

# The NORDTEK Face

*Student meeting, June 2016, Denmark*

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## **Motivation:**

At the NORDTEK Conference in Stavanger 2014, the idea of having a student/past student marketed as the NORDTEK Face was presented. The main goal of the NORDTEK face was to be used in promotional material, to be included in different NORDTEK relevant meetings and to promote the network at various events and places. An assessment of 3 different possible options were made by Jesper Birch Carlsen (SIF) and presented, for discussion on the NORDTEK pre-meeting in Finland 2016, and this is the further work done based on Jesper's proposals.

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# Proposal for the student meeting in Odense 2016

## **The promotional NORDTEK Face**

*Proposed by: Pre-meeting team 2016*

### ***Motivation***

In cooperation with the General Secretary the NORDTEK Face, NF, will develop a marketing strategy for making the NORDTEK network more visible all year around for the interested students and staff. NF will be the facilitator for the needed advertising and will also be responsible for motivating the student members of the network. The NF will have primary focus on the student network, though being for all the NORDTEK network, because the growth potential lies within the student participation. More awareness from the students can be the key factor to get more companies to invest in the network.

### ***The process***

#### **Recruiting**

The recruiting of the NF will be done by the The Country Responsible Meeting Group (TCRMG) in aid with the NORDTEK student board member, and the NF can be a student or former student at one of the NORDTEK universities. The NF must possess the needed skill set in marketing and the professional and social skills to motivate students to participate in the network.

#### **Stages**

Realising that the network might think it's a lot to start up, 3 stages are presented, and the preceding level must be completed and presented to the TCRMG before they can approve any advancement. Stage 2 must also include some results to back up the efficiency of the initiatives.

The 3 stages (initiatives is suggested below):

- 1) Develop a marketing strategy and start up initiatives to advertise for the students
- 2) Maintaining the initiatives for period of one year
- 3) The NF will be responsible for activities for the NORDTEK students in their respective countries, to create more awareness of the network

### ***Initiatives***

At the first stage, the marketing strategy could focus on the advertising and the target group at first. Facebook could be used as a starting platform where ambassadors is appointed by the contact persons or the NF, to make some post at the site. These ambassadors will have a period of a week or a month to post a number of post, and can be students currently on a NORDTEK exchange (or past exchange), or it can be a dean or the general secretary.

### ***Cost and benefits***

The NF will have to be employed to ensure a minimum work done, and in the first 2 stages with starting point in the suggested social media initiative, will require up to 150 working hours in the first year with very little or no traveling. After a year the result should be, that the social media site is still growing and have weekly

interactions from students in partner universities, resulting in highly improved involvement and participation from the students at the student meeting. Improving these factors should also increase the numbers of NORDTEK exchanges and could help the awareness from companies to be interested in some cooperation with the network.

## Original proposals by Jesper B. Carlsen for the pre-meeting in April 2016

### Introduction and frames of the NORDTEK FACE

The proposal from Lennart included a set of proposed requirements to the NORDTEK Face. The requirements can be split into two categories, the work connected to the NORDTEK Face and requirements to the chosen person.

#### **Requirements to the work done by the NORDTEK Face:**

- Candidacy lasting 2 years at a minimum
- Has to be connected to a local student organization or institution
- Has to participate in conferences and all NORDTEK connected meetings during the candidacy
- Promotion of the network through channels:
  - Youtube, Facebook, Videos, Website, etc.
- Presenting for member institutions including students and scientific staff
- Has to maintain contact to the different student representatives of the NORDTEK Network

#### **Requirements to the person chosen as NORDTEK Face:**

- A member institution will be able to present a candidate for the NORDTEK Face. A maximum of two candidates per country can however be presented - a primary candidate and a runner up (in case that the primary candidate has to resign)
- The Country Responsible Meeting Group will elect the NORDTEK Face (and the runner up) based on the candidacies presented
- Competencies of the NORDTEK Face that are needed
  - Communicative and social skills
  - Innovation, academic and entrepreneurial skills
  - Is/Has been a NORDTEK student, or active in the NORDTEK Network, and not more than 5 years since graduation

## Compensation for being the NORDTEK Face

- Possibility of scholarship in an attractive institution / company
- Compensation for travel expenses at all events
- Compensation for activities requested by the NORDTEK Face

The requirements and compensation are subject to change, dependent on the feedback from the student meeting.

