

Student Ambassador Handbook



ENGINEERS
AUSTRALIA



Contents

Part 1: Introduction to Engineers Australia...	3
Why we exist	4
Our vision	4
Who we are.....	4
Our strategy	5
Communicating the Engineers Australia value proposition	6
Our brands.....	7
Part 2: Information about your role at Engineers Australia.....	8
What is the Engineers Australia Student Ambassador Program?.....	9
Why be a volunteer Engineers Australia Ambassador?	9
Role of an Engineers Australia Ambassador	9
How many Ambassador positions are there?.....	9
What time commitment is required?.....	9
Main points of contact.....	10
What will your key duties be?.....	11
What you're expected to know	12
Measures of success	13
Reporting your engagement activities	13
Additional Student Ambassador Resources	14
Recognition for Ambassadors	14
Part 3: The student offering at Engineers Australia..	15
Key messages (the who, what, why of Engineers Australia student membership)	16
Key products and services.....	17
Key calls to action	18
Digital Engagement Platforms and Direction for Ambassadors'	19
Managing your online presence.....	20
How to access member-only resources.....	22
Appendix A: On-boarding checklist	23
Appendix B: Semester activity planning tool	27



Part 1

**Introduction to
Engineers Australia**

Why we exist

Established by Royal Charter, our purpose is to advance the science and practice of engineering for the benefit of the community.

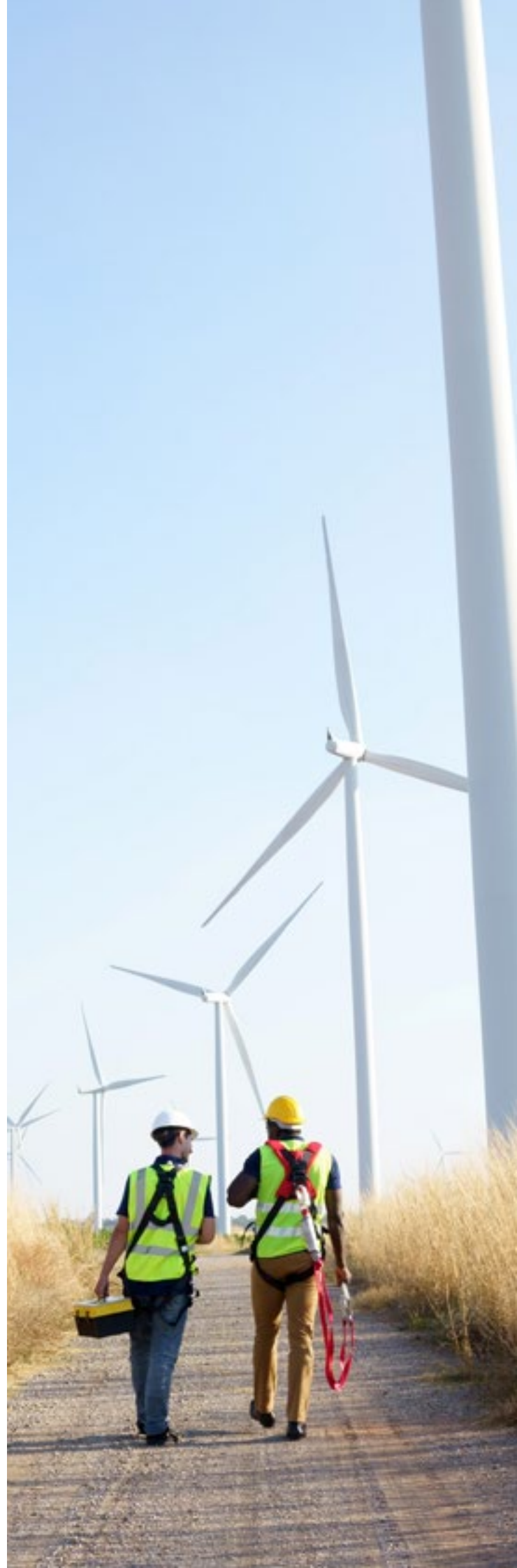
Engineers Australia shapes the future of Australia – creating happy, healthy, prosperous and sustainable communities.

