April 2024: key trends and advices

Observations
1. Pro-active
2. Decreasing influx
3. Regional importance
4. Demand for lifelong development
5. Unclear governance and increasing administrative pressure
6. Changing role of academia in society
7. Importance of impact accountability

Trends
1. Less money
2. Cost-effective programmes
3. Lifelong learning offer
4. Partners and collaboration

Advices
1. Focus on cost-effective programmes that align with UTs profile
2. Look at opportunities for alternative funding
3. Invest in the lifelong learning offer
4. Select a number of partners and invest in this collaboration
5. Keep each other informed
6. Explicitly discuss staff members’ rights and duties in the public domain
7. Pick and operationalise a clear profile

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