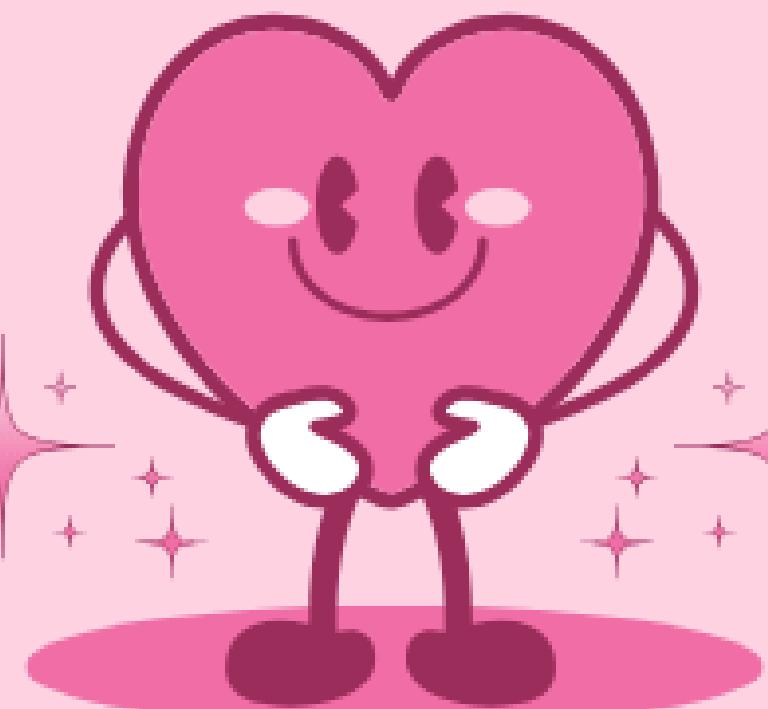


CHANGEMAKER PROGRAM



20

21

SHARE YOUR STORY  
SHAPE YOUR FUTURE

# Changemaker Project

Presented By Group 15  
Phuong Linh Tang  
Luca Agnos  
Emma Balmforth  
Mahfuz Ahammed