Our vision

Engineers Australia is the trusted voice of the profession. We are the global home for engineering professionals renowned as leaders in shaping a sustainable world.

Who we are

Engineers Australia is the peak body of the engineering profession. We have around 115,000 members across all engineering disciplines and sectors, and in every Australian state and territory as well as in 100 countries around the world.



Our Strategy

OUR PURPOSE

**Advancing society through
great engineering**

WHO WE EXIST FOR

EA members, engineering profession and the Australian community

OUR VISION

Elevate the voice and influence of the profession in service of the nation

OUR STRATEGIC OUTCOMES

Supporting a contemporary and future-fit engineering workforce

through Chartered engineer recognition, world-class professional standards and ensuring ethical and competent practices among EA members.

Providing leadership to and on behalf of the profession for societal benefit

by positioning engineers as solvers of society's major challenges through evidence-based agendas.

Enabling a more diverse and engaged engineering community

by promoting STEM careers to youth and offering flexible education pathways into the profession.

Increasing the recognition of the value of engineering to society

by promoting its contemporary identity, showcasing its impact on economy and recognising engineering excellence.

Increasing the impact and value of our global network

by leveraging member expertise and collaboration to solve critical societal challenges.

Communicating the Engineers Australia value proposition

Communicating the Engineers Australia member value proposition is an important role of student ambassadors and helps ensure that we have a growing vibrant student and graduate membership community. A summary of Engineers Australia's value proposition appears below.

Engineers Australia members stand out from the crowd...

Whether you are looking for your first job or the next step in your career, Engineers Australia membership – and Engineers Australia credentials – can help you stand out from the crowd and signify your commitment to ongoing professional development.

Engineers Australia members are the best engineers they can be...

We help you build your skills and keep up to date via hundreds of technical events each year, member-only online resources, a monthly magazine and online news updated daily. We recognise your achievements – awarding Chartered status to those who have achieved the required competencies.

Engineers Australia members are heard...

We are the leading independent voice for Australia's engineering community, trusted by all levels of government, and we actively seek input from our members, so we can make their voices heard.

Engineers Australia members belong...

As a member of Engineers Australia's engineering community, you will be part of the largest and most diverse professional network for engineering in Australia.

Engineers Australia members are recognised...

Get instant, recognisable and credible recognition as a passionate and talented young engineer with an Engineers Australia Post-nominal. All Student Members are entitled to the StudIEAust post-nominal, which shows your commitment to the profession and your personal development.

Engineers Australia is your professional home for life, supporting you at every point in your engineering career from student to graduate, professional member to senior leader and beyond.

Our brands

Engineers Australia manages a suit of well-known brands and service arms including;





Part 2

**Information about your role
at Engineers Australia**

What is the Engineers Australia Student Ambassador Program?

An international volunteer community of student engineers who support the professional and career development of their fellow student engineers, under the leadership of Engineers Australia.

Why be a volunteer Engineers Australia Ambassador?

As a student ambassador, Engineers Australia is committed to supporting you in your engineering degree and entering the profession upon graduation.

Through volunteering as an ambassador with Engineers Australia it is hoped that you will walk away with the following:

- Skills and experience that employers look for in new graduates (e.g. communication skills, leadership, managing projects/events, taking initiative)
- Be seen as a leader in your community (and stand out to employers and your peers)
- Connections with employers and industry contacts
- Contribute to the engineering community by helping your peers
- Get exposure and build your professional profile

Role of an Engineers Australia Ambassador

Your primary responsibility is to be a representative of Engineers Australia at your campus, actively helping student engineers to understand and benefit from the resources offered by Engineers Australia.

