

EUDIS Seminar: How to diversify income streams?

16-17 October 2009, Madrid

Friday, 16th October 2009

12:30 - 14:00 *Registration and Lunch*

Chair: *Ian Creagh, Head of Administration & College Secretary,
King's College London*

14:00 – 14:45 **Session 1: Welcome and Setting the framework**

Welcome words by the host

Daniel Peña, Rector, University Carlos III of Madrid

Welcome on behalf of HUMANE and EUA

Universities' financial sustainability & Findings from the EUDIS survey

Thomas Estermann, Head of Unit, European University Association

14:45 – 15:45 **Session 2 – Seizing regional opportunities to diversify funding**

Case study: the University of Salford

Adrian Graves, Registrar and Secretary, University of Salford

- Fostering partnerships through the reform of the governance structures
- Creating synergies with the regional environment: the example of Media City
- Strategies to strengthen the links with regional stakeholders

Breakout session in working groups

Based on the experience of the concrete example of the University of Salford, three working groups will discuss the main issues outlined in the presentation and how they could be emulated in other contexts. This will be followed by a plenary to draw together the groups' experience.

15.45– 16:15 *Coffee Break*

16:15 – 17:30

Session 3: External Incentives to diversify Income

The use of matching funds schemes:

The Norwegian Donation Reinforcement Initiative

Kari Balke Øiseth, Director General, Norwegian Ministry of Education and Research

- Framework conditions for scheme set-up
- Procedures & mechanisms
- Three years after: evaluation of the role of the scheme in mobilising extra private funding for universities

Reflections from the Panel

Two seminar participants will reflect on the lessons learnt and issues raised in the presentation and encourage discussion to identify common themes and key issues on to facilitate successful of income streams. Participants are encouraged to provide examples from their own context.

17:30 – 18:15

Session 4: European structural funds

Accessing and managing European structural funds

Ramona Todericiu, Deputy Manager, Lucian Blaga University of Sibiu

- The financial management of the Romanian universities
- Access & management of European structural funds: challenges
- Case study: Lucian Blaga University of Sibiu

20:30

Dinner

Samarkanda Restaurant (Atocha)

Saturday, 17th October 2009

09:00 – 10:30

Session 5: Challenges and opportunities of the economic downturn

Impact of the economic downturn: European overview

Thomas Estermann

The impact of the crisis on institutional strategy: the case of the University of Latvia

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

- Impact of the crisis on public policy, private funding and students
- The university's institutional response
- Strategic opportunities

Tour de table

The discussion aims at identifying the recent developments that the financial downturn had on public and private funding and which measure have been taken by the participating universities.

10:30 – 11:00

Coffee Break

11:00 – 11:45

Session 6: The complexity of multiple funding streams

The case of the University Carlos III of Madrid

Xavier Puente, Finance Director, University Carlos III of Madrid

- Presentation of the University
- Variety of funding streams and corresponding accountability requirements

Reflections from the Panel

Two seminar participants will reflect on the lessons learnt and issues raised in the presentation and encourage discussion to identify common themes and key issues. Participants are encouraged to provide examples from their own context.

11:45 – 12:45

Session 7: Seminar summary and next steps

This session will bring together the main points addressed during the seminar and provide an opportunity for the participants to bring additional elements for analysis into the EUDIS study.

The session will in particular focus on:

- Management challenges of diversification
- Impact on governing structures
- Use of external members of governing bodies for diversification

13:30

Lunch

16:30-18:30

City tour (bus trip)

20:30

Dinner

Zerain Restaurant (c/ Quevedo, 3)