# AGENDA



**03.** Overview

**04.** Current Challenges

**05.** Project Goals

**06.** Scope

**07.** Project Evolution

**08.** Data Analysis

**09.** Key Outcomes

**10.** Marketing

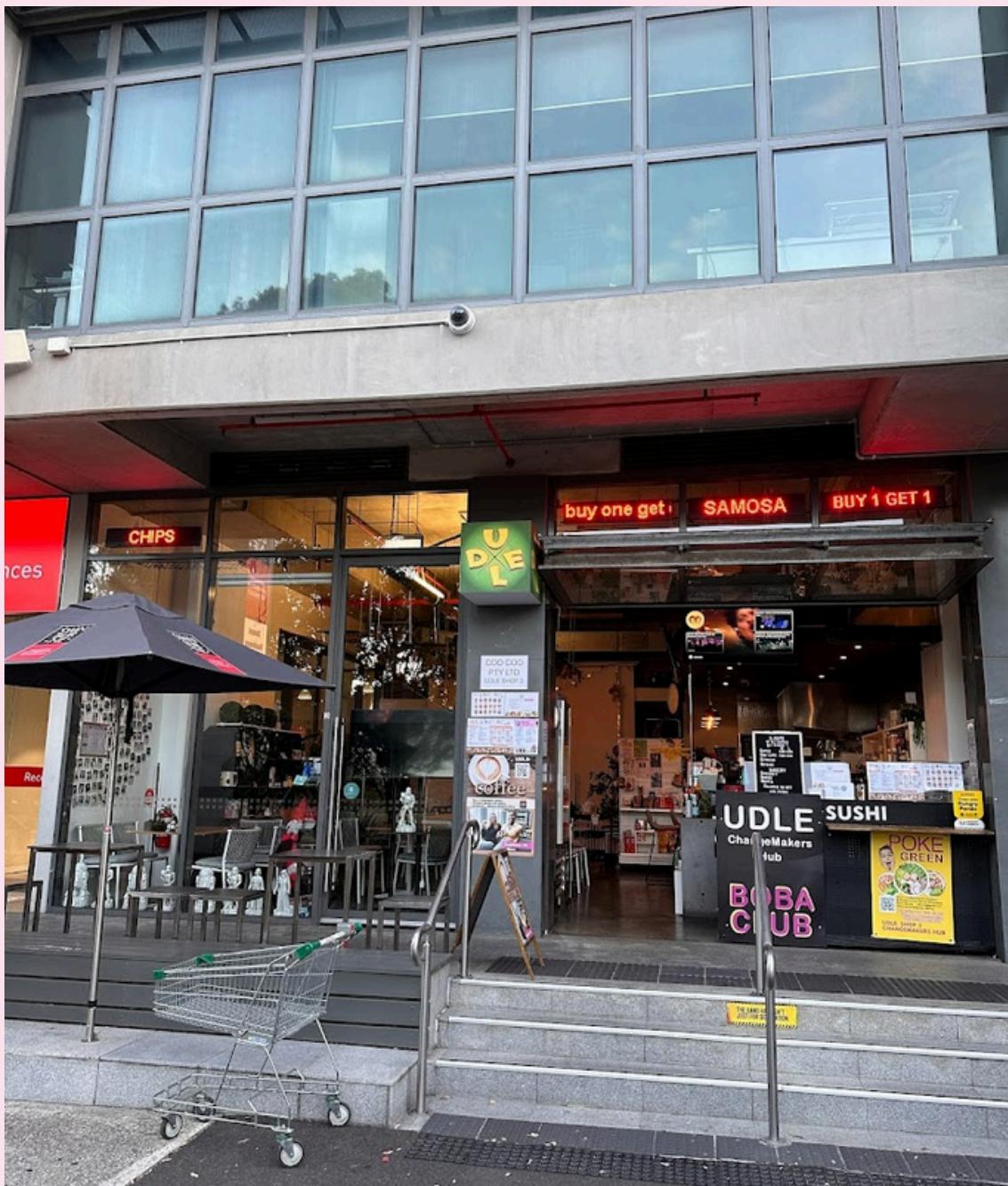
**11.** Persona's & Surveys

**12.** Key Outcomes

**13.** Recommendations

**14.** Implementation Plan

# OVERVIEW OF THE CHANGEMAKER PROGRAM



- Introduced in 2023
- Aims to support students personal and professional goals.
- Over 1,000 members
- Self funded and operated by Marco

# CHANGEMAKER PROGRAMS CURRENT CHALLENGES

- Brand confusion
- Limited Marketing and Visibility
- Operational Constraints
- Lack of Resources
- Student Engagement





# PROJECT GOALS

- **Increase Awareness and Accessibility:** Use digital channels and on-campus promotions to make the program more visible to students.
- **Volunteer-Driven Support System:** Recruit past participants as volunteers to ensure sustainability without additional costs.
- **Solidify Brand Identity:** Create a distinct brand for Changemaker, differentiating it from other ventures.



# SCOPE & DELIVERABLES

- **Data Analysis:** Provide actionable insights by segmenting Changemaker's participant data
- **Brand Development:** Create a unique logo and messaging to differentiate Changemaker from other ventures.
- **Feedback Mechanism:** Implement surveys and engagement tracking mechanisms to build detailed participant profiles.
- **Marketing Campaign:** Propose a comprehensive digital marketing and email strategy to increase program awareness.



# PROJECT EVOLUTION

- **Partnership:** Collaborating with Swinburne University and students.
- **Email Marketing:** Provide updates to members.
- **Digital marketing strategies:** Showcase successful stories to encourage others to try.



# DATA ANALYSIS

## Barista & Contact Spreadsheet

12/4	Psychology	I went to Sv
Kumara 12/16	Become a commercial pilot and travel the world	Through on
Aduga 11/2	Hiking and biking/ traveling	Saw some p
Joshi 9/17	Helping others	It was infro
apasin 9/7	Civil Engineering	Visited the s
udhiraj 5/23	I want to pursue business with environmental cons	I was walkin
udhiraj 5/23	I want to pursue business with environmental cons	I was walkin
Der A 4/19	music	i saw it at u
10/25	Dance	Found the s
uja 4/9	To make people smile	In university
ee 1/12	Cooking ^^ & journaling ^^	Is on campu
3/23	Psychology and to help people	Saw it on ca
4/26	making people smile	Campus
elson 1/25	To change mental health treatment	Saw them o
ima Ah 10/23	My passion is drawing and animating new virtual w	Through Un
Lin 4/1	Create a awesome games	Just cross
ag 1/30	I am passionate about helping people solve their le	Visited the i
ayes 11/15	Building things	Was walking
ond 6/17	Sneakers	Walking thr
ilan 3/12	music	on campus
smith 7/11	Photojournalism	Walked pas
ain 1/28	Dancing	Google
a Nana 8/10	Create an impact	Saw it in car