Student Ambassadors form an essential part of the Engineers Australia Tertiary team across Australia and internationally by providing an on-campus presence and link to events hosted on campus. The program aims to help student engineers establish their careers and access Engineers Australia resources.

How many Ambassador positions are there?

There should be 2-5 positions for each University with engineering programs accredited by Engineers Australia. The number of ambassador positions will depend on the number of student engineers studying in accredited programs at the campus.

It is expected that student ambassadors within a tertiary institution work together to develop and implement an engagement plan as a team, under the direction of their Student & Graduate Engagement Manager.

What time commitment is required?

This is a volunteer position, appointed annually with an option to renew. It is expected that each ambassador will invest ~100 hours per year in the role, or ~10 hours/month between February and December each year (peak times are March and August).

Main points of contact

The main point of contact for ambassadors will be the Student and Graduate Engagement Manager for your state. Below is a list of contact details for the relevant Tertiary Engagement Managers at Engineers Australia:

NSW

Regina Liao

rliao@engineersaustralia.org.au

VIC

Alisha Stafford

astafford@engineersaustralia.org.au

QLD

David Spediacci

dspediacci@engineersaustralia.org.au

SA, NT, ACT and TAS

Lucie Reilly

lreilly@engineersaustralia.org.au

WA & Regional NSW

Kym Spann

kspann@engineersaustralia.org.au

International

Astley Pung (Remote)

apung@engineersaustralia.org.au

You will receive training information and emails from your Tertiary Engagement Manager. You can also expect to receive emails from:

careers@engineersaustralia.org.au.

You and your fellow ambassadors will determine the best way to communicate as a team with your Tertiary Engagement Managers going forward (e.g. EA XChange, Facebook, Slack, WhatsApp, Asana or other suitable platforms).

What will your key duties be?

It is expected that you will take a proactive approach to planning and executing the following initiatives;

- Represent Engineers Australia at a minimum of four student-focused events during the year. This includes your university events (e.g. Orientation Week, Club Carnivals, Careers Expos, Industry Nights) as well as the Engineers Australia Careers events hosted on campus (e.g. Masterclass and Elevation).
- Promote Engineers Australia activities, membership and the YEA community to other student engineers by;
 - *Finding opportunities and giving short presentations on student membership in your lectures*
 - *putting up posters on campus*
 - *posting to social media*
 - *connecting with student societies*
 - *attending events on campus*
- Coordinate and Host 2x live streaming sessions of the Engineers Australia Careers Webinar series at your campus
- Provide feedback and information to Engineers Australia staff on the needs of students at your institution
- Contribute content and information to the student community EA XChange.
- Participate in meetings/training with your local Tertiary Engagement Manager
- Report on your engagement activities on campus
- Work collaboratively with other ambassadors at your institution
- Review information and updates provided to you by the Engineers Australia team via email, EA XChange, and group phone/video conferences
- Develop a plan for marketing and engagement activities at your campus
- Maintain your student membership of Engineers Australia
- Submit a report after each activity you undertake
- Participate in review activities (self-assessment each semester, and reviews with the Engineers Australia Tertiary and Careers team)

What you're expected to know

It is expected that you will complete all online training sent to you after your appointment and that you will understand the following;

- Key messages about the value of Engineers Australia student membership
- Understand your duties and be proactive in carrying them out with limited direction/supervision
- How to use the reporting processes for student ambassadors
- Professionally communicate Engineers Australia values, membership and resources verbally
- Are able to engage with and start conversations in online forums

Workplace health and safety obligations

Under Australia's Federal work health and safety (WHS) laws, employees and all other people at our workplaces (including persons working as an office bearer and on a volunteer/unpaid basis) are classified as 'workers' and must undergo WHS training.

The engineering profession in Australia is a leader in achieving best practice WHS performance and Engineers Australia, as the trusted voice, should be no different.

