



# 6<sup>th</sup> UNICA - SGroup - Compostela Joint Workshop

Rethinking competence development for students'  
employability: practical solutions for Europe

*14 April 2016 at Vrije Universiteit Brussel, Karel van Miert building,  
Pleinlaan / Boulevard de la Plaine 5, 1050, Brussels*



Vrije  
Universiteit  
Brussel



SGROUP  
EUROPEAN  
UNIVERSITIES'  
NETWORK

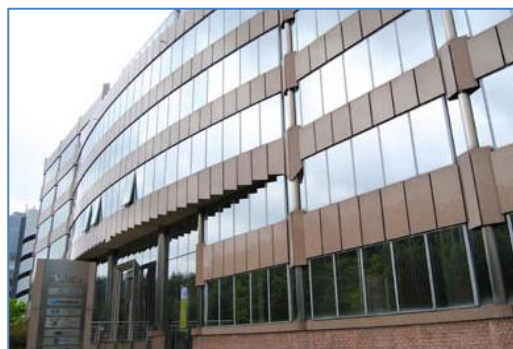


Network of Universities  
from the Capitals of Europe



## Venue

The 6<sup>th</sup> Joint Workshop of the UNICA-SGroup-Compostela Group Networks will be kindly hosted by **Vrije Universiteit Brussel** and will take place at **Karel van Miert building** (level -1, **ROME meeting room**), Address: *Pleinlaan/Boulevard de la Plaine 5, 1050 Brussels.*



## Introduction

The 6<sup>th</sup> Joint Workshop of the UNICA-SGroup-Compostela Group Networks will be dedicated to the topic of **Rethinking competence development for students' employability** during which we will investigate current employment trends across Europe among university graduates and the challenges related to graduate recruitment market.

On the one hand evidence shows that a university degree is no longer enough to guarantee a graduate a satisfying career. To have a **competitive advantage** on the job market students need to have developed their employability throughout their study period. On the other hand, while in some countries in Europe there are **job shortages** for young graduates, there are statistics to suggest that the EU faces a paradox: the youth employment rate stands at 23% while there are around 2 million unfilled vacancies across Europe, and a high number of employers cannot find the **right mix of skills in the job market**, especially with regard to e-skills. The **mismatch** in some cases may be attributed to **insufficient or inadequate training** of work-related skills during the study period.

These challenges will be addressed through a series of presentations, case studies and panel sessions from the perspective of the European Commission, Higher Education Institutions and representatives of the business sector.

**Target audience:** Vice-Rectors/Vice-Presidents for Student Affairs, Deans, Heads and Senior Officers of Career Offices, Career Support Services, and Centres for Skills Development, Placement Coordinators, representatives of student associations

## Background

Since 2009, three European Universities' Networks, SGroup, UNICA, and Compostela Group organise annual one-day events designed to meet their member institutions' needs for latest and up-to-date information, good practices, and networking & cooperation opportunities. The 2016 Workshop will be sixth in a series of joint events and will follow "International University-Enterprise Cooperation for Adult Education" (2009), "Successful Management of the Erasmus Mundus Joint Programmes" (2011), "Strategies for Successful Europe-China Collaboration in Research and Education" (2012), "Exploring academic collaboration between European and Sub-Saharan universities" (2013), and "Integration and Promotion of Administrative Staff Training at Universities across Europe" (IMOTION Conference, 2014).

## Programme (as of 12/04/2016)

Venue: Vrije Universiteit Brussel, Karel van Miert building (level -1, ROME meeting room)  
Address: Pleinlaan/Boulevard de la Plaine 5, 1050 Brussels

