

Faculty of Engineering Technology: from Vision 2020 to strategy and implementation

Discussions on the implementation of Vision 2020 were held on 23 June at a meeting of the Faculty of Engineering Technology (CTW). Based on the following themes, Dean Geert Dewulf elicited responses from CTW staff and students in order to identify the best focus for the faculty's activities. He also presented a draft visual representation of Vision 2020, which was created by students of Industrial Design and which will be refined further. Explanatory texts will be added to the visual, and it will soon be distributed throughout the University of Twente.



Internationalization and Global Citizens:

- English-language Bachelor's in 2016?
- Enrolment of international Master's students: from 25 to 60
- Each staff member should try to recruit at least one international student
- Staff members are encouraged to teach abroad
- 25% is international funding
- CTW is responsible for 20 scholarships for Master's students (PdEng, PhD)

If all Bachelor's programmes are taught in English, what will that mean for regional intake? Students from the region traditionally prefer Dutch-taught programmes. We wish to preserve these enrolments. It has been suggested to expand English-language teaching in the Bachelor's programmes in phases.

Master's students especially appreciate English as the language of instruction. We need more enrolments of international students in our Master's programmes, and the question is therefore how this can be achieved. Each member of staff should endeavour to recruit at least one international

student while on visits abroad. It is fairly easy to give a presentation about the University of Twente at one of the local universities when attending an international conference. This will strengthen our brand awareness, and precisely this is often the problem: our university is regularly overlooked. In this context, it has been suggested that we need to focus more on student exchange and international scholarships.

Last year's excursion to Brazil, where we visited several universities, was a big success. Brazil encourages its students to study abroad, and the country makes stipends available for this purpose. Prior to the working visit to Brazil we had only seven applications for admission from Brazilian students. Following our visit, that number rose to thirty-six.

A final issue is the appeal of the University of Twente for European students. The Rector Magnificus has indicated that this is a matter of ownership. It is a well-known fact that international (including European) students come here because of personal recommendations or advice from professors. It is important that our academic staff share responsibility for the intake of international students, and that they devote part of their time while on international visits to recruiting likely candidates.

Enhancing Industry - University Cooperation: *Societal Impact and Entrepreneurial University*

- International orientation while maintaining a leading role in the region
- 50 PhD candidates per year (30 industry funded)
- Labs are joint ventures between University and Partners
- From Hirsch to Twente Index

The discussion also revealed that the University of Twente has not yet achieved a preferred partner status among businesses. We should focus on strengthening cooperation with companies across the border in Germany, where there are numerous opportunities. We need to sell ourselves: make some noise.

We should also focus more on the use of our on-campus lab facilities.

Master's programmes in 2020?

- Demand-driven education: more freedom, Master of Engineering with different tracks.
- MOOCs
- Marketing the Master's: what are our unique selling points and what are our target groups?

We need to introduce greater flexibility in our Master's programmes. Also, we do not necessarily need to offer all facets of our specializations ourselves; we can also look for partners who can provide specializations and cooperate with them. It was suggested that we investigate the potential offered by collaboration with ITC and take advantage of this where appropriate. The Master's programmes at the University of Twente should consist of global portfolios from which students can compile their own personalized courses; this would be much more in keeping with the structure of Master's programmes at other internationally oriented universities.

A number of USPs for the CTW programmes were mentioned: tailor-made, designer-centric, global, industry-oriented. It is vital that CTW staff provide relevant input to the marketing and communication department in order to promote and market our programmes successfully.

Research: *Excellence in Combinations*

- 20% of research budget for encouraging combinations?
- 10 ERC Advanced Grants per year?

- Design as integrator
- CTW takes the lead for Smart Cities

Cooperation between faculties is key in this context. It is difficult even within the Faculty of Engineering Technology itself to achieve cooperation and coherence between the various disciplines. We will have to start at that level, and then expand our efforts by getting other disciplines and faculties involved in projects.

When it comes to themes such as Smart Cities, we will need to arrive at a clearer definition of what we precisely mean. If you ask four people to give an explanation of this theme, then you will get four different answers. We would do well to identify a specific focus within this theme.

Finally, the discussion turned to Human Resources. The following elements were identified as important in this area: flexibility, international recruitment, flexible tenure tracks and career potential.