The Baltic University Programme
Rectors´ Conference
2018

Workshop 4: Strategies in education – how to attract students of the 21st Century?

Chairs: Rector Friedrich Albrecht
        Prof. Nadezhda Goncharova
The workshop was attended by 16 people

Representatives:

• Technical University of Ostrava (2) (Czech Republic)
• Belarusian State University (2) (Belarus)
• International University "MITSO" (Belarus)
• Maria Curie-Skłodowska University (Poland)
• Åbo Akademi University (2) (Finland)
• University of Applied Sciences Zittau/Goerlitz (4) (Germany)
• Uppsala University (1) (Sweden)
• Saint-Petersburg State Chemical Pharmaceutical Academy (2) (Russian Federation)
• Ivan Franko National University of Lviv (Ukraine)
The purpose of the workshop is to suggest a number of important strategic choices. These can range from guest lectures to joint degree programmes, and reflect on issues like inter-disciplinarity, scientific cultures.

Relevant to discuss is how to support the university teachers’ competence development, and interest in training programmes in e.g. Education for Sustainable Development (ESD)?
• Prof. **Friedrich Albrecht** turned his attention to the issue of Joint Degree Programs

• could it work and strengthen BUP and its aims and ideas?

• Interdisciplinary - which scientific cultures should be brought together and how?

• Guest lectures - how to make them less random?

• **Prof. Nadezhda Goncharova** said about the Digital Learning (change in the activities from book productions to the BUP Learning Platform).

• A discussion about what might be of interest to youth in the BUP led to the following suggestions:
Focused on Students:

- More student mobility (summer schools, language courses, cultural seminars);
- Students need to have motivation to take part in the BUP initiatives – diplomas, ECTS points, curricula, rewards. Students’ representatives should also be appreciated for their work;
- Update all old BUP courses (CD, website, e-library);
Focused on Students:

• Inviting business representatives to the students’ conferences;
• Propose to include words ‘sustainable development’ in the titles of all universities’ courses to attract students and spread SD awareness;
• Introduce BUP patronage over university courses and initiatives – a visible form of the advertisement and brand building