
Communication Strategy at TU Delft Aerospace Engineering



Andrea Sciacchitano

a.sciacchitano@tudelft.nl

Visibility workshop

Milan (Italy), 08-11-2024

Communication department of Aerospace Engineering

- Professional Public Relations and communication department
- They work both at central level (for TU Delft) and for the faculty of Aerospace Engineering

Manager

Ineke Boneschansker



Communication Advisor

Marije Gordijn



Content manager

Dragana Mitic

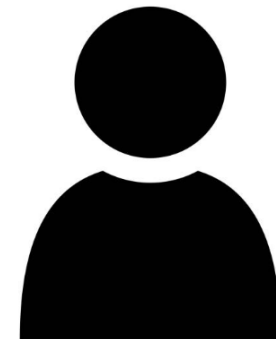


Communication employees

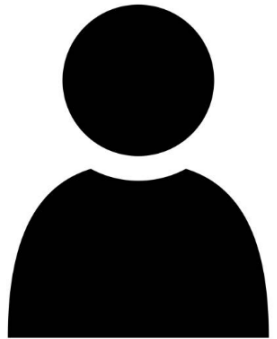
Frاندjescka
Balootje



Ashni
Bisnajak



Paulien
Mouwen



TU Delft Themes

1. Energy and Climate



3. Digital society



2. Mobility



4. Health



Themes for Aerospace Engineering

1. Sustainable aviation



2. Space



Strategic communication plans in place, consisting of stakeholder analysis, goals, strategies and action plans

3. Wind Energy



4. Drones



External communication

GOALS	STRATEGIES	ACTION PLAN
<p><u>Strategic 2024 employer branding / recruitment agenda.</u></p> <p>Joint goals: find good staff for 75 vacancies and contribute to the visibility of TU Delft as an attractive employer.</p>	<ul style="list-style-type: none"> • Sustainability as an angle for all content • 80% of our time and budget for sustainable aviation and space <p>Focus:</p> <ul style="list-style-type: none"> • Sustainable aviation: ‘upscaling’ of TU Delft as hub. • Space: positioning of the Space department and the relation Space – Sustainability. 	<p>Content creation:</p> <ul style="list-style-type: none"> • 4 science stories sustainable aviation and 4 stories space • 2 stories on other sustainability related research, education or innovation (such as wind energy) • Writing and spreading news items as news comes along • 1 video / podcast / blog / animation for each main theme • Co-production of content with external parties and media for both themes • Joint news releases with partners <p>Training:</p> <ul style="list-style-type: none"> • Media training snippets and practice sessions for two main themes • Co-organise Masterclass policy makers The Hague. <p>Representation:</p> <ul style="list-style-type: none"> • Participate as a faculty ambassador in key consortia that are key to the faculty (Clean Aviation, NL Space). • Active participation in corporate theme teams • Deliver or bundle content for specific joint campaigns and months, e.g. Climate Week, Mobility Week, AI month etc. • Organisation / storyline ESA ESTEC Open Day October 2024 • Communication Moonshot and Astronaut conference Sept 2024 • News and signing moment for agreements with key partners <p>Employer branding:</p> <ul style="list-style-type: none"> • Organising stand and alumni drinks at SciTech for employer branding (January 2025) • Make strategic communication plan for employer branding, specifying what exactly our role is (e.g. employer branding versus recruitment) <p>Proactive strategy to grow on LinkedIn (professional stakeholders: influencers, partners, talent, alumni) and Insta (students, prospective students)</p>



