

Minutes feedback group Nuffic Neso meeting

Venue:	Hoog Brabant, Utrecht
Date:	Thursday 10 September 2009
Time:	14:00 – 16:00

ATTENDED BY:

Nuffic:	Aparajita Dutta, (chair person), Wan-Min Huang (contact person feedback group)																																									
Institutional representatives present:	<table border="1"> <thead> <tr> <th>Name</th> <th>Institution</th> </tr> </thead> <tbody> <tr><td>Angela Romijn</td><td>Hotelschool The Hague</td></tr> <tr><td>Arnold Persoon</td><td>Leiden University</td></tr> <tr><td>Frederika Cazemier</td><td>Windesheim UAS Zwolle</td></tr> <tr><td>Harriet van Daal</td><td>Vrije Universiteit Amsterdam</td></tr> <tr><td>Hans van der Velden</td><td>Saxion UAS Deventer</td></tr> <tr><td>Ingrid de Vries</td><td>Van Hall Larenstein UAS</td></tr> <tr><td>Inge Adriaans</td><td>University of Technology Eindhoven</td></tr> <tr><td>Jacqueline van Marle</td><td>The Hague UAS</td></tr> <tr><td>Johan Pape</td><td>Avans UAS</td></tr> <tr><td>Lonneke van Rooy</td><td>HU UAS Utrecht</td></tr> <tr><td>Marlies Overbeek</td><td>TU Delft</td></tr> <tr><td>Marjan Gielen</td><td>INHolland UAS Haarlem</td></tr> <tr><td>Marte Roemeling</td><td>NHTV Breda UAS</td></tr> <tr><td>Monique Swennenhuis</td><td>Hanze UAS Groningen</td></tr> <tr><td>Pieke Hoekstra</td><td>Delft University of Technology (DUT)</td></tr> <tr><td>Wesley Felida</td><td>Nyenrode Business University Breukelen</td></tr> <tr><td>Wessel Meijer</td><td>Fontys UAS Eindhoven</td></tr> <tr><td>Wilma Boonstra</td><td>Roosevelt Academy Middelburg</td></tr> <tr><td>Zarrea Plaazier</td><td>Tilburg University</td></tr> </tbody> </table>	Name	Institution	Angela Romijn	Hotelschool The Hague	Arnold Persoon	Leiden University	Frederika Cazemier	Windesheim UAS Zwolle	Harriet van Daal	Vrije Universiteit Amsterdam	Hans van der Velden	Saxion UAS Deventer	Ingrid de Vries	Van Hall Larenstein UAS	Inge Adriaans	University of Technology Eindhoven	Jacqueline van Marle	The Hague UAS	Johan Pape	Avans UAS	Lonneke van Rooy	HU UAS Utrecht	Marlies Overbeek	TU Delft	Marjan Gielen	INHolland UAS Haarlem	Marte Roemeling	NHTV Breda UAS	Monique Swennenhuis	Hanze UAS Groningen	Pieke Hoekstra	Delft University of Technology (DUT)	Wesley Felida	Nyenrode Business University Breukelen	Wessel Meijer	Fontys UAS Eindhoven	Wilma Boonstra	Roosevelt Academy Middelburg	Zarrea Plaazier	Tilburg University	
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To do:

<p>1 Opening by Aparajita Dutta (AD):</p> <p>Aparajita Dutta opened the meeting with the feedback group and welcomed all institutional representatives. None of the attendees had any additional subjects to add to the agenda.</p> <p>The presentations held during the meeting are also available on the website: http://www.nuffic.nl/nederlandse-organisaties/netwerken/klankbordgroep/downloads</p> <p>Announcements</p> <p><u>External evaluation</u></p> <ul style="list-style-type: none"> Three most important findings: 1) Neso programme has been positively evaluated, 2) it is recommended to increase cooperation between the 10 Nuffic Neso's and the Dutch higher education institutions and 3) Minister Plasterk will send a letter to the second chamber. We are awaiting for the outcome. <p><u>Holland Alumni conference/DIS</u></p> <ul style="list-style-type: none"> On 5 & 6 November the Holland Alumni conference will take place in The Hague. The 10 Nuffic Neso offices have assisted in recruiting successful alumni. More than 1300 alumni have already applied. After a selection, hundred alumni will be invited to attend the conference. Ticket and accommodation will be reimbursed to all hundred alumni. 	
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<p>The alumni officers or alumni staff will also be present.</p> <ul style="list-style-type: none"> • Pieke Hoekstra suggested that it might be a good idea to organize a spin-off, for instance, a blog in their home country after returning from the conference. AD agreed and stated that it would be good to develop activities as soon as they have returned to their country. The alumni can be ambassadors for promoting Dutch higher education. Alumni officers from Nuffic Neso offices will also attend the conference and DIS as well. AD indicated that if the institutions present had questions for the alumni officers, they should ask. The alumni officers will be present at both the conference and DIS. • Inge Adriaans asked if embassies are involved in the conference/DIS. • AD confirmed that embassies will be invited as well. • AD noted that the DIS will take place on 7 November. She will organize two sessions for ten Nuffic Neso countries. Alumni officers will be present and they will establish contacts with the alumni here, so they can expand the alumni database back home. <p><u>Country Education Profiles</u></p> <ul style="list-style-type: none"> • AD informed the feedback group that 5 Country Education Profiles (CEP) are finalized and that they are available as downloads on the Nuffic website. CEP Brazil, Vietnam, India and South Korea will be ready in November and available as downloads on the Nuffic website by the end of this year. • Also available on the website: factsheets and trends and developments. The information is available with a log-in code. • Marte Roemeling indicated that the log-in process is quite complicated. It is necessary to make the log-in easier to find. <p><u>Delegation visits</u></p> <ul style="list-style-type: none"> • AD mentioned the Thai delegation visit from 7-9 September. There will also be a South-Korean delegation visit from 20-23 September. On the 21st there will be a matchmaking event in the Jaarbeurs. Furthermore, there will be a Russian delegation visit (no details yet). Inge Adriaans asked when higher education institutions will be informed when there is a delegation visit. In June, July and August there are less colleagues present, so this should be taken into consideration when planning the delegation visit. • Hans van der Velden wanted to know who decides what should be the programme. • AD stated that we only establish the initial contact. <p><u>Agents</u></p> <ul style="list-style-type: none"> • The higher education institutions will receive a Monkey Survey soon, including questions on cooperation with agents. • Arnold Persoon suggested that it would be a good idea to organize workshops on agents. AD will contact Arnold Persoon to discuss this. <p><u>Pre-departure sessions</u></p> <ul style="list-style-type: none"> • Pre-departure sessions are reported on the Nuffic Neso websites and the Education Promotion E-newsletter. You can sign up for the Education Promotion E-newsletter via www.nuffic.nl. • Pieke Hoekstra indicated that it is important to be informed on the time when there are events. AD answered that we will pay more attention to that and added that the pre-departure sessions usually takes place around June-July, December and January. 	<p>AD will organize two sessions for the ten Nuffic Neso countries (DIS).</p> <p>Simplify the log-in process (Nuffic)</p>
<p>2 Concept analysis web statistics:</p>	

- The findings of the research that the Neso Team conducted on Google analytics were presented in its concept form.
- Pieke Hoekstra indicated that information on referrals is very useful for advertisements on education portals.
- DHEIs remarked that events like education fairs had the most impact on website visits. Education fairs and scholarships were the two most requested information.
- Hans van der Velden asked if high website visits also meant that they (Nuffic Neso country) have the highest number of students in The Netherlands.
- AD answered that this is not necessary the case. At the moment we do not have the total number of PhD's because they are not registered as students. Eric Richter from department Knowledge and Innovation, is looking at this and is trying to find a way to get the PhD numbers.
- Inge Adriaans indicated that mobile internet is very popular in some countries.

Questions from Nuffic:

“Do DHEIs make a similar analysis for their own websites and do they observe any trend(s)?”

