I. AIM

This seminar will examine how higher education is evolving in OECD countries and how the image projected by universities and other HEIs shapes their mission.

As higher education has moved from elite to mass education, new demands have arisen. Demographic trends can make supply and demand unbalanced - geographically or with regard to study areas. The limited enrolment at some institutions, which may have to merge to survive, and problems with recruiting enough natural science and technology students, are just two examples.

Other aspects of image and external relations are related to the need for HEIs to widen their admission base and recruit more students from less privileged backgrounds and a further area where image is important is their international recruitment.

How institutions see themselves in ranking-lists and league tables is becoming increasingly important in the public eye. Whether fair or not, good scores on such lists are essential in order to generate sufficient funding, whether from public or private sources, and to attract good students and staff.

In many countries all this has led to increased competition in the fields mentioned and more focus on communication strategies. Making efforts to present the right image and convey the right message is no longer considered as a peripheral marginal activity, subordinate to main core activities of teaching, research and services. It has become part of the central overall strategies of institutions and often involves the allocation of important financial and human resources.

Furthermore, the ongoing internationalisation and globalisation of higher education means that the choices open to students and researchers have become wider. Institutions therefore must make new and better efforts to present their image while being aware of the dangers of overselling. This also affects their relations to other stakeholders, not least since financing is becoming more diversified and expectations are growing that universities shall make better use of research results and communicate them better, also as part of their engagement in the development of their regions.

The seminar will present perspectives and experiences from a range of countries. These different outlooks will provide background for discussions between participants willing to share solutions from institutions, which have solved their particular problems and which therefore may serve as examples of good practice for others.

II. AUDIENCE

This seminar is organised primarily for two audiences: on the one hand leaders and managers of higher education institutions and their public relations directors; and on the other, policy makers and representatives of national authorities or regional bodies concerned with institutional financing and management.

Participants are invited from all IMHE/OECD countries and from all kinds of HEIs, including specialised institutions (medical schools, art schools and technical universities) as well as the polytechnic (college) sector.

III. OUTCOMES

The seminar aims to identify key issues and make recommendations for action by institutions, authorities and organisations in the higher education sector. It is also meant to provide opportunities for benchmark-like
comparisons and exchange of best practices as well as informal networks for those who wish to continue cooperation in one form or the other.

IV. WORKING METHODS AND LANGUAGES

The seminar will consist of presentations, panel discussions and workshops. Input to the workshop sessions are welcome (please see registration form).

The working languages will be English and French and there will be simultaneous interpretation between these languages in all plenary sessions.

V. VENUE

The seminar will take place at the OECD Headquarters at:

Château de la Muette
2, rue André-Pascal
Paris 16ème.
The nearest Metro station is La Muette (Line 9).

VI. SEMINAR FEE AND ACCOMMODATION

The seminar fee is 200 Euros for IMHE members and 300 Euros for others. The fee includes seminar material, lunches and coffees, but not accommodation. Participants are recommended to make their reservations as soon as possible either at one of the hotels on the attached list or elsewhere.

VII. DINNER

The Thursday evening dinner, which will be held at Chez Clément, 9 Place St André des Arts – Paris 6ème, in the Quartier Latin, is optional. The cost of it will be 50 Euros.

The Planning committee looks forward to wide-ranging discussions with the active involvement of each delegate, be they policy makers or managers of institutions.

Henrik Wolf, Rector, Arcada Polytechnic, Helsinki, Finland
Christine Tausig Ford, Director, Publications and Communications Division, Association of Universities and Colleges of Canada
Peter Reader, Director of Marketing and Communication, University of Bath, United Kingdom
Richard Yelland, Head of Division, and Jan Karlsson, Administrator, OECD/IMHE, Paris, France
Communicating Higher Education: Image and Reality

Programme on Institutional Management in Higher Education (IMHE)

Preliminary programme

Thursday 26 August

9h00 Registration
9h30 - 11h00 Plenary Session 1

Opening and Welcome:
Richard Yelland, Head of Division, IMHE/OECD

Keynote address: Beyond university spin.
Steven Schwartz, Vice-Chancellor, Brunel University, UK

Response: Linda Nielsen, Rector, University of Copenhagen, Denmark

Questions and discussion

11h00 - 11h30 Coffee
11h30 - 13h00 Plenary Session 2

Room for all? Panel on Global trends, national policies and institutional image

Three short introductions:
Chris Duke, Professor, Royal Melbourne Institute of Technology

Akiyoshi Yonezawa, Professor, NIAD, Tokyo, Japan

Voldemar Tomusk, Deputy Director, Open Society Institute, Budapest, Hungary

13h00 - 14h30 Lunch
14h30 - 16h00 Workshops I

Theme 1 Public relations and crisis management
Peter Reader, Director of Marketing and Communication, University of Bath, UK, introduction

Theme 2 Attracting science and technology students
Birgitta Eriksson, Head of the Secretariat for the Faculty of Science, University of Stockholm, Sweden, Introduction

Theme 3 Managing media relations and communicating better
John O'Leary, Editor, Times Higher Education Supplement, UK, introduction

Theme 4 Quality management in external relations
Josef König, Dr., Ruhr-University Bochum, and Bernt Armbruster, Head of the Communication Department, University of Kassel, Germany, introduction

16h00 - 16h30  Coffee

16h30 - 18h00  Plenary Session 3
Communication in international markets
Maurits van Rooijen, Director, University of Leiden, Netherlands, and Vice President International Strategy and Development, University of Westminster, London, U.K.

20h00  Dinner

Friday 27 August

9h00 – 10h30  Plenary Session 4
Communicating about quality: strategic and ethical issues
Richard L. Morrill, Chancellor and Distinguished University Professor of Ethics and Democratic Values, University of Richmond, USA

10h30 – 11h00  Coffee

11h00 – 12h30  Workshops II
Theme 5  Promoting institutional identity
Cathérine Lévy, ESCP Paris, introduction

Theme 6 Marketing newer institutions and providing for students with less widely spoken languages
Henrik Wolff, Rector, Arcada Polytechnic, Helsinki, introduction

Theme 7  Recruiting to improve access and equity
Wayne Upshaw, Senior Scholar, Pell Institute for the Study of Opportunity in Higher Education, Washington D.C., USA, introduction

12h30 – 13h30  Lunch

13h30 – 15h00  Plenary Session 5
Closing keynote:
Ranking and league tables: better than their reputation?
Ann Dowsett-Johnston, Editor of the Maclean’s university rankings and the Maclean’s Guide to Universities, Canada

Evaluation
End of seminar