

Minutes Feedback group Meeting

Venue:	Nuffic, The Hague
Date:	Tuesday 3 February 2009
Time:	14:00 – 16:00

ATTENDED BY:

Nuffic:	Aparajita Dutta, (chair person), Cathelijm Kuis (contact person feedback group), Shirley van Maren-Zoutendijk, Ellen Ruifrok, Marija Zeravica, Danielle Vugts	
Institutional representatives present:	Name	Institution
	Roger Senden	Tilburg University
	Anneloes de Graeff	Maastricht School of Management
	Hans van der Velden	Saxion UAS
	Lonneke van Rooy	Manager International Affairs
	Linda de Haan	University of Amsterdam
	Gert de Groot	HAN UAS
	Annemarieke Roest	Leiden University
	Michiel Doetjes	Saxion UAS
	Arian van Hulsel	Fontys Eindhoven
	Monique Swennenhuis	Hanze UAS Groningen
	Jacqueline van Marle	The Hague UAS
	Angela Romijn	Hotelschool The Hague
	Susanne Reimering	Hotelschool The Hague
	Simon van der Wal	University of Groningen (UG)
	Bas Schreiner	Universit of Utrecht (UU)
	Mark Noort	ITC
	Jeroen Jonkman	Erasmus University Rotterdam (EUR)
	Rien Bor	Wageningen University
	Piek Hoekstra	Delft University of Technology (DUT)
	Johan Pape	Avans UAS
	Bianca van Eunen	Nyenrode Business University
	Ingrid de Vries	Van Hall Larenstein UAS

MINUTES:

1 *Opening by Aparajita Dutta (AD):*

Aparajita opened the first meeting with the feedback group and welcomed all institutional representatives. She explained that a feedback group meeting will be held 4-6 times per year and each time with a different theme. Apart from the feedback group meetings the higher education institutions (HEIs) will also be invited to participate in smaller workgroups. For this first meeting Nuffic has chosen the theme "Promotion within the Neso countries". The main focus of the feedback group is twofold: 1) To share with the HEIs what Nuffic is doing to promote Dutch higher education 2) To get input from the participating HEIs on the various activities.

The presentations held during the meeting are also available on the website:
www.nuffic.nl/nederlandseorganisaties/netwerken/klankbordgroep.

Announcements:

- Update Nesos: Neso Russia was opened on Friday 13 February in Moscow. Neso Thailand will be opened on Friday 6 March in Bangkok and a second Neso Desk India will be

implemented in March in Chennai.

- Brainjuicer: AD shows gratitude to the 20 HEIs for their cooperation in the 'brainjuicer'. The report will be placed on the website.

2 *Country Education Profiles (CEPs) by Marija Zeravica (MZ):*

- Market information is shared through the Education Promotion e-Newsletter and the Nuffic website where the Country Education Profiles can be downloaded (www.nuffic.nl/marktinformatie). A login is needed to enter the website. MZ is the contact person for the CEPs. If you send her an email, she will provide you with a login (mzeravica@nuffic.nl). So far nine of the 22 HEIs have logged onto the website and downloaded the CEPs.
- When you enter the website you will find information on each separate country (13 in total). The complete CEP is available for Indonesia, Russia and Mexico. These countries are soon to be followed by China and Thailand.

Input from institutions:

- EUR: "Will the latest information and trends be posted on the website?"
- MZ: "Every two months the Education Promotion e-Newsletter will provide the latest market information. The newsletter will have a link to the website, showing the most up-to-date information. The CEPs (education market information) will be updated once a year."
- MZ: "What do the HEIs think can be improved within the CEP and the market information website?"
 - Wageningen: "More information on the latest trends."
 - Erasmus: "Is it possible to send an email when new and valuable information is posted on the website?" Action: possibility needs to be checked internally (Nuffic)
 - Groningen: "Is it possible to give more information on local institutions/governments that give scholarships?" MZ: "Not yet at this stage."

Forum:

"Do you find it important that Nuffic keeps facilitating the forum on the Nuffic website?"

- UU: "I find it an interesting medium, but it should be used more often. Maybe it is an idea to evaluate the forum's success after a year?" (HEIs): "Yes."
- DUT: "I find it important that the Neso offices actively contribute to the forum, for example by answering questions through the forum. The forum will have more value that way."

Cathelijn Kuis (Nuffic) will moderate the discussions on the Forum. HEIs can email her if they have an interesting discussion point for the forum at ckuis@nuffic.nl

3 *Branding & Nesos by Ellen Ruijrok (ER):*

1. **Update branding activities:**

- Zero-measurement (I-graduate) and StudentPanel:
 - Zero-measurement: The first six countries are finished and the other six will be ready in April (before the start of the fair). Zero-measurement has also been used within the Neso countries (started in December). The results will be published as soon as the entire research is finished. After this first measurement, a second measurement will be held around the summer (I-graduate StudentPulse) which gives us the opportunity to compare results.
 - StudentPanel: The idea of the student panel is to understand on what basis students make their decision to study in the Netherlands. The student panel currently consists of 6000 international students who have registered through the online screener at www.studyinholland.nl. These students will

be questioned throughout different stages (orientation, decision making, studying, after their study period). The follow up survey (decision making) is almost finished. Blauw Research has recently conducted this research amongst 2849 students, 975 of whom have filled in the questionnaire.

- The new Study in Holland-campaign will also be tested by students from the StudentPanel. The film for Study in Holland was also tested by the StudentPanel

Questions by Nuffic:

ER requested that the HEIs come up with possible themes and ideas for the Study in Holland campaign.

