

NEW
ACADEMIC
STREET
HEROES



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Monika Engelhard
Assistant Director, Marketing & Business Development

nas.rmit.edu.au



Monika has been at the forefront of communicating the message of the NAS precinct from day one.

Assistant Director of Marketing & Business Development Monika Engelhard was pivotal in the early internal promotion of the NAS project, as well as the planning and implementation of initiatives and communications. Her work has been instrumental in educating people about the project and advising them of the benefits to come.

“There were always going to be people who didn’t initially want to do things, so I did things like go to all the school executives and give presentations for the NAS project when the escalators were installed, and helped with some ideas about what communications were funnelled where – to get the right people communicating. I talked to other people and say ‘You know, we will have some spaces that students will love using’ or ‘This campus will feel more modern, more contemporary,’” Monika says.

Initially, even Monika was sceptical about promotion of the NAS project. When it comes to RMIT though, her question has always been ‘How can I help?’ so as soon as the decision was made, Monika was thinking about how to participate and give.

“Once it’s been decided, I’ll go ahead and do it. So to me, I’ve always been about opinion with just about every project. You had the internal arguments, you lose them, and you just have to suck it up. A decision has been made to do it, let’s make it as positive an experience as we can for those involved, particularly our students, so they’re at least inconvenienced as possible,” she says.

“My role was really sort of in those initial phases of setting that up. Then I had a few ideas along the way of how we could use the building process for students. I was involved particularly in early discussions and thinking about how you prepare staff for the disruption and how you prepare and empower the students. So, there were a lot of conversations and early discussions to think about what the disruption means and how plan for it.”

As well as her role communicating the project before commencement and during the initial roll-out, Monika

Communicating change

also helped initiating the WIL (Work Integrated Learning) program, which has been a feature of the NAS project. As part of this project, Students from across RMIT have been provided real-life professional experiences in areas as varied as construction, design, writing and editing, animation, film and photography.

This project has been very different to other RMIT construction, so the way the RMIT has had to work with stakeholders has also been quite different. The NAS project is what is known as a live site, which means that it’s going on in a space that is still open.

“And so this project quite different, it’s kind of like a renovation as opposed to a new build. There’s always something more exciting about a new building in your own street...It feels really annoying because we can’t actually see the impact of what we’re doing, as we’re doing it.”

Monika is proud of the way her colleagues have prioritised the needs of students every step of the way.

“The conditions in NAS were put on to try and protect the students. I think that’s the really good thing about NAS. It said, ‘The student experience is still important; it will be impacted, but let’s try to make sure learning happens.’ They could’ve said, ‘Let’s go and rent an office block and move all the students out and just gut it quickly and do that’ but they didn’t,” she says.

“I think people have worked together to deliver the project really well from my perspective and from the marketing and communications community. Because we are here and we see the potential for future students and staff and that’s exciting and a great new story to tell.”