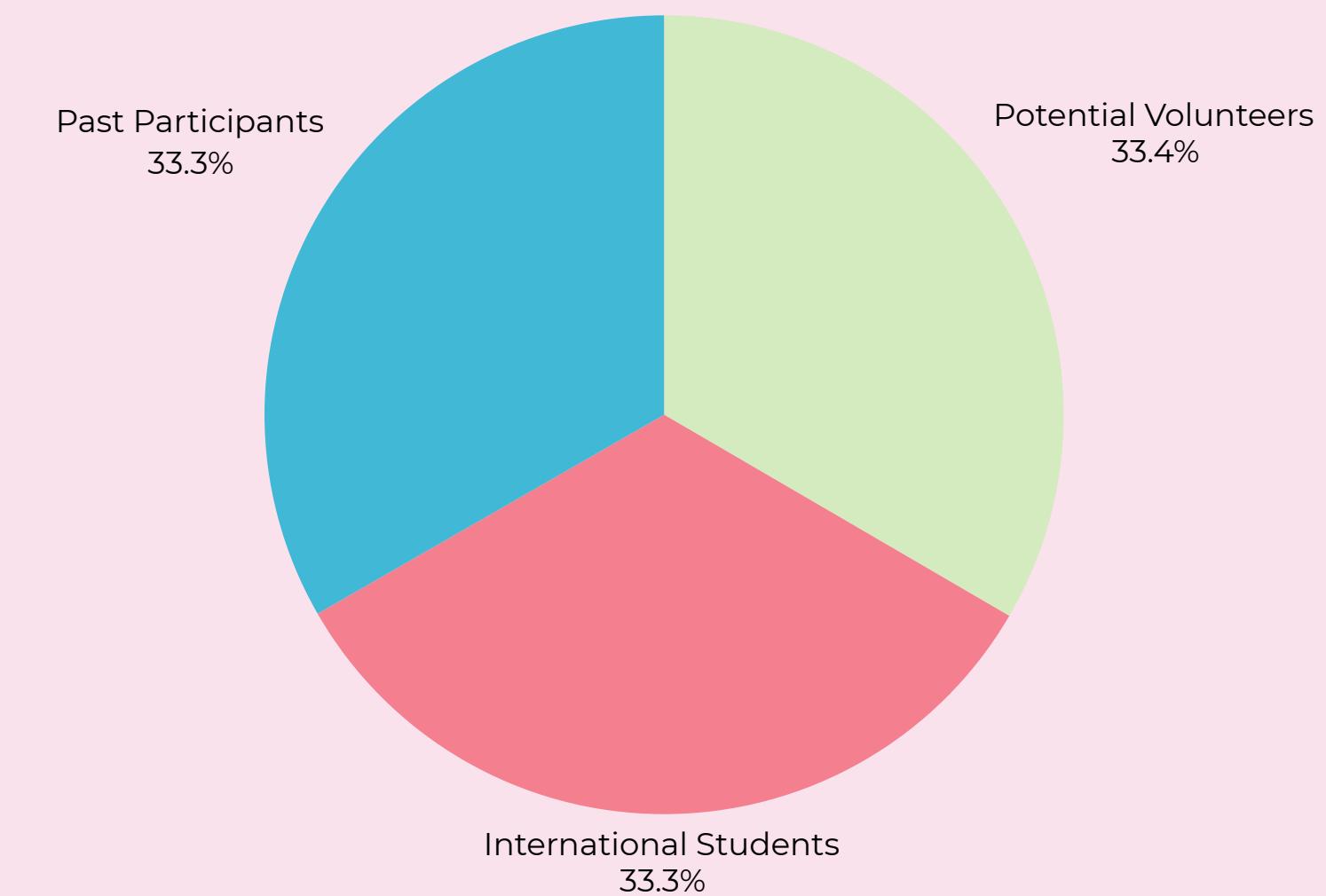
First Name	Last Name	Mobile Phone Number	Comment / how many p
GANESH	ITHARAJU	0451907266	Looking forward to learn
Lohita	Thacoor	0466044323	2
Michael	Zhong	0421069231	1
Ayra Fatima	Ahmed	0422328870	1
Tom	Cao	0426473275	1
Tom	Cao	0426473275	1
Thanh Bao	TRUONG	046428464	1
Tasnim	Hossain	0416844466	1
Tasnim	Hossain	04176844466	1
Annabel	Zhang	0468349086	1
KimLeng	Ly	0423392017	It just me. I'm interested
Sovathanak(Be Sroy		0426 466 777	1
Carmen Jing H Ng		61422574318	1
Samreet	Kaur	0412040712	2
Manika	Kriplani	0478048474	1 (me)
Timothy	Laing	0409143936	1
Mathew	Folscher	0423490213	1
Kristen	Gomez	0422463172	1
Allyssia	Chung	0403109027	1
Taj	Islam	0447540807	1
Tanisha Imam	Doha	0416242812	2
Radietya	Alvarabie	0413505017	1
Avick	Rahman	0451906166	1