- Inge Adriaans: “yes, we work with universities in our target countries. A point of discussion is usually that information on (education) institutions are not always easy to find on the website(s).

“Is this kind of web statistics analysis useful for you?”

- DHEIs considers this analysis as useful, but they would probably just look at the information that are relevant to them, for instance: events-related information. Comparisons by week would be more interesting for them than half year reviews.

“Is there a need for other types of analyses?”

- DHEIs asked if Nuffic uses StudentPanel.
- Each Nuffic Neso office uses Student Survey at all events (fairs, seminars). A final report of all surveys will be ready in the end of the year. This report can be very useful for the institutions. Marija Zeravica is responsible for the Student Survey. Questions regarding this subject can be emailed to MZ (mzeravica@nuffic.nl).
- Arnold Persoon would like to know what the most popular social networks in the ten Nuffic Neso countries are and also in which of the Nuffic Neso countries mobile internet is widely used. Arnold suggested that maybe these questions can also be included in the Student Survey and StudentPanel.

3 Institutional cooperation

At the moment it is difficult to get information on institutional cooperation between the HEI in The Netherlands and Nuffic Neso countries. Once the initial contact has been established, it is hard to keep track of the status and whether a MoU has been signed, for instance. Nuffic is mainly interested in the outcome of the cooperation.

Question from Nuffic:

“What is the best way to do the follow-up and with whom should we contact?”

- Arnold Persoon indicated that there is no general system that works for all institutions, but maybe the Nuffic Neso's should just contact the person(s) who are involved in this cooperation.

“How do you keep track of the institutional cooperation?” (including the different levels of cooperation)

- Arnold Persoon has already been busy inventorying the institutional

	<p>cooperation for six months. The challenge is to find the information per faculty, per department.</p> <ul style="list-style-type: none"> • AD suggested that one person within the institution could be responsible for institutional cooperation (including registration of the status, etc.) • Inge Adriaans pointed out that we need to find out from which level we should do that. • Hans van der Velden wanted to know if is always an MoU with an exchange. • Arnold Persoon pointed out that there are active and non-active MoU's. • Pieke Hoekstra added that there are exchange agreements and no students. Furthermore, someone can be a contact person, but is it always convenient to have him/her involved? • Inge Adriaans suggested that maybe Nuffic Neso's can produce a list of institutions and indicate on that list if they would like to establish contact with a specific institution, or if a certain contact already exist. • AD pointed out that the goal is a good follow-up. • Wessel Meijer wanted to know if an overview of institutional cooperation/MoU can tell us something about how successful a Nuffic Neso is. • Nuffic can share the overview with DHEIs in order to exchange information. 	
<p>4</p>	<p><i>Education promotion e-newsletter:</i></p> <p>The new education promotion e-newsletter contains information on the ten Nuffic Neso countries and is divided in a maximum of 5 themes: news, institutional cooperation, market information, events (agenda), alumni. All suggestions can go to Cathelijn Kuis. (ckuis@nuffic.nl)</p> <ul style="list-style-type: none"> • AD asked if everyone has ever received the newsletter. • Pieke Hoekstra suggested that it would be good to know who is the contact person of each theme. • AD informed the institutions that in the new style newsletter, there will be more information on diploma evaluation/accreditation, scholarships, capacity building, niche programme, reports on market research. <p><u>Nuffic Neso websites</u> AD requested everyone present to take a look at the FAQ and to let us know what other questions can be added to the FAQ. (Please email all suggestions to Cathelijn Kuis).</p>	<p>Add contact information after each theme in the Education Promotion E-newsletter.</p>
<p>5</p>	<p><i>Announcements before closure of the meeting:</i></p> <ul style="list-style-type: none"> • The new Strategic framework 2010 can be found on the website. One of the goals is that there should be more communication and cooperation between the different institutions in the Netherlands and abroad and to use our expertise for promotion of Dutch higher education abroad. • Next feedback group meeting will be held in the second week of December (after 9 December, before Christmas). • Please email input for the next meeting to Aparajita Dutta (adutta@nuffic.nl) . • Han Dommers might attend the next meeting. 	