

Annual Report 2014

Current Media RMIT Hanoi

I. General Report

1. Semester A 2014

Print magazine – Issue 7 – Love

Current Media successfully produced and distributed 400 copies of **Current Magazine 7th Issue** with the theme 'Love' throughout Hanoi Campus. Online survey was conducted for the purpose of future improvement.



Online Version: <http://issuu.com/rmitcurrentmagazine/docs/issue7>

Club Day - Booth

Current Media contributed greatly to school activities by attendance of all Club Members in **Club Day**.



Collaboration with Recruitment Department

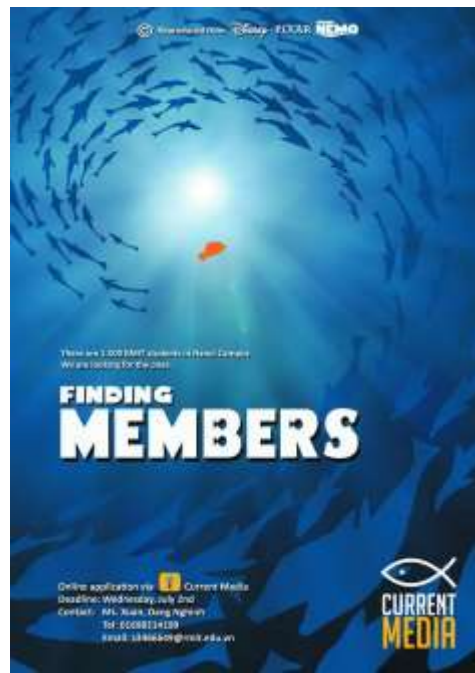
Current Media, in collaboration with Recruitment Department, came to many high schools in Hanoi to promote for RMIT, which contributes to building a good reputation for our university.

2. Semester B 2014

Print magazine – Issue 8 – Urban Summer

Current Media published **Issue 08** at the beginning of Semester B 2014. With the theme of **Urban Summer**, it aimed to remind RMIT students in Hanoi Campus to have fun in summer despite of the heavy workload at school and to bring the summer spirit into their student experiences. With well-written articles and classy design, the issue received acclaim from President Gael McDonald, Head of Campus Phillip Dowler, many lecturers and staffs, and of course the students.

Online Version: http://issuu.com/rmitcurrentmagazine/docs/current_media_issue_8th



Recruitment

At the same time, we organized a **recruitment** campaign for the club. 13 new members including 3 writers, 4 designers and 6 PR practitioners were recruited.

Club Day - Booth

Current Media had **a booth in front of the library** during **Week 2** as well as at **Student Council's Club Day Semester B** in order to introduce the new Issue 08 and provide information about the recruitment.



Humans of RMIT

Current Media started to cooperate with RMIT's Marketing Department in ***Humans of RMIT*** project, which is our notable activity during this semester. We captured moments around the campus and tell the interesting stories behind them. Each week, two posts, one on Current Media's fan page, another on Be an RMIT students, a fan page for RMIT's tentative student, are uploaded. The project not only bonded RMIT staffs and students but also was a great promotional tool for our university. Each post on Current Media fanpage reaches approximately 2000 people.



Supporting departments and other clubs in RMIT

Current Media, as the official voice of RMIT students, were willing to ***support*** RMIT's departments and other clubs. We contributed 100 copies of Issue 08 and have a booth in ***RMIT Marketing Department's event 'Road to RMIT and my future'*** in order to attract more students to attend for Professional Communication major. We also allotted two qualified MCs for ***Marketing Club's Career Fair***.



Facebook fanpage

Besides 'Humans of RMIT' project, **Facebook fanpage** also offered tips for RMIT students in the mini online project 'What to do this weekend'. We update photos not only about Current Media activities like the making process of Issue 09 but also about our university's activities such as RMIT Outing. Thanks to regular updates, there is a dramatic increase in the number of subscriptions, from 300 to 517, during this semester.