## Google Reviews

<p>Service: 5 Atmosphere: 5 ... <a href="#">See more</a> <a href="#">View on Google</a></p> <p>NHI UYEN June 29, 2024 05:19 PM ★★★★★</p> <p>Miu Kayama June 29, 2024 05:19 PM ★★★★★</p> <p>King Yiu June 29, 2024 05:19 PM ★★★★★</p> <p>Isabella Park June 29, 2024 05:19 PM ★★★★★</p> <p>hung pham June 29, 2024 05:19 PM ★★★★★</p>
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# KEY OUTCOMES

- Segmentation and Categorization
- Deeper understanding of participant motivations
- Valuable feedback provided



Name	GOOGLE REVIEWS	Rating	Sentiment	Label
Mayland Chen	Nice vibe, chill place to hang out after class or during breaks, small restaurant with lots to offer, games, snacks, burgers, ramen, coffee, and boba ramen is highly recommended to try	*****	positive	food
Annik Dhilafini	cuteesttt friendly cafe!!! must visit!!	*****	positive	owner
Mahin Hasan	0	*****	positive	neither
MD SADMAN ISFAR	0	*****	positive	neither
Kate T	What a slay. Really fun time when you are on swim campus. PLEASE PLEASE PLEASE let uncle boba surprise you! :3 say hi to Leo uncles shoulder gremlin. <333 (^o^)b	*****	positive	both
Mama's Rasoi	Best cafe I've ever been	*****	positive	neither
Cecil Palmer	got free mochi and delicious mystery boba	*****	positive	food
sam collins	The burger and the boba is very nice best in thus area	*****	positive	food
	Visited Udles with my girl best friend for the first time and had an amazing experience! The owner is the best chef and the friendliest person I've met in Melbourne.			

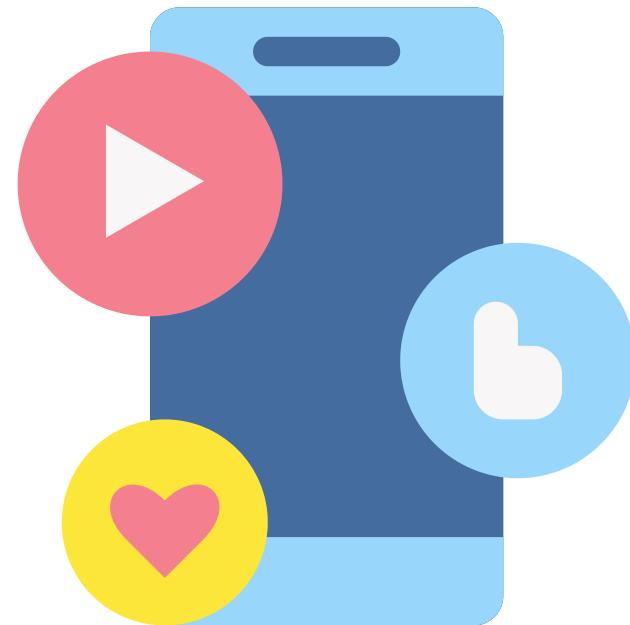
# MARKETING

Our marketing strategy leveraged both social media, particularly Instagram, and email campaigns through Mailchimp to effectively reach and engage our target audience. These two platforms were chosen based on their ability to segment audiences, align with our brand, and increase student interaction with the Changemaker Project.

