

# Dr Jennifer Lai

## Nexus Fellow

Faculty: UNSW Business School

School: School of Marketing

**Nexus Projects: School level: Out-of-class student engagement (2025 to 2026)**

Nexus Priorities/Project: *Belonging & Wellbeing/Out-of-class student engagement*

### Nexus Project or Role Purpose & Overview (per project or role)

**Purpose:** The purpose of this project is to strengthen student engagement outside the classroom by creating meaningful ways for students to connect with the School and to develop a sense of identity and belonging within the Marketing and Marketing Analytics disciplines. The School website is often the first point of contact for current students, prospective students and their families, and alumni; therefore, it plays an important role in shaping communication, access to information, and how students understand their place within the School community. The website is designed to communicate opportunities, student support, wellbeing resources and practical information in ways that support students' confidence, sense of safety and identification with the School.

In addition to redeveloping the website, the project includes a video competition in which UNSW students create a 45-second video explaining why they chose to study Marketing or Marketing Analytics at UNSW. The competition encourages students to reflect on and articulate their identity and connection to the School. The winning videos are featured on the updated School website, making student identity visible within the School's digital presence. This approach extends engagement beyond information consumption by enabling students to express who they are as members of the School community and positioning them as active contributors to its identity.

**Project/role overview:** My role in this project is to lead the redevelopment of the entire School website and to organise a student video challenge as part of a broader student engagement strategy. Leading the website redevelopment involves making strategic decisions about the site's structure, layout and content to ensure it is accessible, user-friendly and engaging. Activities include reviewing existing content to determine what should be removed, revised or added across different sections. I also need to balance student needs with implementation feasibility and ensure the site effectively communicates key information. Throughout this process, I work closely with the Deputy Head (Education) to align the redevelopment with the educational priorities and communication goals of the School.

In organising the student video competition, I take on a range of core responsibilities, including designing the competition questions, planning and delivering promotional strategies, developing promotional materials and ensuring compliance with University policies and regulations, in consultation with the University Legal Team. I also support the judging process and manage the delivery and publication of the competition results.

**Skills Developed:** Through this project, I have developed skills in designing and managing student-centred digital platforms, applying principles of accessibility, usability and content

prioritisation. I have strengthened my capability to use digital platforms strategically to design and present institutional communication that goes beyond information delivery, supporting inclusion, engagement and community connection. This enables students to engage with information clearly, confidently and independently while fostering a sense of belonging and wellbeing.

Organising the video competition has further developed my skills in designing and facilitating participatory engagement activities that empower student voice, support student collaboration, and create structured opportunities for students to showcase their identity as Marketing or Marketing Analytics students within the UNSW community.

## Activities, Outputs and Outcomes (per project or role)

### Website redevelopment and content restructuring

- As part of the Faculty initiative to enhance all School websites, our School leads a pioneering redevelopment of the website, establishing an exemplar for other Schools and a model for strengthening student engagement beyond the classroom.
- The redevelopment of the School website has now been formally completed. The website has been restructured into nine core sections, with increased emphasis on the *Student Life* area to better support the student journey. New content is introduced to address common *student challenges* and *provide practical solutions*, including student stories from undergraduate to postgraduate cohorts to reinforce student voice. These activities have resulted in a more user-friendly website with a clearer information structure, improved accessibility and content more closely aligned with student needs. The website content will be updated regularly to ensure accuracy, relevance and continuous improvement.

### School identity and student representation

- The project contributes to a refreshed School identity through the updating of the School slogan, "*Marketing for Tomorrow: Analytics-driven. Imagination-led*", developed in consultation with academics. This identity is further expressed through a student video competition in which students explain how they relate to the School and articulate their connection to studying Marketing or Marketing Analytics. By establishing the competition as an annual event, the project embeds student voice as an ongoing, sustainable element of the School identity.

### Video competition as an engagement initiative

- As an engagement activity, the video competition encourages participation, peer collaboration and creativity demonstration. It contributes to a stronger sense of belonging within the School community and aligns with the Nexus priority of Belonging & Wellbeing. The initiative strengthens student engagement by shifting students from passive recipients of information to active contributors to the School digital presence.

### Measurable digital engagement outcomes

- Within six months, the project achieved measurable increases in website click rates across key pages, including News and Events (+100%), Student Life (+45%), About Us (+40%), and the Home page (+14%), indicating improved visibility, navigation and relevance of content.

## Evidence of Impact (Implementation)

<p>School of Marketing, UNSW Business School (The out-of-class student engagement project is a school-wide project involving both students and academics).</p>	<p>Workshops delivered (n= 3) - 3 informational workshops for students.</p>	<p>Collaborations - Various stakeholders, including the School Administration Team, Business Education Content Development Team, Psychology and Wellness and</p>
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### Evidence of Impact (SoTL)

Presentations (n=2 )

- School Level – in-person presentation
- Online video presentation

### Relevant Links/Education (Research/SoTL/Resources) Output List

- [Marketing | Business School - UNSW Sydney](#)
- [Student Video Competition 2026](#)