08:00 - 09:00	Arrival of participants, registration and coffee <i>Level-1 of the Karel van Miert building, Pleinlaan/Boulevard de la Plaine 5</i>
09:00 - 10:30	Opening session <ul style="list-style-type: none"><li>▪ <b>Welcome on behalf of the 3 networks</b> by Jean Pierre ROOSE, Compostela Group of Universities' Delegate in Brussels</li><li>▪ <b>Graduate employment and employability: EU policy responses</b> by Simon ROY, Policy Officer, Higher Education Unit, DG Education and Culture, European Commission</li><li>▪ <b>Ensuring future proof graduates: global employability in European perspective</b> - Keynote presentation by Nanette RIPMEESTER, Founder and Director of Expertise in Labour Mobility</li><li>▪ Questions and Answers</li></ul>
10.30 - 11:00	Coffee and networking
11:00 - 12:30	<b>SESSION I</b> <b>Innovative practices for fostering students' employability: case studies</b>  <b>Chair: Jean Pierre ROOSE, Compostela Group of Universities' Delegate in Brussels</b>  <i>What is the awareness of the job market expectations among career office counselors and among students themselves ? How do university career offices assist our students and young graduates in tackling the employability challenges? Examples of state-of-the-art services and support tools</i> <ul style="list-style-type: none"><li>▪ <b>garagErasmus Check-In Europe platform</b> by Nicola FILIZOLA, Vice President EU Affairs of garagErasmus</li><li>▪ <b>The Employability Points Scheme: An Innovative Approach towards Enhancing Students' Skills and Industry Collaboration</b>, by Matt COOK, Employability Points Officer, University of Kent</li><li>▪ <b>Career Management Information System: New Possibilities for Student Career Management Services and Graduates Career Tracking</b> by Sigita KILKUTĖ, Career Counsellor, Career and Counselling Unit, Vilnius University</li></ul>
12:30 - 13:30	Lunch

13:30 - 15:00

## SESSION II

Keeping up with the labour market: How to integrate professional competence development in study curricula?

**Chair:** Wioletta WĘGOROWSKA, Executive Director, SGroup European Universities' Network

*The impact of job market expectations on universities: How to find the right balance between academic content and the evolving needs of the job market? How to effectively incorporate professional training and entrepreneurship education in academic programmes?*

- **Keynote presentation: Innovative motivational profiling to match students to colleges, programmes and jobs** by Christophe GEERKENS, Partner at SommerYeager ([www.sommeryeager.com](http://www.sommeryeager.com))

**Case studies from Networks' members:**

- **E2: eEstudiante x emprendedor – student and entrepreneur – entrepreneurship training programme** by Kerstin MAIER, Executive Assistant to the Director of Santander International Entrepreneurship Center (CISE), University of Cantabria
- **Teaching (technology) entrepreneurship at VUB** by Marc GOLDCHSTEIN, Professor and Project Leader of "Technology Entrepreneurship", Vrije Universiteit Brussel

15:00 - 15:30

Coffee and networking

15:30 - 16:30

## SESSION III

Building strategic partnerships between universities, business and alumni networks

*What are the mutual benefits of universities, business and alumni networks partnerships? What facilitates and what impedes such partnerships? What is the role of alumni offices? What are the benefits and costs of bringing Higher Education and employers' expectations together?*

**Chair:** Jean Pierre DE GREVE, Honorary Vice-Rector for International Policy, Vrije Universiteit Brussel, former Member of the UNICA Steering Committee

- **Keynote presentation: Building strategic partnerships between universities, business and alumni networks** by Ingrid LIETEN, Director of LifeTech Valley, former Minister of Innovation in the Flemish Government
- **Case study: Cooperation between German universities and global companies through Alumni Associations** by Arnim HEINEMANN,

Director of International Relations Office, University of Bayreuth,  
Executive Committee Member of the SGroup – European Universities'  
Network (presentation via Skype)

**16:30 - 17:15**

**Concluding discussion panel** chaired by Jean-Pierre DE GREVE, Honorary  
Vice-Rector for International Policy, Vrije Universiteit Brussel

**17:15-18:00**

Networking drink

### OPENING SESSION

#### ***Graduate employment and employability: EU policy responses by Simon ROY, Policy Officer, Higher Education Unit, DG Education and Culture, European Commission***

##### **Simon ROY, Policy Officer, Higher Education Unit, DG Education and Culture, European Commission**

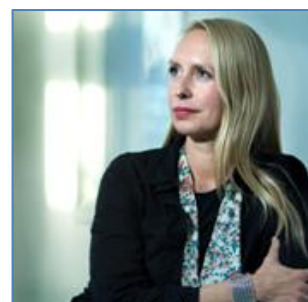
Simon Roy is a Policy Officer in the European Commission's higher education policy team within the Education and Culture Directorate General. As a member of the team currently reviewing the Commission's overall higher education strategy, much of his work focuses on issues related to the measurement of higher education outcomes, including graduate skills. He has also worked extensively on the issue of higher education funding, including the development of performance systems. Before joining the Commission, Simon worked for almost 10 years in policy evaluation and impact assessment, notably in relation to EU funding programmes in education, research and regional development.