## Email Campaign Strategy



## Social Media Campaign Strategy





# PERSONAS

**Persona 1**



**RILEY HARPER**

**Age:** 21  
**Major:** Business Management  
**Year:** Full Time 3rd year undergraduate  
**Job position:** Part Time Marketing Intern  
**Location:** South Melbourne  
**Travel time to campus:** PTV 47min/Car 35min  
**Birthplace:** Australia  
**Hobbies:** Fitness, reading, and volunteering

**Motivations**

- Wants to build a strong resume with real-world experiences.
- Is looking for networking opportunities and professional growth programs.
- Interested in workshops on leadership, communication, and project management.
- Riley joined the Changemaker program to enhance her leadership and project management skills.
- She wanted to make an impact on campus by working on projects with a social or environmental cause.

**Challenges**

- Overwhelmed by the variety of student offerings on campus and struggles to distinguish between them.
- Time management is a challenge, balancing her academic, part-time job, and club activities.
- Initially, Riley struggled to understand how the Changemaker program differed from other student programs on campus.
- She found the program's branding unclear and almost overlooked it because she thought it was connected to the UDL cafe.

**Goals**

- To gain valuable experiences that can help her stand out in a competitive job market.
- Improve her leadership and team-building skills.
- Riley is now looking to help improve the Changemaker program and engage other students by sharing her experiences.
- She sees the potential for more students to benefit from the program, but feels stronger branding and better communication are needed.

**Preferred Channels**

- Instagram
- Swinburne newsletter
- Student clubs

**Persona 2**



**RAVI AGARWAL**

**Age:** 25  
**Major:** Masters in computer science  
**Year:** Full Time 1st year postgrad  
**Job position:** Part Time Software development intern  
**Location:** Hawthorn (on-campus)  
**Travel time to campus:** NIL  
**Birthplace:** India  
**Hobbies:** Travelling, photography, and games

**Motivations**

- Ravi is eager to improve his skills, especially in leadership and communication, while building a network in Australia.
- He is searching for opportunities to contribute to meaningful projects that align with his career aspirations.
- Wants to gain work experience and build connections in the Australian job market.

**Challenges**

- Ravi finds it difficult to navigate all the available programs on campus and is unsure which ones are tailored to international students.
- He is concerned about his ability to connect with local students and professionals, given cultural and language differences.
- Faces difficulty understanding the range of opportunities available at Swinburne.
- Feels disconnected from the broader student community.
- Language barriers and cultural differences sometimes make him hesitant to join new activities.

**Goals**

- To find a supportive network that can help him grow both personally and professionally.
- Gain practical experience through the Changemaker program that aligns with his career aspirations.

**Needs**

- A clear understanding of how the Changemaker program can help international students like him gain experience and build a network.
- More tailored outreach to international students to make them feel included in the program.

**Preferred Channels**

- Email
- Student orientation events
- Social media targeting international student communities

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**Persona 1 - A third-year student and past participant looking to improve leadership skills and resume-building opportunities.**

**Persona 2 - An international postgraduate student seeking guidance and opportunities to connect with local students and build a network.**

**Persona 3**



**SARAH ADAM**

**Age:** 20  
**Major:** Design  
**Year:** Full Time 1st year undergraduate  
**Job position:** Casual restaurant waiter  
**Location:** Carlton  
**Travel time to campus:** PTV 57min/ Car 24min  
**Birthplace:** Australia  
**Hobbies:** Digital art, concerts, and hiking

**Motivations**

- Sarah is eager to be part of a community that helps her grow personally and professionally.
- She wants to gain practical experience in event organization and design by volunteering with the Changemaker program.
- Wants to connect with a community of students who share similar interests.
- Interested in developing professional skills but needs guidance on where to start.