Current Media's fanpage: <https://www.facebook.com/CurrentMediaRMIT>

3. Semester C 2014

Print magazine – Issue 9 – Change

This 9th issue of Current Media documented and offered opinions about the changes inside the campus, in the city and around the world.

Online version: http://issuu.com/rmitcurrentmagazine/docs/finalcurrent_media_issue_9_-_change

Statistics: 40 pages x 500 copies. 100 copies sent to Saigon campus and 100 to the Marketing office as materials for the school's promotional events.

Strengths:

- The writing team submitted articles on time for reviewing by our editors, the Marketing office and Student council.
- The writing team and designing team co-operated well with each other to achieve synergy in the content and its visuals.
- The theme covered a wide range of topics yet achieved consistency and stayed relevant to the target readers.
- This issue was apparently well-received by both students and lecturers, from anecdotal accounts and testimonials from teachers.

Weaknesses:

- There were several typos, printing mistakes and visual inconsistencies, due to limited preparation time and human resources.
- The magazine was popular mostly among students in Professional Communication major; however, it didn't effectively reach a large portion of the community including students in English program and Business/Marketing majors.
- An official survey to measure students' perception and gathered alternative opinions was not conducted; thus we do not have solid research to orient the next issue.

Online magazine

Thanks to financial support from RMIT, we were eventually able to launch an online student newspapers. Our purpose was to provide an interactive space where students can keep track of the latest activities/notable events at school and student clubs can have free media coverage. Besides reporting, we also had “Insiders’ stories” columns and “RMITers start-up” columns that featured individuals with bold career choices or whose silent efforts to contribute to RMIT deserve to be known.

Website: <http://www.currentmediarmit.com/>

Statistics: 27 articles/12 weeks → 2.25 article/week with ~50 likes/article

Strengths:

- The columns are relevant to student, are both up-to-date and insightful. Articles are always uploaded in the evening of the day of the event or the day after that.
- The writing always contains an angle rather than mere reporting, is well structured and reaches journalism standards; the photos are dynamic and colourful.
- We received a lot more interactions on social media (likes, comments and shares) comparing to the print magazine, reaching much wider audience.
- Through this platform, we have developed much more engagement and gradually built good relationships with other clubs.

Weaknesses:

- There are still some events left uncovered due to limited time and human resources, like two events of students studying ICP.



Home About Us What's Up RMIT? Opinions Humans of RMIT Print Issues Gallery



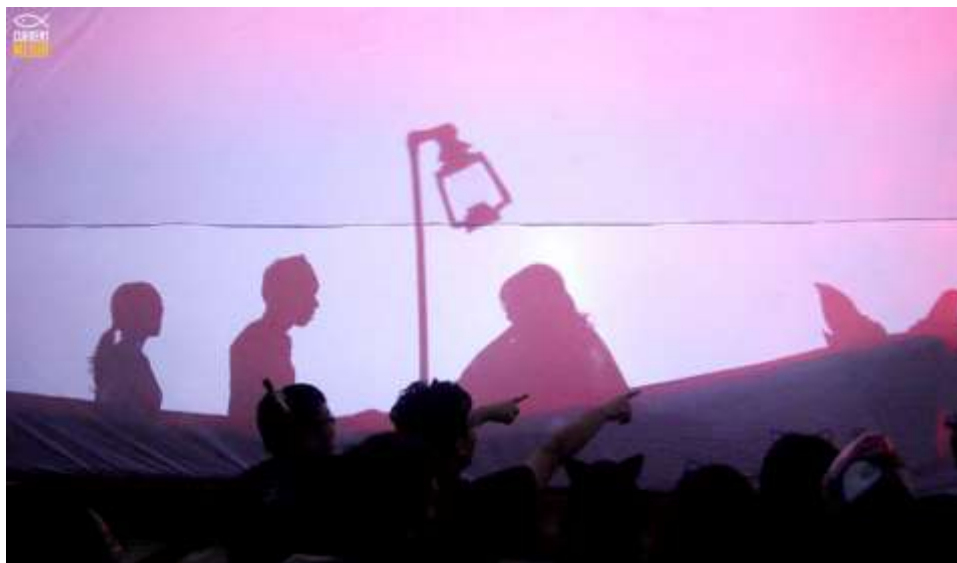
Club Day - Shadow Dance performance & Pirates of the Caribbean themed booth