The HEIs could also promote the StudentPanel by handing out flyers about the Panel during education fairs. (Contact Ellen for more information at eruifrok@nuffic.nl)

Discussion:

EUR: "Where can we find the results"? ER: "The results will be put on the forum of the feedback group. Which is also a good place to start a discussion."

UU: "What will be the difference between the student panel and the International Student Barometer (ISB)?" ER: "We will use different themes. ISB asks standard questions, we will go into more detail on those questions. Furthermore the student panel is of great value to Nuffic. The ISB has a fixed set of questions which can not be changed, which is not the case for our StudentPanel, which we control ourselves. "

- Film: The idea of the film is to promote SiH worldwide. HEIs have been asked to send film material. A panel of six students has given comments during the preview. The script has been checked by the VSNU/HBO-raad/EVD. The 5 minute (graphically-supported) film will be ready at the end of March and will soon after be available for downloads. The film supports Nuffic's aim of expanding the online promotion tools.
- Study in Holland online:
 - New url: www.studyin.nl is changed into www.studyinholland.nl
 - Plans for 2009 and 2010:
 - Making full use of our online tools.
 - More link building: to increase online traffic
 - Online map of Holland: finding information on the available HEI by clicking on a city in Holland.
 - More use of google adwords: to increase online traffic
- Media plan: A more structured way of dealing with the media worldwide, a proactive approach to advertising in different media (both print and online)
- Fairs: participation in education fairs worldwide, with the branding – this improves the visibility of the Dutch HEIs – and the promotion of Study in Holland
- Online meetings: An online session was held in September 2008 with 30 HEIs. We will continue doing this in 2009.
- Beeldbank (image bank): will be available for all HEIs. We will look for the easiest way for an HEI to log in to this image bank – possible through the login they already have for the branding (www.nuffic.nl/branding)

Regional tour: Nuffic will visit Dutch HEIs during four regional tours in March. Four HEIs who have actively used the branding already, will function as host institutes.

2. Branding in the Neso countries:

- Each Neso office has developed a branding promotion plan for 2009.

Discussion:

EUR: "I would like to know more about the branding activities of the Neso offices? We need to fine-tune our promotion activities with Nesos in order to be more effective."

AD: "All the Neso offices make an event agenda. These event agendas are shown on the website of the Nesos and also in the next Education Promotion e-Newsletter. Some of their plans will also be

shown during the regional tour.”

3. Branding and the institutions:

40 HEI's have applied for the branding. Some institutions are already actively involved in the branding activities.

Discussion:

ER asked the HEIs about their experience with the logos/ branding- reactions of the students:

HEIs: “Difficult to measure at this time. We have just started using the logo. Students do not talk about these things themselves. We must first ask our students and then they will come with an answer.”

Van Hall: “Where should we put the logo?” ER: “This information is on the Nuffic website www.nuffic.nl/branding, but it is also something we should discuss during the regional meetings or through the forum.”

Van Hall: “Putting the banner on the website and in folders, will that not be in conflict with the university's signature style?” Erasmus: “For Erasmus putting the Nuffic logo on the website and in folders, is a sign that we are part of a bigger organization (Dutch Higher Education). We look at it as a quality brand feature?”

UER: “We would like to have more information about the profiles of the target groups in the Neso countries (for example: which country hosts the most business students). AD: “It is Nuffic's goal to give general information about Dutch Higher Education (Study in Holland), so we are not able to give specific profiles. However, if an institution needs the information then the Nesos can be approached.

MZ: “There is some information to be found within the CEPs based on the Neso student surveys; more information can be obtained at the Neso offices.”

UG: “Is Nuffic collaborating with similar organizations worldwide?” AD: “Nuffic has close ties with organizations like DAAD, Campus France and the British Council. For example: Campus France came to Nuffic to talk about branding.”

AD: “The country modules, written by Nuffic's credential evaluators, provide useful information about the different education systems worldwide. They can be downloaded from the website. The colleagues from the International Recognition Department have co-written parts of the CEPs, specifically the parts about the education system in Neso countries”

4 *Alumni by Shirley van Maren-Zoutendijk (SMZ):*

- The promotion department has taken over the alumni activities from the Knowledge and Innovation department. This is due to the close link it has with Study in Holland.
- SMZ will be the project leader and contact person.
- Nesos have received extra money from the HAN project for the alumni network.
- In the autumn there will be an alumni conference for the HEIs and the alumnis.
- SMZ addresses the importance of sharing information about alumni activities between institutions, Nuffic and its branches.
- There will be an alumni workgroup. HEIs that are interested can contact SMZ (svmaren@nuffic.nl)

5 **Questions before closure of the meeting:**

- AD: Possible themes for the next meeting:
 - Fairs
 - Alumni
 - SiH Campaign
 - Workgroup inbound figures
- Van Hall: “Can we hold our next meeting in English? We have an English speaking International Officer?” AD: “The meetings will be held in English when there are English speaking colleagues present (if not the meeting will be held in Dutch). The minutes will be written in English and can be downloaded from the Nuffic website.”

- UG “ Can the next meeting be held in the middle of the country?” AD: “The next meeting will be held in Utrecht (or somewhere near).”
- HAN: “Is it possible to give more information about the topics of the meeting. That way we will be better prepared before coming to the meeting?” AD: “Good idea. We will also add some discussions on the forum.”