



**Strengthening the brands through different tools –
world café**
Tuesday 22 May 10:00 -10:45

GENERAL GUIDELINES

1. **One topic – three rounds:** During the entire duration of the world café (45 minutes), 3 groups of participants will discuss your topic, each in a approx. 10-minute rounds; when there is time to move for the first group, you will hear a signal – then the first group will leave to discuss the next topic, and the second group will replace them.
2. Your role will be to introduce the topic to each group by asking questions that will facilitate the participants to share their experience, thoughts and ideas. **On the following pages, you will find some suggested questions.** We recommend you to use **open-ended** questions – those that do not generate yes or no answers, but surface ideas and possibilities. You can also note down the key questions on the white board.
3. Keep in mind that you have only **10-12 minutes** for each round
4. Note down **the main points** discussed on a white board and encourage the participants to jot down key connections and deeper questions as they emerge.
5. At the beginning of a new round, welcome the newcomers and **briefly summarise** the key insights from the previous group so that others know what has been already said and can build upon these ideas.
6. **Before the conclusions of the world café, 11:15 – 11:45:** You will have 30 minutes to reflect on and summarise the discussions on your topic. Take your time to consider:

*What conclusions/deeper questions emerged as a result of these conversations?
What do we know and see as a result of these conversations?
What are the innovative suggestions/tips/recommendations from the participants?
What are the best practices that can be taken back home?*

7. **After the meeting:** Please keep your world café notes and send them to office@unica-network.eu – this will allow us to prepare the general conclusions of the world café that will be later sent to all the participants.



QUESTIONS FOR THE WORLD CAFÉ DISCUSSION GROUPS

University presence in social media: a necessity?

"The power of social media as a common means to build networks and replace traditional community building has rapidly found new homes in our Universities. Universities have begun to use social media, and just recently began using social media effectively.

They have moved past just having a website and began engaging in the land of twitterdom. Utilizing Twitter as well as other channels to maintain connections to alumni, hunt for prospective students, and promote the advances of their research departments."

(<http://www.socialmediadelivered.com/2012/03/02/top-20-social-media-universities-by-socialmediadel/>)

Top 10 Social Media-Savvy Universities - Study

<http://mashable.com/2012/03/30/universities-social-media-savvy/>

- Is your university present in social media such as web blogs, forums, Twitter, Facebook, YouTube (e.g. lipdub), Academia.edu?
- What kind of presence you have (passive or active/proactive)?
- Do you have feedback from your students? staff?
- Is your university's activity in social media perceived as a burden or as an advantage by your university staff?
- Any feedback from the 'outside', e.g. future or former students?
- Do you think presence in social media influences significantly your university's image?
- Perception of students: do they consider university's presence in social media as 'invasion' on their private sphere of life or they are happy to 'stay tuned'?
- What kind of news/materials to post?
- Who is posting: students? dedicated person or office? people from different university departments?
- How to assure coherence and reputation of the university in the social media? Who does the monitoring?
- One university profile or different profiles for different information (for example international relations, libraries, sports, student union, ...) ?
- What are the target groups? What about people who do not use social media (generation gap as an important factor, but also students who are not interested in joining social networks)?

'Revamping' the coat of arms: big investment – big change?

- The signifier and the signified: how strong is the connotation between the logo and the University?
- Experience of participants whose universities have revamped their coats of arms: Vrije Universiteit Brussel, University of Cyprus, University of Zagreb, Université de Lausanne, University College Dublin. **(see the images below – logos in bigger formats will be provided for the world café)**
- Breaking up with tradition – is that problematic?
- Concrete examples: what were the reactions of students, employees, media when university coat of arms was changed? Positive/negative feedback? What do you think are advantages and disadvantages of revamping coat of arms (any hands-on experience?)?
- How important are coats of arms for the holistic university image? Why do you think they are important?

University College Dublin



Université de Lausanne



University of Zagreb



University of Cyprus



Vrije Universiteit Brussel



Spreading the university's word: electronic publishing or printing?

- Electronic publishing/printing as part of a broader university's strategy
- More and more people look for information on the Internet (Web becoming a primary source of information) – is printing still needed?
- Was there any research done at your university about which type of publications is more popular?
- Electronic materials more appealing than printed brochures?
- Electronic publishing and protocol: can electronic printing be sometimes considered a *faux pas*?
- Do you think people still judge an institution by the quality of their print publications (among other factors of course)?
- Electronic vs. printed publications: different objectives?
- University press: papers or e-news?