

Minutes Nuffic feedback group meeting 22-11-2011

Date: 22 November 2011
Venue: Hoog Brabant Vergadercentrum, Utrecht
Participants: Chair - Mr Han Dommers, Nuffic
Ms Sudha Sudeep, Nuffic Neso Desk India
Ms Ariel Lin, Nuffic Neso Desk Taipei
Ms Marija Zeravica, Nuffic
Ms Inge Adriaans, TU Eindhoven
Mr Humphrey Sopakuwa, TiasNimbis
Ms Krista Knopper, Maastricht University
Ms Annemarieke Roest, Tilburg University
Ms Annemarie van Vliet, Tilburg University/School of Economics and Management
Mr Hyam Falconi, Rotterdam Business School
Ms Brechtine Detmar, Amsterdam University of Applied Sciences
Mr Paul Melessen, Amsterdam University of Applied Sciences
Mr Karel Kleijn, Amsterdam University of Applied Sciences
Ms Henny Smith, VU University
Ms Esme Paques, VU University
Ms Linda de Haan, Universiteit van Amsterdam
Mr T.J. Menger, Christelijke Agrarische Hogeschool
Ms Frederika Cazemier, Christelijke Hogeschool Windesheim Zwolle
Mrs Ngoc T.B. Ngo, Saxion University of Applied Sciences
Ms Ingrid de Vries, Van Hall Larenstein, University of Applied Sciences

During the Nuffic Neso feedback group meeting on 22 November, the Nuffic Neso programme was briefly introduced. The following subjects were discussed for the Taiwanese and Indian market:

1. Update for the Nuffic Neso Desks
2. Trends and developments in higher education
3. Profile of prospective and current students
4. Opportunities for Dutch research universities and universities of applied sciences with regard to promotion and institutional cooperation
5. Obstacles that Dutch institutions are facing on the Taiwanese and Indian market and how the Nuffic Neso Desks can help

This report includes the main questions that were raised during the meeting. All presentations are available for download on the Nuffic website: www.nuffic.nl/nederlandse-organisaties/netwerken/klankbordgroep

Nuffic Neso programme

The presentation by Mr Han Dommers is available for download on the Nuffic website: www.nuffic.nl/nederlandse-organisaties/netwerken/klankbordgroep

1. Mr Mervin Bakker has been appointed as the new director for Nuffic Neso Indonesia. Mr Marrik Bellen switches from Nuffic Neso Indonesia to replace Mr Jacques van Vliet as director of Neso China.
2. Mr Arjan Koeslag will start at the Nuffic head office in The Hague as account manager for universities of applied sciences.
3. In context of the further development of the Nuffic Neso programme, Nuffic is exploring a fully fledged Nuffic Neso office in India. With regard to the decreasing student mobility numbers in Vietnam, Thailand and Indonesia, Nuffic will analyse and take appropriate actions to improve the efficiency of the Neso programme in South-East Asia. Given the growing economic developments and the interest in higher education in Latin America, Nuffic is exploring setting up a separate website in the Spanish language targeted at especially at Colombia, Chile and Argentina.

Nuffic market information

The presentation by Ms Marija Zeravica is available for download on the Nuffic website:

www.nuffic.nl/nederlandse-organisaties/netwerken/klankbordgroep

- Market information and analysis is a key activity of the Nuffic Neso. Based on the feedback that was received from the Dutch institutions in 2009, when the Nuffic Neso programme was evaluated by an external commission, Nuffic has invested in improving this key activity.
- Education Market Information Factsheets were developed as a new publication to replace the Country Education Profiles.
- The market information can be used to assess the potential of Neso markets for Dutch institutions, to decide which operational marketing tools to use when entering markets (even without being present in those countries, for example by using online promotion).
- All Nuffic market information is gathered and made available to Dutch institutions through one central website: www.nuffic.nl/marketinformation The website is accessible to all members of Dutch institutions by filling out a subscription form.
- The website is visited well, although more members can be reached. The participants are requested to spread the word within their own institution.
- Nuffic is looking for general feedback on the market information: how satisfied are institutions, which reports need to be updated and what new topics can be added?
- The participants indicate that the success rate of students from Neso countries and regions should be included in the Market Information Factsheets. According to some participants the HBO-raad collects this information, the VSNU does not. Is it worthwhile looking into information from the IND? Institutions are obliged to report on the study progress of students.