**Challenges**

- As a first-year student, Sarah is still adjusting to university life and is unsure how to balance her academic workload with volunteering.
- She's uncertain about the structure of the Changemaker program and how her specific skills can be used to support it.
- Unclear on the differences between various programs offered at Swinburne.

**Goals**

- To find an outlet to develop her creative skills while also gaining practical experience for her future career.
- Get involved in student-led projects that align with her design interests.

**Preferred Channels**

- Campus events
- Peer recommendations
- Social media

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**Persona 3 - A first-year student interested in volunteering to gain practical experience and develop design skills.**



# STUDENT SURVEY



## Changemaker Program Feedback Survey

Thank you for participating in the Changemaker program. Your feedback is essential for us to improve and increase the program's reach. Please take a few minutes to answer the following questions and help us create a better experience for future participants.

Please note:

- Participation in this survey is voluntary.
- The information you provide will be kept confidential and used solely for the purpose of improving the Changemaker program.
- Any identifying information (such as name and email) is optional and will only be used to contact you for follow-up, if necessary.
- Your responses will be analysed anonymously, and no personal data will be shared with third parties.

By proceeding with this survey, you are giving consent for us to collect and use your data in accordance with these terms.

Do you consent to participate in this survey and for your data to be used for the purposes stated above? \*

- Yes
- Yes (anonymous)
- No (If you select this option, your responses will not be recorded, and you will exit the survey.)

On a scale of 1-5, how satisfied were you with the overall experience of the Changemaker program? \*

1      2      3      4      5

Not satisfied

Extremely satisfied

What did you enjoy the most about the Changemaker program?

# STUDENT CLUB SURVEY

## CHANGEMAKER PROJECT SURVEY

✖ ⋮

At Changemaker, every student's story is powerful and has the potential to inspire change, not just in their own lives but in the lives of others. That's why our slogan, "**Share Your Story, Shape Your Future**," embodies our commitment to helping students unlock their full potential through personal growth, community support, and meaningful collaboration.

We are reaching out to gather valuable feedback from student clubs like yours that have previously collaborated with **Changemaker** or **UDLE**. Your insights are crucial in helping us improve our project outcomes.

By completing this survey, you're not only sharing your experiences but also shaping the future of the Changemaker program to better serve the next generation of students.

We appreciate your time and candid feedback, and we look forward to building even more impactful collaborations in the future.

Thank you for being part of this journey!

Warm regards,  
Team 15- Changemaker

How would you rate the overall success of the collaboration? \*



Very successful

What were the key benefits your club experienced from collaborating with Changemaker or UDLE?

Short-answer text

How many members are currently in your club \*

- Less than 10
- 10-50
- 51-99
- Over 100

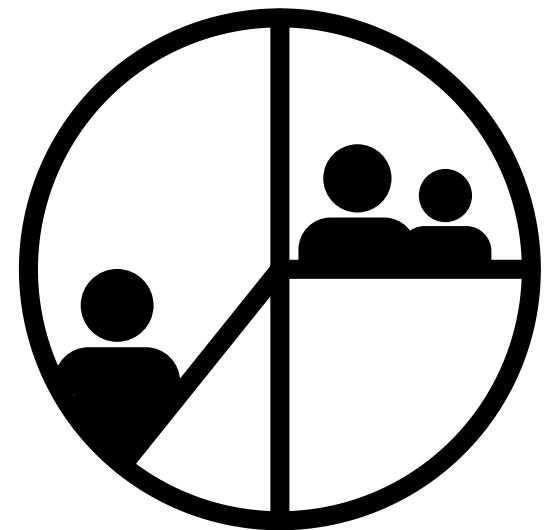
Have your club ever collab with UDLE/ Changemaker Program? \*

