



**SANTANDER GROUP
LIAISON OFFICERS' MEETING**

**ADAM MICKIEWICZ UNIVERSITY
6-7 OCTOBER 2011, POZNAŃ, POLAND**

***Strategies for International Relations Offices: Quality, Reputation
and Funding***

Formation of international alliances for collaborative research and education is becoming a common strategic approach for universities worldwide. There are multiple dimensions of the internationalisation process that can be seen as a range of international activities such as academic or student mobility; international linkages, partnerships and projects; new international academic programmes with other countries, or the delivery of education to other countries. Irrespective of the approach, internationalisation of higher education cannot be seen as an isolated activity of the university but it should consider the environment in the widest possible context. Globalisation, borderless, cross-border or transnational education has become present in the daily reality of every university these days. Responding to the challenges that these phenomena bring about is a major task of the university governing bodies that are trying to provide for the most efficient facilities and resources to tackle the questions of internationalisation “abroad” and “at home”.

Universities without well functioning international relations or partnerships complain of provinciality of their home institutions, lack of international exposure, little collaboration opportunities. Matching expertise around the globe, particularly through research collaboration can thus ensure a continuous influx of expertise and knowledge. Thus, important measures should be taken to structure and manage the international relations offices in such a way so that they generate the value that reaches far beyond universities and adds to building international image and reputation of universities, create attractive research and study environment, finally contribute to fostering of innovation through the transfer of knowledge and experiences. However, this requires the involvement of the academic and administrative staff with highly professional skills and competences but also the application of proper managerial methods and tools.

The Santander Group Liaison Officers' Meeting 2011, to be held at the Adam Mickiewicz University of Poznań, will investigate the role of IROs in shaping international reputation and quality of universities. The SG members will share their practices in benchmarking international activities, effective resource planning and management, creating strategic partnerships for international relations, and also increasing attractiveness and visibility of universities abroad.



The meeting is addressed to SG members, involving almost 35 universities from 17 European countries and also to universities from outside the network, interested in the topic and the SG Network's activities. The event will also provide for an interactive workshop aiming at harnessing the potential of networking for reaching institutional goals in international teams of professionals.

PROGRAMME

Wednesday 5 October

- Afternoon Arrival and check-in at the "Jowita" University Hotel, ul. Zwierzyniecka 7
60 - 813 Poznań, Poland
- 19.30 Dinner "Pod Pretekstem" (meeting point at the hotel at 19.15)
Sw. Marcin 80/82

Thursday 6 October

Venue: Collegium Minus, ul. Wieniawskiego 1.

- 08.30-08.50 Welcome
- **Prof. Jacek Witkoś**, Vice-Rector for International Relations, Adam Mickiewicz University
 - **Prof. John Tuppen**, President, Santander Group
- 8.50-9.20 Presentation of AMU International Activities
Dr. Rafał Witkowski, Head for International Education Centre, Adam Mickiewicz University (Poland)
- 9.20-9.40 Presentation of **Prof. Katarzyna Ziemnicka** – Associate Dean for Medicine, Poznan University of Medical Sciences, *International Educational Programmes at University of Medical Sciences*.
- 9.40-10.20 Case studies in international relations management from SG members
Chair: Valère Meus, Ghent University – Part I
- The role of international relations for the improvement of the quality and reputation of universities: the case of Sapienza University of Rome, **Luciano Saso, Sapienza University of Rome (Italy)**
 - Implementation of internationalisation strategies and benchmarking of international activities, **Marina Casals Sala, Rovira i Virgili University (Spain)**
- 10.20-10.35 Coffee break



10.35-12.30

Case studies in international relations management from SG members

Chair: Valère Meus, Ghent University – Part II

- Effective resource planning and management, **Dominique D'Arripe, University of Liège, (Belgium)**
- Creating strategic partnerships for developing international relations, **Primrose Paskins, University of Kent (United Kingdom)**
 - **Rebeca Tomás, Rovira i Virgili University (Spain)** - example
- Increasing attractiveness and visibility of your university abroad; promotional tools, **Johan Ahlgren, Gothenburg University (Sweden)**

12.30-13.30

Networking lunch (Collegium Minus)

14.00-18.0

Workshop on team building
(Campus Morsko)

20.00

Meeting point at the hotel
Dinner University Restaurant

Friday 7 October

09.30-12.30

SG Liaison Officers Activities
(Botanical Gardens, 165 Dabrowskiego Street)

Chair: Joanna Zadarko, International Relations Officer, Adam Mickiewicz University (Poland)

- SG Strategy 2020
- Grading Issues
- EAIE Conference 2012/Proposals for sessions
- Workshops
- Regional Collaboration
- SG Institutional mobility/SG mobility programmes
- SG Events 2012

12.30-14.00

Lunch

14.00

Social programme:

- Excursion to Lech Brewery
- Sightseeing in Old Market Square; Museum of Old Instrument
- Archeological Museum, Parish church

21.00

Dinner Restaurant "Brovaria"
Old Market Square 75

Saturday 8 October

Departure

