

# New answers to the engagement question

Workshop: Introducing the Big iDEA

Partnerships For Change

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Doug Tomlinson, NUS Group IT & New Media Director

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# New Answers to the Engagement question

Gemma Painter  
*NUS Head of Further Education*

# The big iDEA

Digital Engagement Accelerator

Doug Tomlinson

*NUS Group IT & New Media Director*

# NUS Extra – 7 years on

- **2.5m** cards since 2006
- **£1.8m** pa for SUs
- **160** discount partners
- Vocational learner support >14,000



# NUS Digital – The first year

- UnionCloud – ‘web site in a box’
- 30 Unions piloting on our platform
- 5 FE colleges
- 4 NUS hubs
- NUS Connect migration in progress
- The best of local control & collective power



# NUS Digital & NUS Media introduction

- <http://www.youtube.com/watch?v=eWhBEkIYTX8&feature=youtu.be>

# Delivering for FE – our experience

## **POSITIVES**

- Ideas & energy
- Commitment
- Proud to work as collective

## **DIFFICULTIES**

- Limited resources
- Communication & availability
- Succession

# Digital Engagement Accelerator

*The full service solution for FE Colleges & Associations*

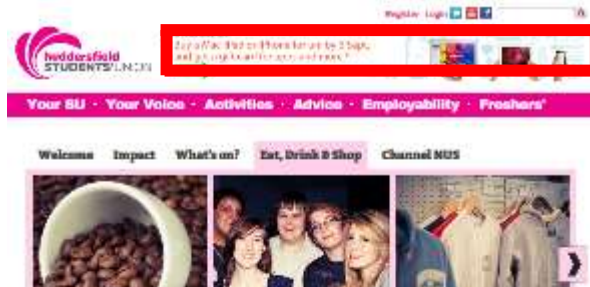


# iDEA – Your own mobile ready site

*Automatically updates social networks!*

The image shows a screenshot of the Huddersfield Students' Union website, centered within a large graphic of colorful speech bubbles containing various social media icons like Twitter, Facebook, RSS, and YouTube. The website header includes the Huddersfield Students' Union logo and navigation links: "Your SU · Your Voice · Activities · Advice · Employability · Freshers". Below the header, there are three main content areas: "Welcome Impact What's on? Eat, Drink & Shop Channel NUS". The "Your elected representatives" section features portraits and names of five representatives: Coco, Josh, Mishael, Emily, and Matt, along with links for "Union Constitution" and "Schedule of Course Reps". The "Your Union" section is divided into four columns: "NEWS" with a list of recent updates, "FEATURED" with a "Freshers' Week starts in" banner, "FACEBOOK" with a social media feed snippet, and "MEDIA" with a "Check out our latest video!" banner. The bottom of the page shows contact information and a footer with the NUS logo.

# iDEA – Ethically approved advertising income



Apple Store for Education

Buy a Mac, iPad or iPhone for uni by 6 Sept. and get a gift card for apps and more.\*

Learn more

\*Terms apply.

The advertisement features a white background with a red border. It includes the Apple logo and the text 'Apple Store for Education'. The main headline is 'Buy a Mac, iPad or iPhone for uni by 6 Sept. and get a gift card for apps and more.\*'. Below the headline is a green arrow pointing right with the text 'Learn more'. To the right of the text is an illustration of a hand holding a laptop, a hand holding a tablet, and a hand holding a smartphone. The background of the illustration is light blue with faint icons of a globe, a graduation cap, and a clock.

The screenshot shows the main content area of the website. At the top, there is a navigation bar with links: 'Home', 'About Us', 'Contact Us', 'News', 'Events', 'Services', and 'Shop'. Below this is a section titled 'Your Union' with a sub-section 'NEWS'. The 'NEWS' section contains a list of articles with dates and titles. To the right of the 'NEWS' section are three featured content boxes: 'FEATURED' with a 'Freshers' Week' graphic, 'FACEBOOK' with a social media feed, and 'MEDIA' with a 'Fresh!' video player. Below the 'MEDIA' box is a 'TWITTER' section with a social media feed.

The screenshot shows the footer of the website. It contains contact information for the Huddersfield Students' Union, including the address, phone number, and email. There are also social media icons for Facebook, Twitter, and YouTube. The footer includes the text 'Huddersfield Students' Union' and 'national union of students'.