You will receive an email (if not already) to complete Engineers Australia's WHS and anti-bullying online training as part of your induction. Each course takes about 15 minutes to complete, with a mini assessment at the end. We ask that you complete the course before commencing any volunteer activity. If you are yet to receive an email with your access details, please advise careers@engineersaustralia.org.au.

Key resources you are expected to review include:

- [Engineers Australia Strategic Plan](#)
- [Engineers Australia website](#) (particularly how to find events happening in your region)
- [EA XChange Student Community](#)
- [Create Digital](#)
- [Young Engineers Australia Group](#)
- [Engineers Australia MyPortal](#) (membership login on the main website)

Measures of success

Measures of success and KPIs for Ambassadors

As a part of your role you will be asked to report the following which will contribute to your over-arching goal of engagement with students at your tertiary institution with your Tertiary Engagement Manager:

- Number of events/activities you complete
- Number of students you engage with at these activities
- Creating an engagement plan for your activities and implementing this across a calendar year
- Meeting with your Tertiary Engagement Manager to discuss your activity in the role and ways to improve engagement at your tertiary institution (i.e. a performance review)

Reporting your engagement activities

Ambassadors are required to submit reports after each activity carried out as an Engineers Australia ambassador including the date, location, number of students/staff engaged with and to include photos of you doing this activity. If reporting an event or promotional activity, please include picture. If you are reporting digital engagement include the link to your post(s).

At the end of each Semester you will be provided with a self-assessment form and meet with your Tertiary Engagement Manager to review your activity and obtain feedback (both for you professionally, and for Engineers Australia to improve student engagement and resources).

You are also encouraged to take photos of your ambassador activity and share this in your local EA XChange Student Community.



Additional Student Ambassador Resources

As a student ambassador you will be provided with physical resources to ensure you present a professional front when representing Engineers Australia on campus. This includes a t-shirt and printed resources that have been created by Engineers Australia. Additionally, there are a limited number of pull-up banners you can use at your events on campus.

The following electronic resources will be provided to all ambassadors who have completed their online WHS training and in-person training session;

- Slide deck to use when speaking at events or in lectures
- Copies of Engineers Australia printed collateral to represent Engineers Australia at on-campus Careers Expos, O-weeks etc.
- Poster templates to help promote Engineers Australia webinar events on campus
- Posters to promote ambassador roles and recruitment on campus
- Template for Semester Activity Planning Tool

Recognition for Ambassadors

To thank and recognise the work you do on behalf of Engineers Australia each student ambassador that carries out their expected duties will receive:

- Certificate of Recognition (paper and digital) issued by Engineers Australia at completion of term, based on successful completion of duties
- Recognition in each location by Engineers Australia social media and Tertiary Engagement Managers
- Offered access to one online training course from Engineers Australia through myCPD to help you in your continuing professional development
- **Your first year of graduate membership with Engineers Australia FREE upon completion of your studies**



Part 3

**The student offering at
Engineers Australia**

Why join Engineers Australia as a student member?

We support student members by providing free membership that allows them to access events with professional members, learn skills to help them get jobs and support their career as an engineer.

You can access a range of resources and benefits created to provide tailored support, guidance and advice on all things relating to university, graduating, getting a job and finding your professional feet.

We are the number one peak body in Australia for all engineering disciplines and have over 115,000 members both nationally and internationally. We offer the opportunity to build knowledge and skills you need to jump start your career as an engineer. Student members get access to networking opportunities, technical events and career resources to help them do just that.



Key products and services

The Tertiary Engagement Team at Engineers Australia works to provide on-campus events for student members across the year. The following provides an overview on these events, when they are held and what you can expect. Your role will be to help organise and promote the event on campus to students.

On Campus Student Masterclasses

The Engineers Australia Career Masterclass is an event held for students at tertiary institutions across Australia, and is typically held in Semester 2 (July – November). The masterclass series covers practical engineering career skills that employers would like to see more of in their graduates. Topics could include learning streams in areas such as: Networking, LinkedIn, Personal Branding and Job Skills.