TU Delft | Aerospace Engineering

The faculty of Aerospace Engineering of Delft University of Technology

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aetudelft

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5,786 followers

335 following

TU Delft Aerospace Engineering

College & university

🏢 One of the largest faculties devoted entirely to Aerospace Engineering ✈️🚀🌟

💙 Tag us @aetudelft #aetudelft #peopleofae... more

🔗 linkin.bio/aetudelft



Unlocking AE



BSc Open Day



AeroDelft

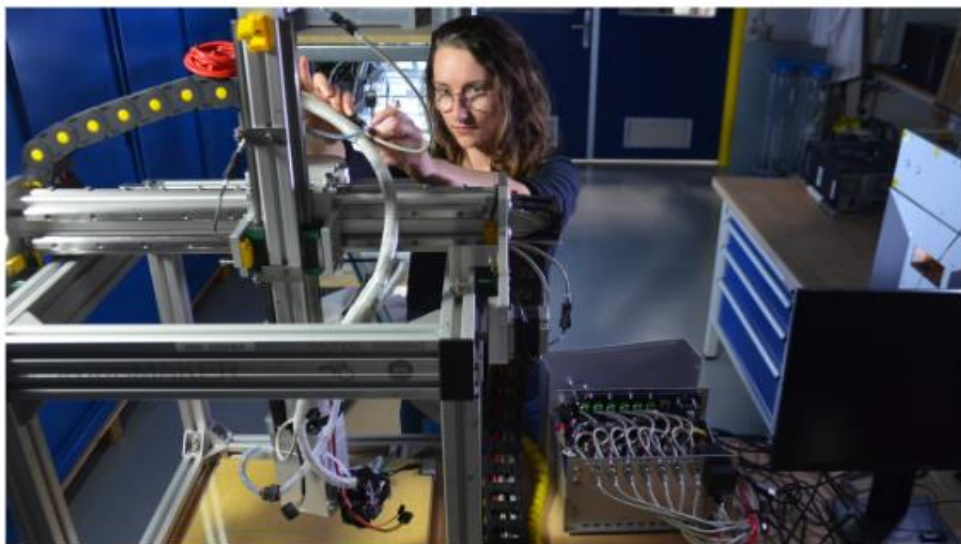


Paris Air Show

Internal communication

GOALS	STRATEGIES	ACTION PLAN
Make faculty members aware of faculty affairs	<p>Strategy mirrors the values defined in Towards Greater Connection: transparent with a focus on connections, inclusion, collaboration, dialogue.</p>	<p>Intranet/AE News: Intranet as hub / AE News 2-weekly digest Campaign to promote the use of intranet Meeting with department secretaries Set up staff panel to give feedback on the intranet and implement their recommendations where possible More (dynamic) content for intranet, including science stories Starters' pack for new colleagues / presentation on-boarding about communication and personal pages</p> <p>Towards Greater Connection and Route29: Continue to implement the <u>communication plan TGC</u> Continue to implement the communication plan Triangle Tuning Programme Participation in think tank Route29 (Ineke) and using internal channels to communicate about the programme. Two team members will stay part of the faculty diversity and inclusion team Creation of a special web page where we can communicate / celebrate prizes, successes etc. A happy page that gives credits to people and teams for their work.</p> <p>Faculty events: Opening Academic Year Christmas party & Christmas movie New Year's event</p>

AE News - week 13 - 2024



Using 3D printing to mimic the mechanical properties and design freedom of biological matter

Materials made by living organisms have remarkable mechanical properties. Scientist Caroline Houriet from TU Delft has found an approach to replicate the complex microstructures found in nature using 3D printing techniques. This opens up new possibilities for designing and fabricating lightweight parts with high mechanical performance while also being recyclable.

[READ MORE](#)



Astronaut visit

On 2 October, we hosted an inspiring event at TU Delft as part of NL Moonshots '24. The highlight of the event was the presence of NASA astronaut Rick Hieb and Austrian cosmonaut Franz Viehböck, who engaged with the students and shared their invaluable insights from their own missions with the public.

Four student teams presented their Moonshot projects, challenging current technologies and came up with innovative solutions to real-world problems. The astronauts responded with thoughtful feedback, inspiring the teams to take their ideas to the next level.

[WATCH THE VIDEO ON INSTAGRAM](#)



PostNL issues special stamps featuring TU Delft innovations

On the occasion of the annual Stamp Day, graphic designer Sandra Smulders has designed a stamp using as inspiration the Queen Wilhelmina 1931-1933 postage stamps designed by Piet Zwart. Those stamps showed examples of the industry and trade of the time. The original stamps featured Queen Wilhelmina, Fokker airplanes, the Hoogovens and motor ships. And now? King Willem-Alexander with a hydrogen storage facility, a wind-powered cargo ship designed at Mechanical Engineering and the Flying-V. You can order the stamps in the webshop of PostNL.

[TO THE POSTNL WEBSHOP](#)

Thank you for your attention