- No
- Yes

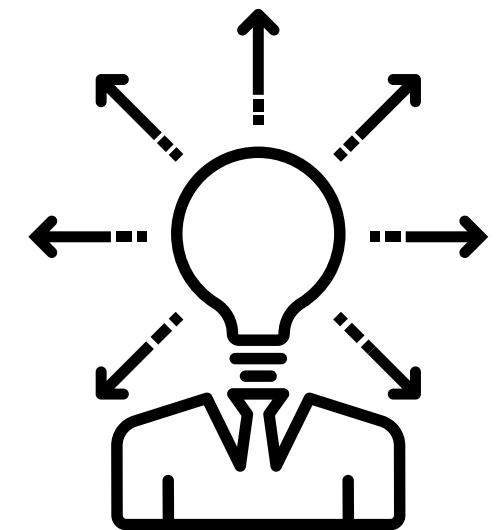


# KEY OUTCOMES

Audience Segmentation



Brand Alignment

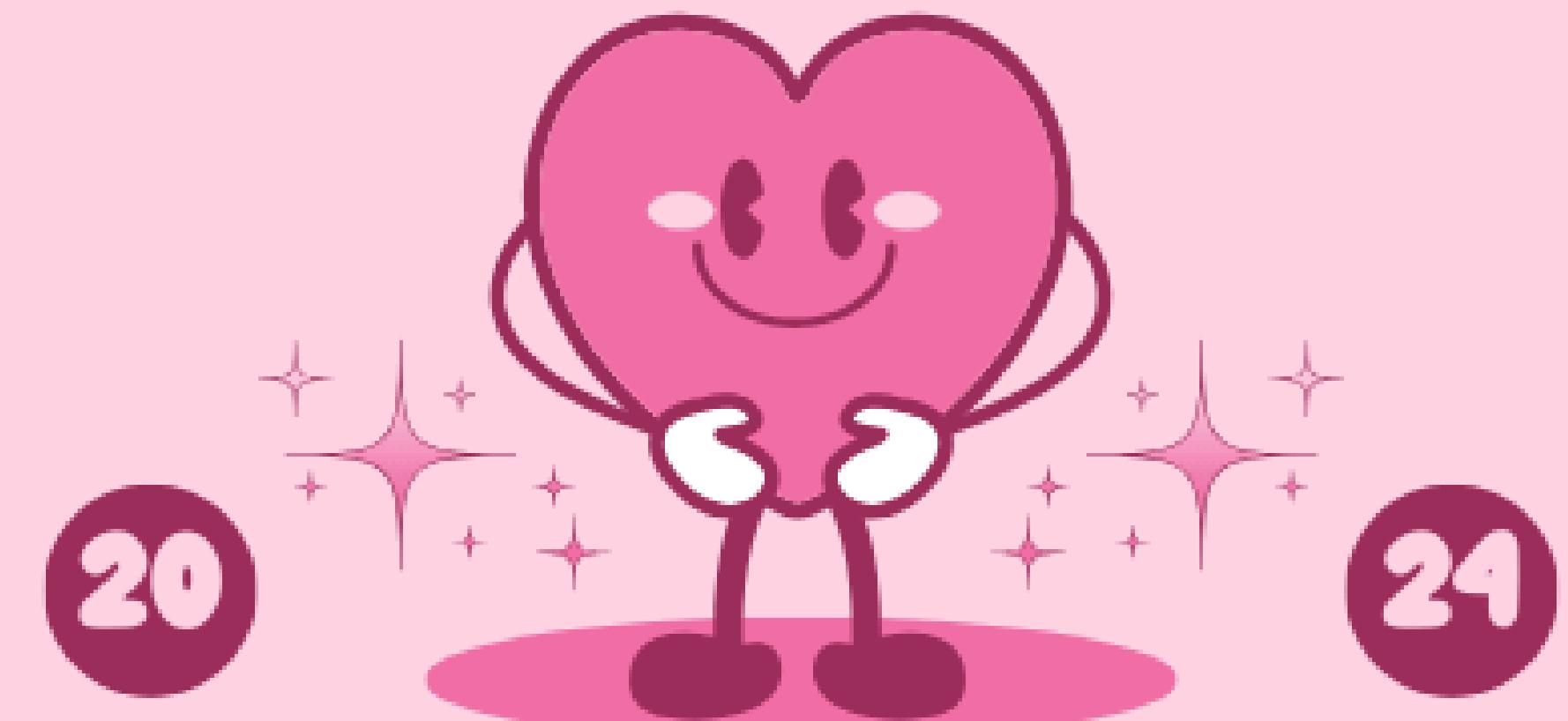


Increased Engagement



# NEW LOGO

# CHANGEMAKER PROGRAM



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SHARE YOUR STORY  
SHAPE YOUR FUTURE