# iDEA – Complimentary (or totally) managed content provision

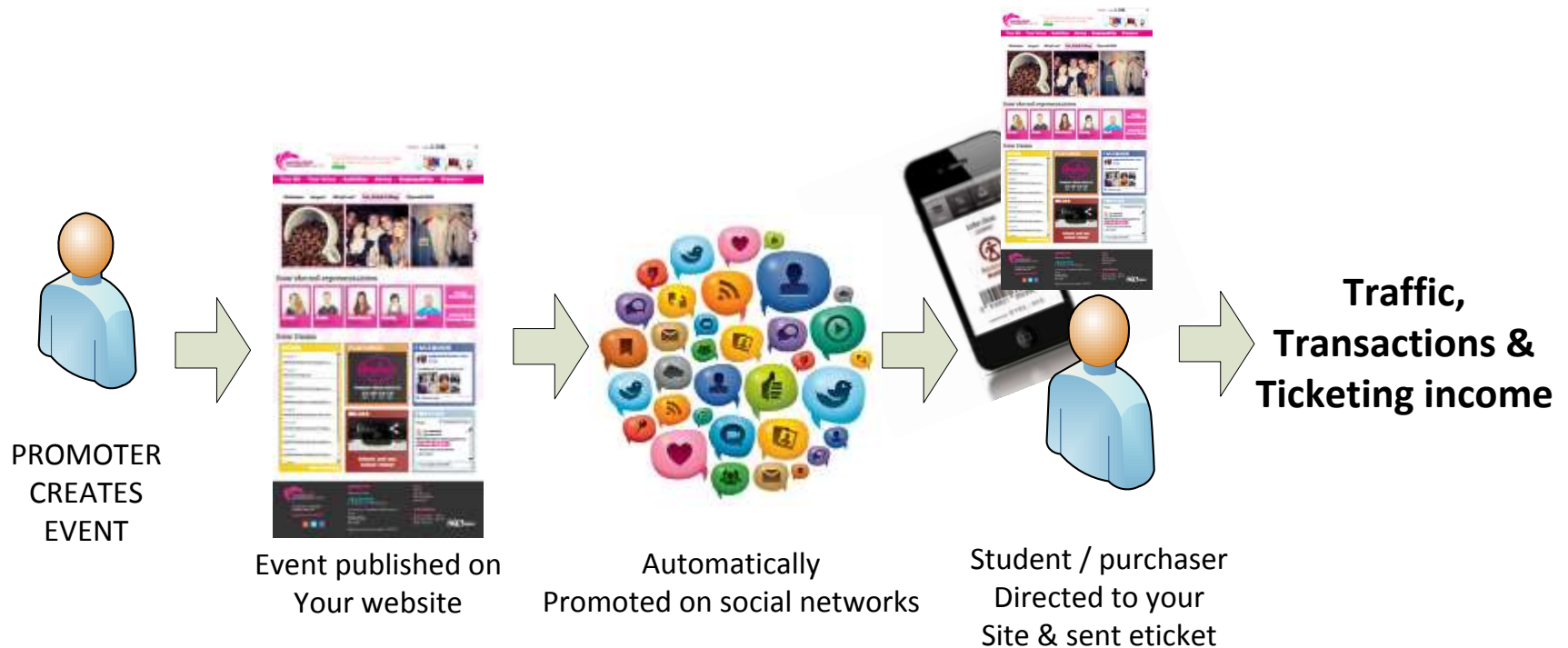
The image displays a screenshot of the Huddersfield Students' Union website. At the top, the Huddersfield Students' Union logo is visible, along with a navigation bar containing links for 'Your SU', 'Your Voice', 'Activities', 'Advice', 'Employability', and 'Freshers'. Below this, a secondary navigation bar includes 'Welcome', 'Impact', 'What's on?', 'Eat, Drink & Shop', and 'Channel NUS'. The main content area features several promotional tiles: a 'How to cope with exams' tile with an image of a student reading, a large central tile advertising 'Over 160 discounts across over 140 top brands', and a 'House-hunting checklist' tile with an image of a building. Below the main content, there are sections for 'RECENT BLOGS', 'MEDIA' (with a 'Fresh!' video player), and 'TRENDS' (showing a tweet from @huddersfield). The footer contains contact information, social media links, and the NUS logo.

# iDEA – Ethical, fully managed ecommerce with transaction income

The collage displays various sections of the iDEA website:

- Homepage:** Features a navigation bar with links like "Your BU", "Your Voice", "Activities", "Advice", "Employability", and "Proshers". Below this are sections for "Your elected representatives" (listing names like Oona, Josh, Mishoon, Emily) and "Your Union" (with a "NEWS" sidebar and a "FEATURED" section for "Proshers").
- Product Page:** Shows a red hoodie with a "BUY 3 TEES FOR £30" promotion. The page includes a "Product Description" and a "BUY THIS NOW" button.
- Contact Page:** Contains a "CONTACT US" form with fields for name, email, and phone number, and a "QUICK LINKS" section.
- Ad Banners:** Several "Ad Banner" placeholders are visible, with "Square Ad size 250x250" and "Leaderboard Banner 728x90" labels.

# iDEA – Fully managed event options generating ticketing revenue



# iDEA – NUS Extra discount card generating traffic & income

**Big fun**  
small cost

from £12 for 12 months of discounts  
buy now at [nus.org.uk](http://nus.org.uk)

**nus**

**national union of students - NUS**

Your BU - Your Voice - Activities - Advice - Employability - Freshers

Welcome Impact What's on? Eat, Drink & Shop Channel NUS

Your elected representatives

<b>Colin</b> President	<b>Jack</b> Vice President	<b>Michelle</b> Secretary	<b>Emily</b> Treasurer	<b>Matt</b> Chairman	Single Representatives
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Your Union

**NEWS**

- 19 Aug 10
- 18 Aug 10
- 17 Aug 10
- 16 Aug 10
- 15 Aug 10
- 14 Aug 10
- 13 Aug 10
- 12 Aug 10
- 11 Aug 10
- 10 Aug 10
- 09 Aug 10
- 08 Aug 10
- 07 Aug 10
- 06 Aug 10
- 05 Aug 10
- 04 Aug 10
- 03 Aug 10
- 02 Aug 10
- 01 Aug 10

**FEATURED**

**FRESHERS**

Professional Week starts on 23-28.12.10

**FACEBOOK**

**MEDIA**

Check out our latest video!