#### ***Ensuring future proof graduates: global employability in European perspective***

##### **Nanette RIPMEESTER, Founder and Director of Expertise in Labour Mobility**

Nannette Ripmeester is a Director of Expertise in Labour Mobility ([www.labourmobility.com](http://www.labourmobility.com)). She has extensive knowledge on what makes graduates internationally employable by working with corporate clients and higher education institutions across the globe. With her double-sided knowledge on what makes people mobile, Nannette advises how to further increase the connection between recent graduates and their future job opportunities, in the form of workshops, lectures, publications and an educational gaming app (*CareerProfessor.works*).



Nannette combines her role for ELM with her work as Director of Client Services Europe for i-graduate – a leading benchmarking organisation responsible for the International Student Barometer (ISB). With 2.5 million student responses, the ISB is the largest student survey in the world. With 20 years of advising employers, universities and governments on graduate mobility, Nannette is one of Europe's leading experts on mobility for study and work.



## SESSION I

### Innovative practices for fostering students' employability: case studies

#### ***garagErasmus Check-In Europe platform***

##### **Nicola FILIZOLA, Vice-President European Affairs, garagErasmus Foundation**

Nicola Filizola is an international communication and public affairs expert who has worked in the United Kingdom, Italy, Israel and Belgium for the United Nations for major TV broadcastings and video productions, radio, and other private and public institutions. He is co-founder and Vice-President European Affairs of the garagErasmus Foundation. He is also a Board Member of the Erasmus Students and Alumni Association - ESAA.



#### ***The Employability Points Scheme: An Innovative Approach towards Enhancing Student's Skills and Industry Collaboration***

##### **Matt COOK, Employability Points Officer, University of Kent**

Matt Cook joined the Employability Points Scheme team in April 2014 after working in academic research and in the motor insurance industry. Matt is the operational lead for the scheme, responsible for student and business engagement, promotion and marketing and engagement with internal stakeholders.



Matt most enjoys assisting students who have gone the extra mile whilst completing their studies at Kent and outside of work.

#### ***Career Management Information System: New Possibilities for Student Career Management Services and Graduates Career Tracking***

##### **Sigita KILKUTĖ, Career Counsellor, Career and Counselling Unit, Vilnius University**

Sigita Kilkutė has been a coordinator for student internships and career development and a specialist for graduates' career tracking at Vilnius University since 2012. Among her main activities are the coordination of the internship scheme, career development programme and personal career counselling for students at Vilnius University. Sigita is furthermore responsible for the development of the information system for students' career management and providing consulting services for all groups of system users: students, organizations and career specialists of other higher education institutions. Vilnius University is the administrative institution of a consortium of 25



Lithuanian higher education institutions that developed national students' career management and graduates' career tracking information system.

## SESSION II

### Keeping up with the labour market: How to integrate professional competence development in study curricula?

#### ***Innovative motivational profiling to match students to colleges, programmes and jobs***

**Christophe GEERKENS, Partner at SommerYeager ([www.sommeryeager.com](http://www.sommeryeager.com))**

Christophe has a Master's degree in Economics and a strong background in Linguistics and Behavioral Sciences. He is an internationally certified trainer and consultant in Language and Behaviour Profiling.



As a psycho-linguist he uses the latest scientific insights to predict and influence behavior through linguistic algorithms. Over the past 12 years, he has been involved in numerous projects around recruitment and selection, change management and interpersonal skill building.

He had the privilege of working side by side for 6 years with the late Dr. Joseph Yeager, by many considered to be one of the leading experts on persuasion and behavior change. Dr. Yeager was the former head of psychology at Pfizer, test developer at the Educational Testing Service, founder of Linguis-techs (an advanced qualitative market research company). Together with Dr. Yeager, Christophe co-developed the Sommer Survey – one of the few non-personality based assessment tools that identifies how people make decisions, work with others and set priorities on the job.