Elevation Careers Expo

The Engineers Australia Elevation events are career expos hosted across Australia, and are typically held in March each year. Elevation is your opportunity to meet Australia's top engineering employers who are actively recruiting graduate and internship positions.

Masterclass Webinar Series

Engineers Australia's Tertiary Engagement team hosts a number of webinars on topics that are relevant to engineering students across the year..

A key responsibility for ambassadors is to help promote the webinars to students at your campus.

Tips for organising a successful streaming event on campus:

- Ensure you can book a location on campus with internet coverage and appropriate IT to support live streaming the webinar from an internet browser
- Book the room for longer than you need it to allow for set up and take down
- Plan to market your live stream event a min. of 2 weeks prior to hosting it on campus – ensure you have covered digital marketing, print marketing (e.g. posters on campus)
- Partner with student groups/clubs/guilds to help market the opportunity to students

Key calls to action

No matter what ambassador event or activity you are attending, we expect that you will include the following calls to action in your messaging;

01. Encourage students to sign up as a free student member with Engineers Australia. The direct sign up link is: portal.engineersaustralia.org.au/profile/create
02. Make the most of your student membership by attending Engineers Australia events and start building your professional network
03. Follow Engineers Australia on social media: @EngAustralia on Twitter, Instagram, @Engineers Australia on LinkedIn, Facebook
04. Join the EA XChange Student community and contribute in a meaningful way



Digital Engagement Platforms and Direction for Ambassadors

As a student ambassador we encourage you to engage with fellow students in digital communities with the Engineers Australia student offering. Please review our guidelines for posting to and starting conversations online.

Facebook

We recommend you follow the Engineers Australia Facebook page to get updates, read inspiring stories and engage with our content and other engineers.

LinkedIn

You are encouraged to utilise LinkedIn to help promote your ambassador roles and activity on behalf of Engineers Australia.

We recommend you take a look at the [tips on using LinkedIn](#) (log in to view) on the EA XChange Student community and to follow Engineers Australia and share/like posts to increase your activity on this platform.

EA XChange

Our member-only networking platform, EA XChange, is a great place to network with senior engineers and engage with your student peers. Make sure you join your local student community.

Here is a standard template you can update your LinkedIn profile to describe your role as a Student Ambassador:

“The Engineers Australia Ambassador Program is an international volunteer community of student engineers who support the professional and career development of their fellow student engineers, under the leadership of Engineers Australia.

Within the role as an Ambassador, it is my primary responsibility to be a representative of Engineers Australia at my campus, actively helping student engineers to understand and benefit from the resources offered by Engineers Australia. Duties include; representation at tertiary institution events such as O-Week and Careers Expos; promotion of Engineers Australia activities through both in-person and digital engagement; coordination of Engineers Australia events at my campus; reporting on activity and working collaboratively with other ambassadors and academics at my institution.”

Managing your online presence

The following outlines how best to conduct yourself in online environments:

What can we post about?

As student ambassadors we encourage you to keep topics themed around the three core pillars we address in our student membership offering; Life, Career, Inspiration.

Life

- Handling exams
- Post student life / student life
- Cultural influences (memes, funny photos)

Career

- Coaching
- Work experience.
- Job tips/opportunities
- Networking advice
- Job market health
- Emerging trends in engineering careers

Inspiration

- Inspiring engineering stories
- Fringe tech or advances
- Cutting edge or fantastic innovations

Still not sure whether you should post something? Try using the “Over The Fence” test: would you think this be interesting enough to tell your neighbour in a quick conversation?

