

# **EUDIS Seminar: How to diversify income streams?**

## **Seminar speakers: biographic notes and presentation abstracts**

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### **Seminar Chair**

#### **Ian Creagh, Head of Administration and College Secretary, King's College London, *Chairman of the EUDIS Steering Committee***

Ian Creagh has worked in higher education management in the UK and Australia since the early 1990s, most recently as the chief administrative officer of various universities in the UK and Australia. He is currently the Head of Administration and College Secretary at King's College London. Prior to taking up his role at King's, he held the post of University Secretary at City University London and before that, Executive Director of Students and Staff Services at the University of Adelaide. Before moving to Adelaide, Ian held a variety of senior roles in the Australian Public Service leading and managing higher education and student assistance policy and programs in a variety of domains including open learning, post-secondary education cross-sectoral collaboration and higher education research. His last public service role was as Secretary and Chief Policy Adviser to the West Review of Higher Education Policy and Financing.

### **Session 2 – Seizing regional opportunities to diversify funding**

#### **Adrian Graves, Registrar and Secretary, University of Salford**

Dr Adrian Graves is Registrar and Secretary, and Deputy Vice Chancellor at the University of Salford which he joined in June 2006. In that role he is Chief Operating Officer and Secretary to the University's governing body. He has been leading a comprehensive change programme at the University through governance, strategic and academic leadership, the organisation and effectiveness of professional and corporate services and cultural change.

A graduate of the Universities of Adelaide and Oxford, Dr Graves held academic and management posts at several British and Australian universities and worked in the multimedia industry between 1979 and 2000.

He returned to Scotland in June 2000 as University Secretary at the Robert Gordon University, to lead changes in the delivery of professional and administrative services and the governance of the University.

## **Abstract**

This session will consider the University of Salford's strategic and operational management of Partnerships in the context of a wider institutional reform agenda. The drivers and scope of the University's transformation process will be outlined. Particular reference will be made to the significance of the strategic decision to join with the BBC in the multi-million pound MediaCityUK development at Salford Quays and the steps taken by the University's Strategic Leadership Team to ensure the University is capable of maximizing the opportunities the venture affords. Major cultural changes, significant infrastructure re-alignments, investments in senior appointments from the private sector and the proactive development of mutually beneficial relationships with regional partners and national and international businesses, have all been essential elements of the strategy. Time within the session will be dedicated to exploring how the strategy employed at the University of Salford might apply to other University's or organisations.

## **Session 3: External Incentives to diversify Income**

### **Kari Balke Øiseth, Director General of the Department of Research, Ministry for Education and Research, Norway**

Kari Balke Øiseth is a graduate in Environmental studies from the Agricultural University of Norway (1980). She has worked in the field of research policy and research administration for many years, first in the Agricultural Research Council of Norway, then in the Ministry for Education and Research. She was appointed Director General of the Department of Research in 2005.

## **Abstract**

The Norwegian donation reinforcement initiative is meant as an incentive to increase private funding of long term, basic research. The Norwegian government will give a 25 % donation reinforcement to private donations for basic research given to one of the following institutions: Universities, university colleges with the right to award PhD's, the Research Council of Norway and the Norwegian Academy of Science and Letters. The scheme was set up in 2006, and slightly revised in 2008.

In her presentation, Ms. Balke Øiseth will describe the framework, background and discussions leading up to the scheme, its practical procedures and mechanisms, and reflect on its role in funding of basic research. She will also reflect on some experiences and challenges – mainly seen from the point of view of the Ministry of Education and Research.

## **Session 4: European structural funds**

### **Ramona Todericiu, Deputy Manager and Associate Professor, Lucian Blaga University of Sibiu**

Dr Ramona Todericiu is Associate Professor at the Faculty of Economic Studies of the Lucian Blaga University of Sibiu and has been Deputy Manager there for about ten years. She studied Economics in Bucharest and has specialised in financial management and business administration. She is member of the Association of General Managers of the Public Universities in Romania.

#### **Abstract**

The presentation will include an overview of the Romanian higher education system, the transformations of the last 20 years, the progress done and the major issues. It will then focus on the administrative and financial management of Romanian universities, their funding and the need for diversification of the funds. Finally, the presentation will address the challenges linked to the access to and management of European structural funds, with an emphasis on the example and experience of Lucian Blaga University of Sibiu.

## **Session 5: Challenges and opportunities of the economic downturn**

### **Gundars Berzins, Director of Finance and planning department, University of Latvia**

Gundars Berzins works with the University of Latvia since 2001, where he first took a position of Dean's Assistant for International Affairs; he then became Executive Director of the Faculty of Economics and Management, and in 2008 took office as the Director of the Finance Department. Prior to his experience at the University, Gundars Berzins was the Executive Director of an international transport company. He holds a Master degree in Business Administration from the University of Latvia.

#### **Abstract**

The presentation is focusing on University of Latvia response to dramatic state funding decrease of 48.5%, student response to estimated GDP drop 19% and Latvian state policy for education during 2009. University responded with cost reduction strategy, structural change strategy and functionality audit; the presentation will display intermediate results and consequences of university actions to stabilize budget of university. Student response and expectation changes with GDP drop during 2009 will also be presented. Finally the presentation will highlight possible financing scenarios for 2010 and Universities strategic alternatives in situation of crisis.

## **Session 6: The complexity of multiple funding streams**

### **Xavier Puente Chaudé, Finance Director, Universidad Carlos III de Madrid**

Xavier Puente Chaudé is Finance Director at the University Carlos III de Madrid since 2004, where he also is Associate Professor in Finance. He holds a MBA and a Master in Law from the Universidad Pontificia de Comillas.

He has worked previously in Madrid and Paris as Finance Director at Loewe and Chaumet and in Corporate Banking at BBVA and Société Générale.

#### **Abstract**

The presentation will introduce the activities and context of UC3M, a public university with a strong research development in the Madrid Region. Then Xavier Puente will describe the main sources of income, stressing on the structure of the public funding allocated by the Region, and comment the challenge to increase and diversify the income sources and some old and new problems linked to the income flows.

### **Thomas Estermann, Head of Unit, European University Association**

Thomas Estermann is a Head of Unit responsible for governance, autonomy, management and funding issues in higher education and research. Before joining the EUA in July 2007, Thomas Estermann was Deputy Head of Strategic Development and Deputy Head of Administration at the University of Music and Performing Arts, Vienna.

He has previously worked with HUMANE and was founding chairman of WSAN, a network of senior university managers in Europe, set up to further cooperation and exchange of information in the development of higher education.

Thomas Estermann will present the preliminary results of the EUDIS survey and will share the first findings of the analysis on the different elements of income and funding diversification, including the state of play in Europe, key factors for a successful diversification strategy, its impact on governance and management, internal and external barriers and how they can be overcome. The second presentation will also give an overview of the impact of the economic downturn on universities across Europe.