The following section will present three different proposals to the implementation of the NORDTEK Face **work**, and include a matrix for visualization of the different workloads.

## Proposal 1 - The organizational NORDTEK Face

*Proposed by: Jesper Carlsen, Active Member, SIF (Odense).*

### *Original text*

The NORDTEK Face is presented in a few bullets, with the possibility to expand the description after discussions

- Organizational responsible for the student network
- Implementation of projects for NORDTEK with inclusion of student organizations. Doing occasional meetings with student organizations
- International relations with higher education institutes and student representatives
- Part of the planning of the pre-meeting and student conferences
- Strengthening of the network from the inside, and making contact-lists/communicative options

<b>Time/Travels</b>	<b>Voluntary part</b>	<b>Paid part</b>	<b>Promotional part</b>	<b>Organizational part</b>	<b>Amount of meetings</b>
Medium	High	Medium	Low	High	High

### *Motivation*

The NORDTEK face is responsible for the building of the organization among the student representatives in the network. This means that the NF is a complementary active link, to the NORDTEK Student Board Member, between the NORDTEK board and the student representatives. Meaning that different projects, perspectives and communication is done through the NF, and making the position rather used for internal purposes than external.

### **Discussion:**

1. *Name, position:* Input for the discussion
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## Proposal 2 - The promotional NORDTEK Face

Proposed by: Jesper Carlsen, Active Member, SIF (Odense).

### Original text

The NORDTEK Face is presented in a few bullets, with the possibility to expand the description after discussions

- Promotional responsible for the NORDTEK Network, projects and marketing
- Implementation of digital strategy for promotional purposes
- International relations with higher education institutes and student representatives, but only for informal purposes
- Strengthening of the visibility of the network
- Media awareness and participation
- Low time consuming part, since most can be done from home-office

<b>Time/Travels</b>	<b>Voluntary part</b>	<b>Paid part</b>	<b>Promotional part</b>	<b>Organizational part</b>	<b>Amount of meetings</b>
Low	Low	Medium	High	Low	Medium

### Motivation

The NORDTEK face is responsible for building the marketing strategy of NORDTEK, for students, staff and interested people to endorse and share the knowledge stored in the NORDTEK Network. The NORDTEK Face is purely responsible for different promotional activities, and is not part of implementation of projects and strengthening of the network, and therefore rather external than internal.

### Discussion:

2. *Name, position:* Input for the discussion
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## Proposal 3 - The full-time NORDTEK Face

Proposed by: Jesper Carlsen, Active Member, SIF (Odense).

### Original text

The NORDTEK Face is presented in a few bullets, with the possibility to expand the description after discussions

- Promotional responsible for the NORDTEK Network
- Visiting all member institutions and creating awareness of the network among student organizations
- On request included in different NORDTEK Projects to facilitate a platform between students and the NORDTEK Board, with decision power
- Creating website content, social media and content for the student meetings
- Facilitating the student network, with cooperation with the NORDTEK Student Board Member

Time/Travels	Voluntary part	Paid part	Promotional part	Organizational part	Amount of meetings
High	High	High	Medium	High	High

### Motivation

The NORDTEK Face will be employed on a full time basis, a high responsibility in terms of keeping the student network active, promoting the network in all mentioned ways and carrying out projects in cooperation with different member institutions. The NF will be required and expected to use a lot of "voluntary" hours along with the position as employed for the network. The position is a combination of internal and external purposes.

### Discussion:

3. *Name, position:* Input for the discussion