# RECOMMENDATION



**Consistent Branding**



**Expand Digital Presence**



**Formalize Data Management**



**Develop Long-Term Volunteer Strategy**

# IMPLEMENTATION PLAN

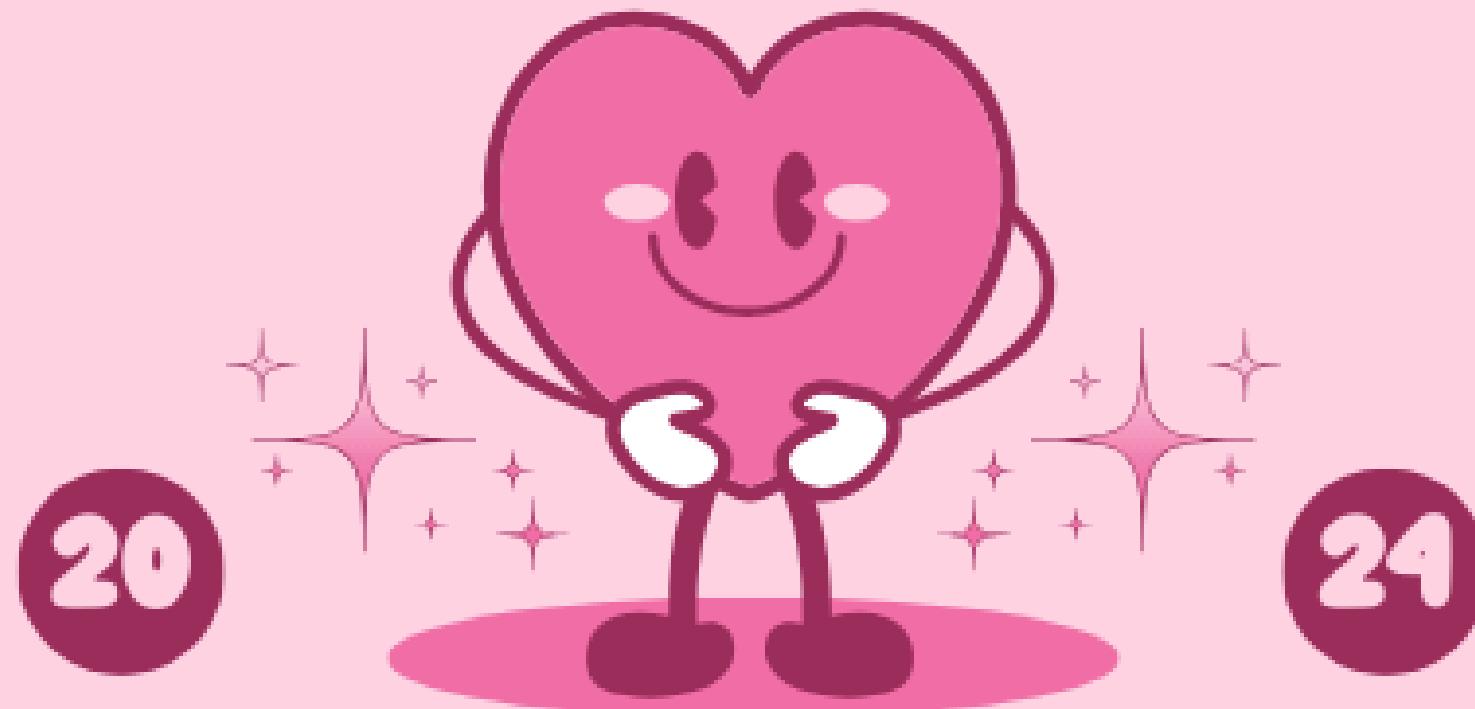




- **Maximize Year-Round Engagement:** Implement targeted outreach to maintain visibility and strengthen connections with students.
- **Enable Data-Driven Strategy Adjustments:** Use feedback and engagement metrics to refine future strategies



# CHANGEMAKER PROGRAM



**SHARE YOUR STORY  
SHAPE YOUR FUTURE**

# Thank You!

**Any Questions?**