Advice on producing engaging posts for social media:

- **Captions should be no longer than 40 words:** be concise and to the point (some exceptions are housekeeping, or announcements). If you need to say more consider writing a blog or story on your LinkedIn profile.
- **Try and use a link or image with your post:** Social media favours posts with content embedded. Don't repeat headlines/copy: when sharing websites don't repeat the headline in your caption. Share a personal insight instead – what do you think about what you are sharing?
- **Conversational and engaging:** think about your audience when speaking and use language that's engaging, professional and relatable.
- **Content must be relevant, topical and credible:** avoiding posting generic educational content. Tap into current news or engineering related events that need a student/grad perspective.
- **Hashtags:** Avoid hashtags on Facebook. However, you should use them on LinkedIn and Twitter. For professional posts it is recommended that you use no more than 3 relevant hashtags.

Best times to post

Keep posts schedule around 2pm – 7pm. This is generally considered to be peak social media usage times.

Part 3: The Student Offering at Engineers Australia

OUR TONE IS...	OUR TONE IS NOT...
Inspiring	Patronising
Playful	Silly
Guiding	Authoritative
Genuine	Smug
Supportive	Cliquey
Humble	Sarcastic

Five steps to great online etiquette

01. Be genuine. Be yourself
02. Always ask yourself if this content is relevant to your audience before posting
03. Never encourage bad behaviour or bullying
04. Always be supportive of their journeys and questions
05. Be upfront about who you work for



How to access member-only resources

How to subscribe to receive the events round up for your city/state from Engineers Australia

Go to the engineersaustralia.org.au and click on “MyAccount” and log in using your EAID and password.

From there select the ‘My Preferences’ option on the left hand menu titled “Manage Profile”.

Update your interests and preferences here to ensure you receive communications on events, resources and information that will be helpful to your professional development.

Be sure to update your ‘Locations of Interest’ to include your State and City (e.g. WA – Perth).

Scroll down to your Communication Preferences and opt into any event information or other news you wish to receive. As a minimum we suggest subscribing to receive updates on upcoming EA events in your region.

Access EA XChange and other resources

Go to engineersaustralia.org.au and click on “MyAccount” and log in using your EAID and password. You will be taken to MyPortal. Under the “Products and Services” tab you will find links to EA XChange and the Jobs Board. As you have logged into the EA environment, you will be able to access these platforms without logging in again.





Appendix A

On-boarding Checklist

Student Ambassador On-boarding Checklist

Within one month of becoming a student ambassador you should be able to articulate or have completed the following:

Do you understand your role?	Notes and/or Completion (Y/N)
Have a clear understanding of your duties	
KPIs and what success looks like	
How Student Ambassadors support Engineers Australia's mission	
Completed your online OHS Training	
Know when and where to do your activity reporting	

Appendix A: On-boarding Checklist

Do you know about EA?	Notes and/or Completion (Y/N)
Know the key messages about the value of being a member of Engineers Australia	
Know the key events you should be sharing with students	
Key products you should be sharing with students	
Student Membership details and YEA offerings (where, how, why)	
Dates of key Career webinars and events	
Know how to navigate EA website and EA XChange	
Do you have the tools you need to represent Engineers Australia on campus?	
Slide deck on Engineers Australia to present in lectures saved to a USB	Print materials (flyers, banners, etc.) to represent Engineers Australia
Your Engineers Australia Hoodie and T-Shirt	Know where to find other electronic resources

Appendix A: On-boarding Checklist

Have you connected with your support community?

Notes and/or Completion (Y/N)

Find out who your academic contact at your University and connect with them

Connect with your Tertiary Engagement Manager and determine communication strategy

Contact with the Engineers Australia Careers administrators

Build your network and connections

Notes and/or Completion (Y/N)

Meet local Young Engineers Australia group

Attend a local Engineers Australia event, meet professional members and introduce yourself to any Engineers Australia staff/volunteers in attendance

Put forward event collaboration ideas on campus to your Tertiary Engagement Manager

Join the EA XChange Student Community and engage with other students

Create your Activity Plan for action on your campus with your fellow ambassadors (who will do what, when, and how) and share with your Tertiary Engagement Manager. You will be provided with a Activity Planning template to help you do this.