Taiwan

The presentation by Ms Ariel Lin is available for download on the Nuffic website:

www.nuffic.nl/nederlandse-organisaties/netwerken/klankbordgroep

Some highlights of the presentation of Ariel Lin:

General market information

- In general Taiwan is a master's oriented market.
- The USPs for Holland in Taiwan include: the similar size of the countries, the fields of study that Holland is famous for and that can be beneficial for Taiwan (economy, water management), Dutch trading skills that are useful for graduates looking for an internationally oriented career, and the friendly study environment (Taiwanese students are less discriminated against in Holland compared to other countries).

Student recruitment

- Can we use successful fields of study to attract students? Nuffic Neso can promote Holland in a generic sense. We can only use elements of successful fields of study to draw attention to the whole Dutch higher education system.
- Offering internships to Taiwanese students is a good way of attracting attention. In general closer cooperation with Dutch businesses is worthwhile to increase name awareness and the reputation of Dutch higher education. Nuffic Neso Desk Taipei cooperates with many Dutch companies, mainly in the form of Orange Tulip Scholarships.

Institutional cooperation

- There are many opportunities to start dual degree programmes since they are stimulated by the Taiwanese government. Many financial support programmes exist. Specific example of grants and scholarships are included in the presentation. Dutch higher education institutions can contact the Nuffic Neso Desk for more information and assistance.
- Work holidays are special arrangements whereby students get to spend their holidays and at the same time work in the US, UK and Australia. These arrangements do not exist in Holland. Usually, students are more inclined to choose these countries for continuing their studies as well. It is a good promotion tool.

Alumni

- It is estimated that about 2,500 Taiwanese alumni exist (degree and non-degree students, such as short course and exchange students). The local alumni database only has 360 alumni. Institutions are requested to spread the word to their alumni to join the network and encourage them to join the events.

- Nuffic is looking into privacy regulations in the Neso countries for sharing alumni contact details. In Holland there is strict privacy legislation that also applies to the personal data of alumni. Exchange of personal data is only possible if institutions explicitly ask their alumni for permission.
- An important key performance indicator for Nuffic is the number of alumni in the central database. Currently that number is 12,700. See www.hollandalumni.nl
- Dutch institutions can help creating benefits for alumni to join the networks. They can for example offer Dutch language courses to students who are nearing graduation. This improves their chances of finding a job and staying in Holland as knowledge workers.

India

The presentation by Ms Sudha Sudeep is available for download on the Nuffic website:

www.nuffic.nl/nederlandse-organisaties/netwerken/klankbordgroep

Some highlights of the presentation of Sudha Sudeep:

General market information

- India is also a master's oriented market. Sudha Sudeep pointed out in her presentation that there are certainly also possibilities for bachelor's programmes of universities of applied sciences

Student recruitment

- Family, the Indian diaspora and the presence of Indian students at foreign institutions is crucial for Indian parents when sending their children abroad. Especially children who are taking bachelor's degree programmes. Students are more interested in mixed and well balanced classrooms, even if that means having fewer Indian co-students.
- The middle class is growing and more and more families can afford to send their children abroad.
- There are opportunities for recruiting bachelor's students, but it is a more difficult market to tap. Using agents can help, as well as establishing institution cooperation agreements for student exchange. Exchange students are more willing to return to your institution and spread the word about your institution to other students at home.
- Premier institutions offer education at relatively low costs, second rank institutions ask for higher tuition fees whilst they do not always have good staff. For Indian parents an alternative for second rank institutions is sending their children abroad for studies.
- Nuffic Neso Desk India offers lists of reliable agents as this was indicated by the participants as an obstacle on the Indian market. At the moment there are very few Indian agents that promote Holland to students.
- Nuffic Neso Desks India can help organise a separate education fair for Dutch institution combined with the presence of alumni and Dutch companies. This approach works well for our competitors (US, UK, Germany).

Institutional cooperation

- Nuffic Neso Desk in India can help filter the mediocre institutions as this was indicated by the participants as an obstacle on the Indian market. A and B grading lists need to be consulted by Dutch institutions who are looking for partner in India. Accredited institutions can still be mediocre (usually they lack good infrastructure and staff), Nuffic Neso Desk can check for you in a general sense. Information on the institutions' strengths within specific fields of study or disciplines is something the Dutch institutions should check themselves.
- Germany has a lot of internship opportunities. This is what Indian students are looking for. They usually want to stay on in their study destination to work and get some work experience before returning to India.
- Institutional cooperation can be used for universities of applied sciences for entering the education market in India.

Alumni

1,300 Indian alumni are registered in the local database. If Dutch institutions stimulate their alumni to join, a total of 3,500 can be reached.

General remarks:

You can contact Suzanne Kormeling for more information with regard to the Holland Alumni network: skormeling@nuffic.nl. Also see <http://www.hollandalumni.nl/>