Of three Club Days each year, the last one of semester C was the biggest, understandably because it welcomes the most freshman. And Club Day semester C 2014 was no exception, especially for the Current Media. A densely-scheduled two weeks of preparation with script writing, acting rehearsal, directing and stage setup turned out to be a huge success basing on the positive responses from our RMIT fellows as well as the audiences towards the performance.

As we observed from some of the last semesters, the club's picks were mostly musical drama, fashion show, dancing and singing performances, we had come to the decision that this year, there has to be a difference. Inspired by the British Got Talent 2013's Shadow Act, we decided to do a Shadow Dancing performance, loosely bases on the "Pirate of the Caribbean 4 – On Stranger Tide" as the overall theme was chosen to be movies and set up a magazine-for-free booth of the same category.

Video: <https://www.youtube.com/watch?v=GwZVhOaVfHA>

All of the effort we poured into Club Day is to attract potential candidates for our **recruitment**. 14 new members were recruited.



Induction Day



Induction day is the time for new members to get to know each other. This event is held in a whole day, with the ice breaking games and warm up activities in the morning and a short meeting in the afternoon.

To get new members introduce about themselves, we had a drawing activity, in which each member can draw anything that related to their personality, hobby or interest and then they had 2 mins to talk about it.

After that icebreaking game, we came to two main activities which were making newspaper and Humans of Kim Ma. All members were divided into teams and they had to think about the possible articles and design cover following the theme of “Freedom”. This activity has instigated journalism sense inside each member and helped them feel more familiar with the club’s culture. The last activity in the morning is Human of Kim Ma – which each team had to travel around the campus and interview a stranger. Photo and caption of each team was presented in the afternoon.

After lunch, we had short meeting to introduce newbies with club’s structure responsibilities of each department. We also prepared a small present – a lovely bookmark for all members after the induction.

This event has engaged new members to understand and blend in with other members.

Video: https://www.youtube.com/watch?v=mA-Ny_KjGuY

Christmas Cart (In collaboration with Student Council)

On 22nd and 23rd of December 2014, our Sweet Treats Cart with merry songs has travelled around the campus on 2 shifts: morning and afternoon. Upon meeting any student, lecturer or staff, our Santa Claus and red and green dwarfs scooped them a packet of candies from our candy jars. In return, they have written Christmas wishes on the Christmas cards. From 24th December 2014, the Christmas cards were exhibited on the library's doors.

We also raised fund for Current Media by designing and selling some handmade products (such as bookmarks, Christmas card, sticker, badge, etc.) and cupcakes at the same time as we travelled the Cart around the campus

With our Gifts delivering service, RMIT students/staff can secretly send the gift to their beloved ones on Hanoi campus.

Statistics:

- We have distributed all 300 candy boxes to RMIT students and staff.
- Nearly 300 wish cards have been written.
- More than 250 lecturer's cards (the card with photo & wishes of lecturers) have been distributed
- We have sold about 50 cards and bookmarks, more than 30 cupcakes.

By using hashtag #christmastreats on Facebook, this event has gone viral and raised awareness of RMIT students and staff about Current Media. We also managed to publish article on one of the most well-known online newspaper for teenagers and young adults – Kenh14: <http://kenh14.vn/hoc-duong/sinh-vien-rmit-ha-noi-hoa-ong-gia-noel-di-tang-keo-mien-phi-20141224093232781.chn>

In a nutshell, the event has received great success. It has brought RMIT students closer and helped them feel the Christmas atmosphere around the campus.

