This edition of the Marketing Update highlights yet another very busy time for marketing, including Open Day and major advertising campaigns.

Open Day 2010
RMIT’s Open Day was held on Sunday 8 August from 10 am – 4 pm.
Approximately 34,365 people attended Open Day 2010 (29,592 at City campus, 1,275 at Brunswick and 3,498 at Bundoora). This attendance figure was up 4.1% on the previous year.

Some new initiatives for this year included:
» College of Business operating out of Building 13
» Introduction of discipline ‘hubs’ at City campus (led by the College of Science, Engineering and Health)
» ‘Health in your hands’ demonstrations in Building 51
» Open Day iPhone app
» Introduction of general information sessions at Brunswick campus
» Additional general information sessions at Bundoora campus
» Guided tours of Building 20 (former Magistrates Court)
» Flashmob style dance event at City campus

The results of the visitors’ survey were encouraging with a 3% increase in satisfaction for ‘overall feeling of campus’; 1% increase for ‘finding your way around campus’; 2% increase for ‘overall rating of Open Day’; and 6% increase for ‘intention to list RMIT as a first preference’.

Web Marketing Open Day activities concentrated mostly around the social media and mobile front.

The Introduction of the iPhone app was received well with 1,839 iPhone Open Day app downloads (1,706 were from Australia). Based on feedback from the iPhone app September saw the first Android application produced.

Open Day advertising campaign
The campaign for Open Day 2010 used all media, from newspapers, radio, billboards, EDM’s, social marketing and search engine marketing. A great example is featured here:

The College of Business successfully staged its Open Day activities in the newly refurbished Emily McPherson Building and Alumni Courtyard. Nearly 150 business student volunteers, 47 separate presentations for programs offered at TAFE and undergraduate level were held, attracting over 2,000 attendees.

General news
RMIT representatives attended the following:
» Re-Invent you Career Expo: 10 – 11 July
» Herald Sun Careers Expo: 30 July – 1 August
» MBA and Postgraduate expo: 14 September
Combined, these events attracted over 26,000 people in total.

The last quarter also saw student recruitment representatives visit Tasmania from 5 – 9 July and Canberra from 4 – 5 August for the first time participating in the Canberra Careers Market and Tasmanian Tour. Combined, these events attracted over 8,000 secondary school students.

Activity on campus during the last quarter was also high with over 30 secondary school groups visiting RMIT. RMIT hosted over 1,400 students compared to 1,000 students during the same period in 2009. This is a 37% increase in the number of future students on campus.

Vinyl revisited
In keeping with our efforts to remain environmentally sustainable, UM has introduced an initiative to recycle our vinyl advertising billboards into usable merchandise. This includes a notebook cover and a document satchel. Each one is unique and they will be available for sale in time for Graduation 2011.
Season's Greetings cards
You can send the 2010 Season's Greetings e-card to as many people as you like via www.rmit.edu.au/seasonsgreetings/core and also order printed cards if required.

Author of my own story DVDs
Four DVDs of a suite of seven, showcasing some RMIT undergraduate, postgraduate, research graduates and alumni, were completed and presented on Open Day. These can now be viewed via the RMIT web site and You Tube and are being shown at University and recruitment events. The remaining DVD’s will be delivered by December 2010. www.youtube.com/user/rmitmedia#grid/user/EE4472C6B2B432B8

Strategic procurement project
University Marketing continues to work with the University's Strategic Sourcing and Procurement team to appoint a creative agency and media and ad agency. The Request for Information (RFI) process is now complete and responses are being reviewed prior to going to tender for these services.

RMIT social media
Web Marketing was interviewed by Anna Gemmell of William Angliss Institute (www.angliss.edu.au) on our usage of social media across RMIT University. Listen to a 30-minute interview as Stephen Scott gives an overview of our sites and services in use today.

ACADEMIC COLLEGES

College of Business
Postgraduate videos
The College has produced eleven new videos promoting postgraduate study to future students. The videos feature current students and recent alumni speaking about their experiences of studying at RMIT. This complements the TAFE, undergraduate and research videos that were launched since 2008.

To view the videos, visit the RMIT You Tube channel at www.youtube.com/user/rmitmedia

Emily McPherson Building
Postgraduate students in the Graduate School of Business and Law commenced their second semester classes in the newly refurbished Emily McPherson Building.

Large advertising hoardings highlighting the University’s postgraduate recruitment campaign and the features of the refurbished building have been erected around the site while landscaping work continues over the next couple of months. An extensive print and outdoor advertising campaign highlights the new facilities for executive training and teaching.

Extra windows onto the world
The College recently installed two additional poster display cases at the Bourke Street building. The ability to promote key events and campaign messages, particularly at peak times from July through to November, is now a little easier with a total of four large format cases. These cases are suitable for promoting activities for a general audience; the College Marketing and Business Development Unit also manages promotional content that appears on noticeboards and TV screens throughout the Business College, Building 108.

College of Science Engineering and Health
Facing the future over breakfast
The College of Science, Engineering and Health celebrated National Science Week 2010 by hosting the annual Science Careers Breakfast Seminar in Storey Hall on Friday 13 August. Addressing issues of sustainability and natural resource conservation, the theme for the breakfast seminar was ‘Facing the future—how will science meet the challenges of tomorrow?’

Thirty-two schools took part in the breakfast, which was compared by Bernie Hobbs (New Inventors, ABC Science) and included three young graduate guest speakers from the areas of sustainability, environmental and resource management.

Other Science Week events that RMIT was proud to be involved with included:
» The Victorian Space Science Education Centre Careers Expo.
» A presentation by RMIT aerospace engineering research student, Luke Webb, at Ivanhoe Grammar School which included a demonstration on the science of bottle rockets and paper planes.
» Dan Keogh (ABC Hungry Beast) ran a free public presentation, which explained why completely intelligent people do stupid, irrational things.
» Cave expert Hazel Barton from the United States visited RMIT as part of her national speaking tour looking at microbiology in caves.