**TRITTER**

**CONTACT US**

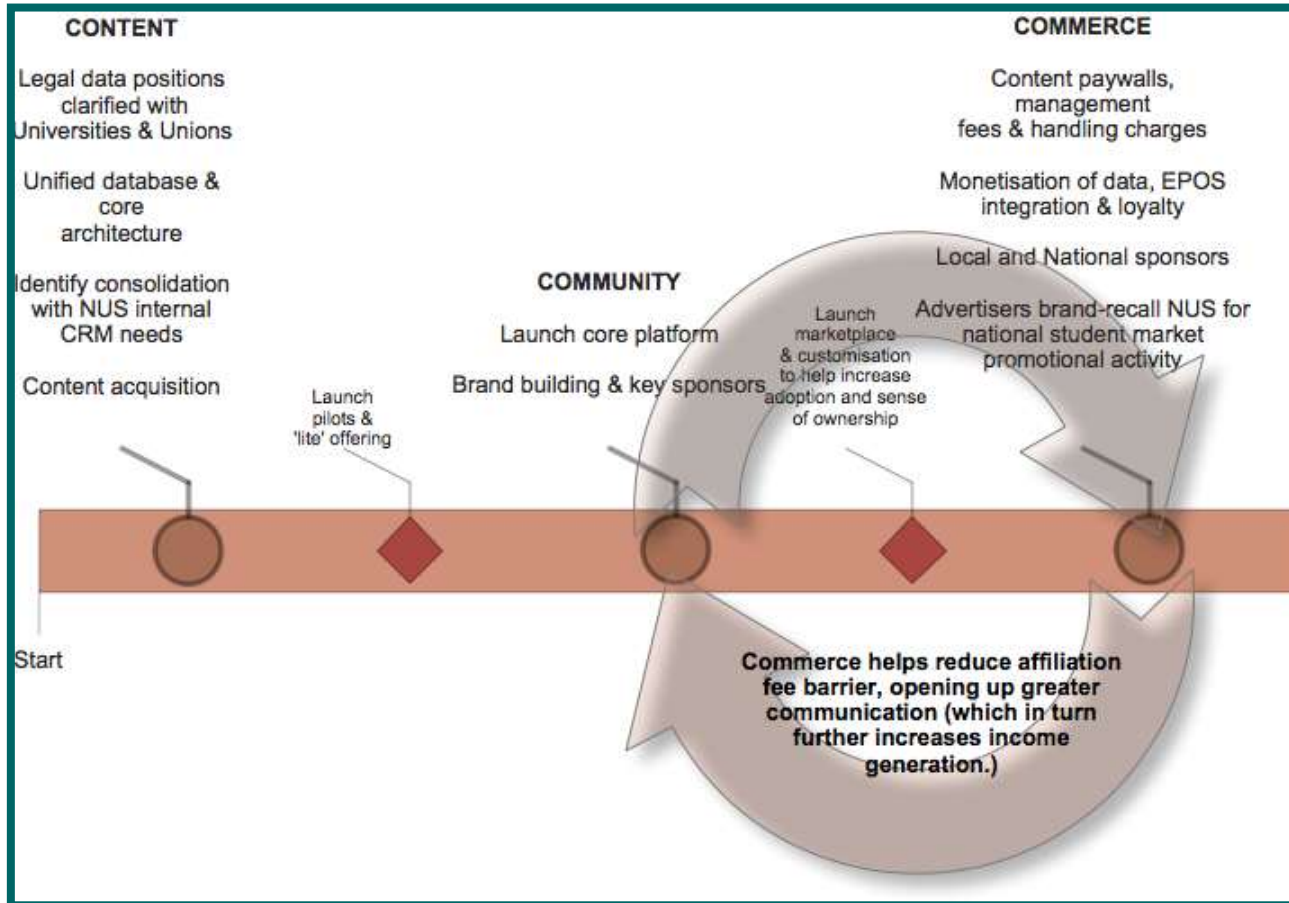
University of London  
University of Manchester  
University of Warwick  
University of York

**nus**



# iDEA – Content, Community, Commerce

(or Content, Collectivism, Campaigning)



# Key features & benefits

*Supporting on/offline engagement activities*

## **FEATURE**

- Free mobile ready web presence
- Content and community management
- Ecommerce
- Event management
- Discount card

## **KEY BENEFIT**

- State of the art, maintenance free
- Zero cost, fully managed traffic building
- Transaction income
- Ticketing & transaction income
- Commission



# Income into Engagement

## *The Student Voice Fund*

# Q&A session

**What are the benefits?**

**What are the concerns?**

**How can we make this work for you?**