Học đường

Sinh viên RMIT Hà Nội hóa Ông già Noel đi tặng kẹo miễn phí

10:46:48 28/12/2014

LinkHay

Chia sẻ

Thích

Bản, Jlad A Tổng và 93 người khác thích điều này.

Vào ngày 22 và 23 tháng 12 vừa qua tại Đại học Quốc tế RMIT Hà Nội, không khí Giáng sinh ấm áp đã về bởi sự xuất hiện của “ông già Noel” và chiếc xe đẩy kẹo vô cùng dễ thương của câu lạc bộ Current Media RMIT.

Cùng chiếc xe đẩy kẹo được thiết kế công phu bởi chính sinh viên, ông già Noel đã đem đến nụ cười cho tất cả thành viên RMIT bằng những hộp kẹo được phát miễn phí. Không chỉ đến với các sinh viên, ông già Noel còn không quên các thầy cô và các phòng ban của trường, từ nhân viên phòng Tuyển sinh, Marketing đến các anh bảo vệ, cô lao công – những con người thầm lặng đóng góp cho trường. Các loại kẹo dẻo và ô mai nhiều màu sắc được bọc cẩn thận trong những hộp giấy được gấp bằng tay, lấy cảm hứng từ hộp Chocolate frogs trong bộ truyện nổi tiếng Harry Potter.



Video: <https://www.youtube.com/watch?v=4XuRcqlEO4U>



Humans of RMIT

Launched in August 2014 with the inspiration from the phenomenal format of Humans of New York, Humans of RMIT aims to provide a glimpse at the life of our beloved people at RMIT - lecturers, students and staff. By January 2015, there have been more than 20 stories shared on social media, critically helping promote the image of RMIT as an environment that embraces diversity as well as individuality. All the entries are qualified in terms of content and visuals. Humans of RMIT entries are also used by RMIT Marketing Department as an effective promotional tool on social media.

However, a concurrent disadvantage of this project is the unsteady publication due to lack of regular entries. Current Media hopes to amend this issue by recruiting more members on the project and proposing a thorough social media strategy in following semesters.



Current TV

Despite being at the experimental stage this semester, Current Media's YouTube Channel witnessed a rocket rise of subscriptions. We tried our best in recording our own as well as other clubs' activities: [Current Media's Induction Day](#), [SIFE's Wonderful Teacher Flower](#), [Current Media & Student Council's Christmas Cart](#), [Event Club & Student Council's Reply 1887 Prom](#), etc.

Thanks to RMIT community's warm welcome, we plan to expand and put more resources into this project in the following semesters.

