



**HUMANE SEMINAR**  
**Universidade de Lisboa**  
**Friday 19<sup>th</sup> to Saturday 20<sup>th</sup> November 2010**

***Does Information Technology Change University Management?***

**Agenda**

How do modern information technology tools influence the way universities function?

What is the impact of the integration of data at different levels (study/research programme / faculty level / university level / country / EU) or the integration of data from different data sources (student administration, personnel administration, output data, financial administration, etc) on the way we govern the university?

How does modern communication technology influence the way we communicate with our constituencies and stakeholders? Google, iPhone, Facebook, LinkedIn, Twitter and other social communication media technologies change the way we communicate. Are we prepared for the way our environment wants to communicate with us? How far do they also change the networks we are used to, how deeply do they change the groups or people that we see as our constituency, or how and where we recruit students and staff?

The question is whether we are merely adjusting ourselves to new circumstances or are we experiencing a revolution that also changes the face of our universities. We are part of the quickly changing pattern of the global knowledge system.

At the seminar we try to get an expert insight into the question how the future development of information technology influences organizations like universities, then we will take a look into the question how the administration of the university changes and as a result: what influence this has on governance issues. Lastly we will touch the issue how university's communication with our internal and external environment is changing and what we believe is opportunity and threat.

We would like colleagues and experts from within the universities to take part in this seminar. The seminar is aimed at two outcomes: 1) getting a better insight in present and future IT developments in relation to the management of the university and 2) defining issues in this respect that are of importance for later seminars.

*Universities see themselves faced by challenging social, educational and operational tasks. The list of strategic themes is widely known: a pioneering role in innovation and in the development of the Europe as a centre of knowledge, serving an ever greater variety of target groups, offering more individual customised solutions as to form, place and time of teaching, etc. And all this on a limited budget. These challenges and objectives mean, among other things, high standards for the information household of HE institutions. In the past years the insatiable hunger for customised information has meant a strong increase in the complexity of the information households of HE institutions. It is becoming clear that a qualitative leap will need to be made so as to create and support a cohesive context in which the complexity can be controlled.*

(Source: [surffoundation.nl](http://surffoundation.nl))

*The Internet has become a household commodity in our 24/7 economy. Staff and students in higher education demand access to information at any time of the day for retrieval and processing. They require information that is just in time, just in place and just for me. For them it is self-evident that they need to enter all kinds of data only once. This imposes great demands on the organisation of an institution's information provisioning. How is an institution to organise this, and which instruments can it use in doing so?*

(Source: [Surffoundation.nl](http://Surffoundation.nl))

**Friday 19<sup>th</sup> November, 2010**

**Chairman –Lambert Verveld**

12:30 – 13:30 *Registration and the Seminar will take place at the “Sala do Senado” (1st floor), Reitoria da Universidade de Lisboa, Alameda da Universidade 1649-004 Lisboa. Lunch will take place on the same floor, in the Oval Room.*

14:00 - 14:15 **Welcome by the Rector of the University of Lisbon, Prof. António Sampaio da Nóvoa**

14:15 – 14:30 **Introduction to the first part of the Seminar**  
*Lambert Verveld, Secretary General, Rijksuniversiteit Groningen (NL)*

**Session 1**

14:30 – 15:00 **Perspectives and expectations of the university in the rebuilding of their premises in research, teaching and administration**  
*Hans Jürgen Simm, Kanzler, Universität Bielefeld (DE)*

15:00 – 15:15 Discussion on Session 1  
**Session 2**

15:15 – 15:45 **Overcoming barriers to IT enabled efficiency improvements in Higher Education Institutions**  
*Mike Roberts, IT Director, University of Warwick (UK)*

15:45 - 16:00 Discussion on Session 2

16:00 – 16:30 *Coffee Break*

**Session 3**

16:30 – 17:00 **Creating common information systems for Higher Education: the role of national agencies**  
*Florence Egloff, Directrice du département services, and Eric Furlon, Governance Sector, Agence de Mutualisation des Universités et Etablissements (AMUE) (FR)*

17:00 – 17:15 Discussion on Session 3

17:15 – 18:15 Workshop Groups

18:15 – 18:30 Reports from workshop groups and closure.

20.00 Dinner at the *Spazio Buondi* restaurant – Avenida Sacadura Cabral, 53b

**Saturday 20<sup>th</sup> November, 2010**

**Chairman – Bert Verveld**

09:00 – 09:15 **Introduction to the second part of the Seminar**  
*Lambert Verveld, Secretary General, Rijksuniversiteit Groningen (NL)*

**Session 4**

09:15 – 09:45 **Living in the Digital World**  
*Pedro Veiga, Pro-Rector, University of Lisbon (PT)*

09:45 – 10:00 Discussion on Session 4

**Session 5**

10:00 – 10:30 **The use of social media in managing marketing and communication: a case study from the University of Helsinki**  
*Susanna Rautio, University of Helsinki (FI)*

10:30 – 10:45 Discussion on Session 5

10:45 – 11:15 *Coffee Break*

**Session 6**

11:15 – 11:45 **Does Social Media help communication services to our clients?**  
*Yves Chaimbault, Secrétaire-général, Université Paul Valéry - Montpellier 3 (FR)*

11:45 – 12:00 Discussion on Session 6

12:00 – 13:00 Workshop Groups

13:00 – 14:00 Report from the workshop groups and wrap-up of the Seminar

14:00 - Lunch

**Social Programme and Dinner**

16:00 Guided visit to the Chiado Museum (<http://www.museudochiado-ipmuseus.pt/>)

20:00 Dinner at the *Cervejaria Trindade* restaurant – Rua Nova da Trindade 20.  
([http://www.cervejariatrindade.pt/trindade\\_english.html](http://www.cervejariatrindade.pt/trindade_english.html))