Currently Christophe is developing a new student orientation survey, designed to give college students and recent graduates insights into the kind of college and major to choose, how to study better (based on their own decision making preferences), and what kind of future career or organizational culture will suit them best.

#### ***E2: eEstudiante x emprendedor – student and entrepreneur – entrepreneurship training***

**Kerstin MAIER, Executive Assistant to the Director of Santander International Entrepreneurship Center (CISE), University of Cantabria**

Kerstin Maier holds an MSc in Business Administration from the University of Augsburg (2004) and a Master in International Project Management from the Spanish Distance Education University (2007).



Kerstin worked from 2004-2014 as international project manager for diverse governmental and non-



governmental organisations and private companies such as the German Chamber of Commerce and Industry (AHK), the German Development Aid Organization (GIZ), UN Women, Development Assistance Research Associates (DARA) and International Science & Health Marketing (SPRIM) in several countries (Peru, Venezuela, Spain, East Timor, Dominican Republic, Germany). She has a vast experience in capacity building and training in areas such as employability, entrepreneurship and SMEs internationalisation. Since 2015, Kerstin works as Executive Assistant to the Director at Santander International Centre for Entrepreneurship (CISE) where she brings key insights with regard to the challenge of matching local job market skills needs and youth employability in a globalised economy.

### ***Teaching (technology) entrepreneurship at VUB***

#### **Marc GOLDCHSTEIN, Professor and Project Leader of "Technology Entrepreneurship", Vrije Universiteit Brussel**

Marc Goldchstein is project leader of "Technology Entrepreneurship" at the VUB. Since 2005, Marc Goldchstein is professor and Member of the Technology & Innovation Team at MOBI (Mobility, Logistics and Automotive Technology Research Centre). His team developed course packages on technology entrepreneurship for both business and technology students, and built up a wide experience in business modelling. He is member of VUB Knowledge and Technology Transfer unit KTI where he acts among others as coach for spin-offs in preparation, and he is in charge of the Starter Seminars. He also teaches in the Professional Bachelor programme "Idea and Innovation Management" at the Erasmushogeschool Brussel. Prior to joining VUB's academic team; Marc Goldchstein was active in a number of technology startups.



## **SESSION III**

### **Building strategic partnerships between universities, business and alumni networks**

#### ***Building strategic partnerships between universities, business and alumni networks***

#### **Ingrid LIETEN, Director of LifeTech Valley, former Minister of Innovation in the Flemish Government**

Ingrid Lieten studied Law at Vrije Universiteit Brussel and became a lawyer at the bar association of Brussels and Hasselt. A couple of years later, she obtained a Master's degree in Industrial Location and Development. On 1 January 2002, Ingrid Lieten became CEO of De Lijn, the Flemish national public transport company. She left the company in 2009 and was appointed Minister for Innovation, Public Investment, Media and Poverty Reduction in



the Flemish Government. On 1 March 2016 she ended her political mandate to take up the function of Director of LifeTechValley, a nonprofit cluster organization established in 2015 to support economic development in the field of healthy aging.

***Case study: Cooperation between German universities and global companies through Alumni Associations***

**Arnim HEINEMANN, Director of International Relations Office, University of Bayreuth, Executive Committee Member of the SGroup – European Universities’ Network**



Dr. Arnim Heinemann has been Director of the International Office at the University of Bayreuth since 2009. His academic background includes Middle Eastern Studies, Comparative Literature, and Media/Communication. Arnim Heinemann has more than a decade of experience as a Higher Education manager in the German diplomatic service, the German Excellence Initiative, and the HE spheres of research universities and funding organisations worldwide. His areas of specialisation include internationalisation strategies, campus/curriculum internationalisation, and international collaboration in research, teaching, and service.

Arnim Heinemann has authored and headed HE management and service projects awarded by the EU, the Alexander von Humboldt Foundation, the German Academic Exchange Service (DAAD), the German Research Foundation (DFG), and Fraunhofer. He is also an Executive Committee Member of the SGroup – European Universities’ Network.