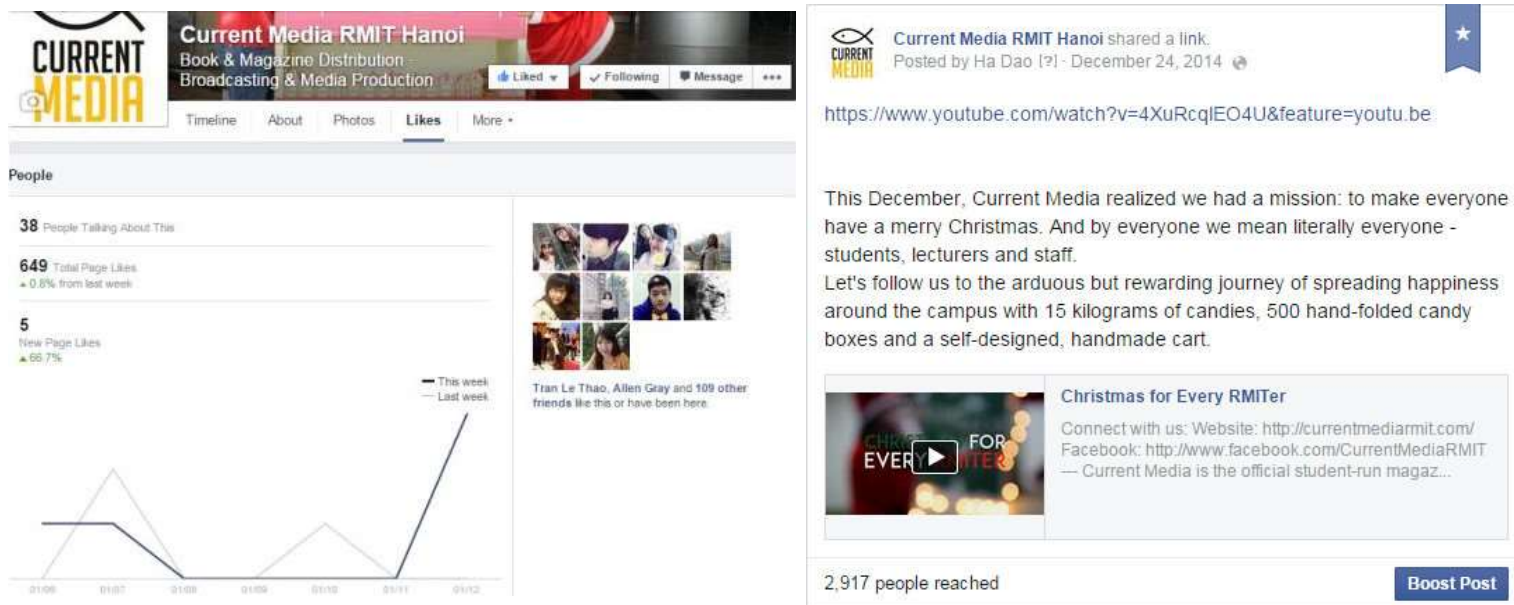
YouTube Channel: <https://www.youtube.com/user/RMITHanoiCurrMedia>

Facebook fan-page

Current Media RMIT Hanoi is our representative on the social network Facebook. It is an effective channel to communicate with our target publics: current Hanoi RMIT students, lecturers and staff as well as other publics: students' parents, RMIT students to-be, RMIT alumni, etc.

The fan-page covers news and information related to Current Media club (its states, operations and members), salient activities of other clubs, images about RMIT alumni, several attractive entertaining sites for youth, and remarkable events for RMIT community.

At the beginning of the semester, there were around over 500 likes. After three months, the number is 649 so far (updated January 12th 2015) including likes by lecturers and staff such as Mark Rudd, Phillip Dowler, Tim Costigan, Nadja, etc. In other words, the quantity of likes has increased by 30% after a semester.



The number of reaches for each fan-page post varies. At least there are 160 – 250 reaches/post. Meanwhile some other posts reach more than the number of fan-page likes. The best one attracted nearly 3,000 people reaching.

Fan-page: <https://www.facebook.com/CurrentMediaRMIT>

II. Copy of membership database

The file is attached within the [CurrentMedia]2014 Annual & Sem C 2014.rar

III. Budget requirements

The file is attached within the [CurrentMedia]2014 Annual & Sem C 2014.rar

IV. Club Charter Requirements

Total Financial Members (#)	Executive Members (#)	Executive Meetings held (#)	AGM Held (date)	Minutes Provided to SCSO (Y/N)	Clubs Council attendance (#)	Clubs Day attended (#)	Open Day Attended (Y/N)
5	4 (President, Head of Content, External Relations and Design)	15	2 general meetings for each semester	N	7	3, (attended all club days)	Y, (cooperated with RMIT Environment Club to build RMIT Go Green booth)

V. Club Training/Skill Register

Current Media has not got any official training from RMIT, however, we would like to attend any official training from the university in the future. Members of the club always support each other in acquiring a diversity of skills such as team-working, writing, designing or editing videos. Together, we also attend many activities held inside and outside the university to broaden our knowledge and social skills. We are thinking of inviting coaches and industry professionals in the future.

VI. Club Equipment Register

Current Media has no “club-owned” equipment to date.

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