improve the relevance of engineering education.



The *Talking with Employers Workshop Report* was published in August 2015. *Creating Engineers – Climbing the Educational Staircase* (November 2015).

## MAKE THE WORLD PUBLIC AWARENESS CAMPAIGN

The Make the World public awareness campaign completed its first full year at the end of June and will continue to provide a public service to young people for another year. So far the campaign has delivered good results. The final evaluation of its first year highlighted a strong connection with the target audience (potential students) and key sub-segments (Māori, Pasifika and women). This is shown through:



- a positive perception of engineering increasing from 31% to 52% amongst potential students
- engineering moving from the 10th most considered career to 3rd, with 34% of females now seeing it as a possible career (was 11% prior to the campaign launch)
- an increase in positive perception amongst Māori and Pasifika, which is now 55% (was 25%).

However, it has been found that potential students are defaulting to universities when investigating engineering study options. Communications tracking revealed the following:

- Only 29% of those who have contacted a university about studying engineering intend to contact an institute of technology or polytechnic (ITP).
- Understanding of BEngTech and NZDE qualifications remains low amongst all potential students – including those who have contacted an ITP about engineering studies.

### We still have work to do to address the balance of graduates across NZDE, NZDEP, BEngTech and BE(Hons).

Ongoing funding for Make the World will provide a website content upgrade, digital display re-targeting, and search engine marketing support over 12 months. This will allow Make the World to deliver a basic public service for young people.

## ENGINEERING EDUCATION HUBS

Engineering employers and educators are being consulted to develop a vision and direction for engineering education hubs. Engineering hubs would be regionally-based centres for engineering education and involve employers, high schools, universities, ITOs and ITPs.

## COMMUNICATIONS TO EMPLOYERS

We've written plain English definitions of the roles able to be carried out by NZDE, NZDEP and BEngTech graduates. We've published case studies of graduates and employers. Completed research on employers' attitudes and needs, and prepared a communications and engagement plan.

## OUR WEBSITE & NEWSLETTER

Key stakeholders are kept informed through our website and monthly newsletters. The site includes case studies and other examples of innovative and best practice, pdfs of all our publications, and an 'Our Progress' page.

[engineeringe2e.org.nz](http://engineeringe2e.org.nz)

# Our milestones

## 2014

- Project begins in July
- First Engineering e2e Steering Group meeting – extensive consultation begins with all stakeholders
- [engineeringe2e.org.nz](http://engineeringe2e.org.nz) is launched
- *Monthly newsletters* begin
- *Engineering Barriers and Responses*
- NEEP Reference Group meeting
- Alternative Engineering Pathways Professional Forum

## 2015

- *Improving Pathways to Engineering Technology Education*
- Strategic update #1 for Minister: *Engineering Change*
- Pathways Pilot begins
- Talking with Employers Workshop and *Report*
- First of our regularly updated *Work Plans*
- *Stepping into One Another's World*
- *Creating Engineers – Climbing the Educational Staircase*
- Strategic update #2 for Minister: *Engineering Our Future*

## 2016

- *Make the World* public awareness campaign launches in May
- Government allocates extra funding
- Secondary-Tertiary Pathways Projects begin
- *Making Tertiary Study in Engineering More Relevant*
- *UK Degree Apprenticeships: A Year in Review*

## 2017

- Resource Portal scoping complete
- Research on Sponsored Degrees continues
- Engineering Education Hubs investigation begins
- Project to raise employer awareness of NZDE, NZDEP & BEngTech begins
- Engineering Micro-credentials Pilot procurement underway
- *Micro-credentialing: A model for engineering education?*
- *A Pilot Study of the Application of Degree Apprenticeships in NZ*
- A series of *info sheets* published



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