Appendix B

**Semester Activity
Planning Tool**

Semester Activity Planning Tool

Plan Information

Institution + Campus

Ambassador team member(s)

Time period of plan (start-finish)

When and where will you meet as a campus team?

How will you communicate as a team?

Stakeholders/ Support Community:

Role	Name
Academic contact(s)	
EA Tertiary Engagement Manager contact	
Club and society contact(s)	
Room booking contact	

Your duties and other EA events to include in your plan:

These are things you know you will do as part of your role. Ensure you outline dates and locations for each activity.

Activity	Is it happening, when, where?
Presenting in lectures about activities and student membership	
Webinar(s) you will host on campus	
Other webinars (promote only)	
Masterclass Webinar	
Elevation Careers Expo	

Appendix B: Semester Activity Planning Tool

Activity	Is it happening, when, where?
Big Meet Careers Expo	
O'Week	
Campus Careers Expo	
Posters	
Social media posts	
Promote Engineers Australia events to students	
EA XChange	

Other events and activities are happening on campus:

What else will impact your plan or could give you opportunities – when you your schedule events, or plan to do preparation work?

Activity	Notes
Exams	
Holidays	
Other Careers Expos	
'Industry' Nights	
Major assessments	

Appendix B: Semester Activity Planning Tool

Risks and Challenges:

What major risks and challenges do you see and how do you plan to manage these?

Risk	Notes
<hr/>	
<hr/>	

Promotion and information notes:

What options do you have to promote events and activities?

Promotion platform	Is it available, how specific can you be with your plans?
Social media	
<hr/> Presentations in lectures (by you)	
<hr/> Emails from your school/faculty	
<hr/> Through clubs and societies	
<hr/> – Sharing information via email	
<hr/> – Sharing info via EA XChange	
<hr/> Posters	

Appendix B: Semester Activity Planning Tool

Important process information:

Things to note or know about key tasks and steps. E.g. key steps, requirements, time delays, other things you need to know when you try to do one of these activities.

Activity	Notes
Booking a room to host webinar	
Putting up posters	
Promoting events via emails	
Getting into lectures to talk to students	
Getting a stall/booth at O-Week	
Getting a stall/booth at Careers Expo	

Standing Agenda for team meeting (suggested):

- Assign Chair
- How's the team going?
- Review progress of plan
- Issues to flag, actions decided
- Reporting & Outcomes to note
- Lessons learnt
- New Engineers Australia events to include

Semester Planning Worksheet

Your duties and other EA events to include in your plan:

These are things you know you will do as part of your role. Ensure you outline dates and locations for each activity.

Institution/Campus:

Ambassadors:

Meeting plan: When and where will you meet?

Communications plan: How will you communicate with each other about this plan?

Version date:

Elevation

Date	Activity	Who	Outcomes	Notes

Appendix B: Semester Activity Planning Tool

Date	Activity	Who	Outcomes	Notes

Appendix B: Semester Activity Planning Tool

Use this tool to make a detailed plan of each major activity in your Semester Plan

Institution/Campus:

Event name

Event date

Event location

Objective of event

Description

General Roles and responsibilities:

(Person 1):
Project/event Manager

(Person 2):
What duties and responsibilities

(Person 3):
What duties and responsibilities

Appendix B: Semester Activity Planning Tool

Activity	Person	Milestone date	Status	Notes
Pick date and topic				
Inform EA of event (details such as date, who is responsible)				
Book room				
Put up posters				
Share info in lectures				

Appendix B: Semester Activity Planning Tool

Activity	Person	Milestone date	Status	Notes
Check the venue and how to log in				
Social media and EA XChange posts				
Email from academic staff to target audience				
Host event (take photos etc.)				
Send report to EA				

Student Ambassador Handbook



ENGINEERS
AUSTRALIA