

Report and action list WSAN steering group meeting 03.12.2010 Amsterdam

Helsinki evaluation

Overall evaluations were quite good.

Learning points:

- The start of the seminar marketing should be identical to the start of the registration.
- Early marketing is more important than complete information. A good website is crucial.
- A large organizing team is helpful.
- Price: the seminar fee can go back to 375 E, provided we indicate that
 - those alumni for whom the level of the seminar fee is a problem, either because of the financial situation of their institution, or because they do not have their own conference budget (are not in a management position), can apply to the organizers for a fee reduction. Such requests should be made before a certain deadline (e.g. 3 months before seminar)

Bologna seminar

Susi has got together a good group of Bologna alumni (in total Bologna has about 20 alumni!) who are willing to organize the seminar. Susi will also approach the new Head of Administration for formal support.

Benchmarking

The idea of benchmarking is really attractive; it is important to clearly indicate the setup, this was a bit confusing in Helsinki. The choice of options should not be too large to avoid disappointment by the facilitators. There should be a small menu of three to four thematic sessions to be facilitated: the themes should be Bologna best practice.

Seminar theme

The title of the seminar will be: **Developing professional skills for the university services of the future.** The seminar will focus on the skills needed to deal with academic, to deal with developments in specific service areas, to deal with the concept of services, and to deal with the transition from administration to services.

Seminar date

This will be either 7/8 October or 30 September / 1 October

The provisional programme is:

Friday

12 00 welcome and lunch

14 00 Welcome by Bologna Head of Administration

15 00 Celia Whitchurch: Third Spaces (services and academics)

16 30 Helsinki Design Capital: service design

18 00 discussion

20 00 Dinner

(NB some interactive/small groups element to be included in Friday afternoon)

Saturday

9 00 Margarida Mano, Coimbra: developing / centralizing services

10 00 Discipline sessions

Presentation on research support, Bologna (by ..)

Presentation on international relations, by ??
 Presentation by Regina ..., Carlos III (topic?)
In order to get more of these sessions, we will invite alumni to contribute sessions (half hour?) to present case studies on the change from administration to services: what is the specific change, what are the new skills needed, how are new team members recruited, etc.)

Contribution to WS 2011 Valencia

We agree that just to present a project would not be sufficiently distinctive from the rest of the Winter School programme; we also need some time to present the network itself. We agree to ask Markus Torkkeli (2009 alumnus) to give a combined presentation on Aalto and on the WSAW (based on a powerpoint that is available), and to pass this suggestion to the WS SG.

Communication strategy

The HUMANE website is outdated and not a good marketing tool for WSAW at all. It is a first priority to improve this. The most efficient way to do this in 2011 is to focus on making a good, interactive seminar website at Bologna, with a good link from the HUMANE website, and remove or update the old information at the HUMANE website. In 2011, we will also organize an offer for an improved HUMANE/WSAW website which we can propose for funding to the HUMANE EC.

Steering group membership

All are willing to continue in 2011, Kati up till the seminar, and she will then recruit a Finnish successor. Susi will continue until the seminar after Bologna, to be able to transfer her experiences. Andrea is willing to continue. Thomas considers he should step down when good successors have been recruited. The same goes for Liduine.

Constitution

Liduine thinks it is necessary to draft some kind of short constitution for WSAW: mission, structure, budget, activities; this will formalize the foundation of our work and make it perhaps easier for alumni to become interested in SG membership. Part of this is the agreement that the SG chair has a budget (currently 2000, but perhaps to be increased to 3000 – 5000) for administrative support. Liduine will draft a proposal and circulate by e-mail. This to be agreed with the HUMANE EC.

Actions:

Liduine to draft minutes and action list	X
Susi to communicate with Bologna organizing team	
Susi to approach HofA	
Susi to confirm date	
Susi to prepare seminar website at Bologna	
Thomas to approach Margarida	
Liduine to mail alumni with provisional seminar announcement (before Christmas!)	

Lidaine to mail Susi Bologna 2004 finances	X
Lidaine to “clean up” website HUMANE: update with new materials if possible and have outdated material removed	
Lidaine to organize offer by web specialist for renewed website	
Lidaine to ask Markus Torkkeli	
Lidaine to propose Markus to WS SG (Dietmar Ertmann)	
Lidaine to draft “constitution”	

Time line (draft, to be expanded):

First seminar announcement: December 2010

Repeat seminar announcement with reminder of call for presentations: late January

Communication with ESMU/HUMANE

Start of registration: 1 March 2011