SUPPORTING STAFF'S FUNDING APPLICATION EFFORTS

TEMPUS WORKSHOP
MAY 2013

LISBETH MUNKSGAARD
AAU FUNDRAISING & PROJECT OFFICE

AALBORG UNIVERSITY
DENMARK

Mission of the Fundraising and Project Office

To increase the level of external funding to Aalborg University by lovering the obstacles for the scientific staff to go for external funding

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Strategic Objectives

1. Increased external funding for activities in focus

2. Improved ranking for the university

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Organization of Fundraising & Project Management

Aalborg:
- 5 fundraisers
- 1 research librian
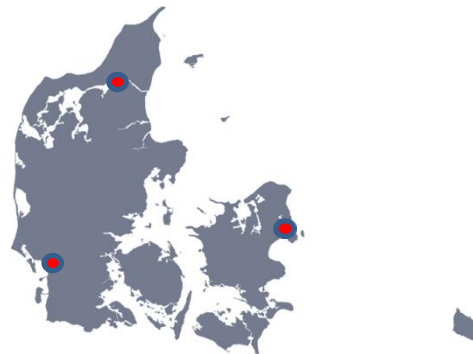- 6 project managers

Esbjerg
- 1 shared fundraiser

Copenhagen
- 2 fundraisers

Bruxelles
- 1 Fundraiser/lobby
- 2 students

Shared Management

Project support at decentralized level

- More than 60 administrative employees in the departments give support to the scientists

- Organized in a network that meet 2 times per year

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Support Services Fundraising

- General support to the applicant including
    - Budget preparation
    - Management and impact
    - Submission
    - Coaching
    - Compliance
- Identification of funding options
- Coaching regarding career planning
- Training in application writing
- Identification of potential applicants for ERC etc.
- Lobby
- Support to the AAU MGM for strategic planning of fundraising
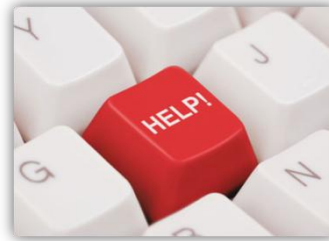
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Funding opportunities
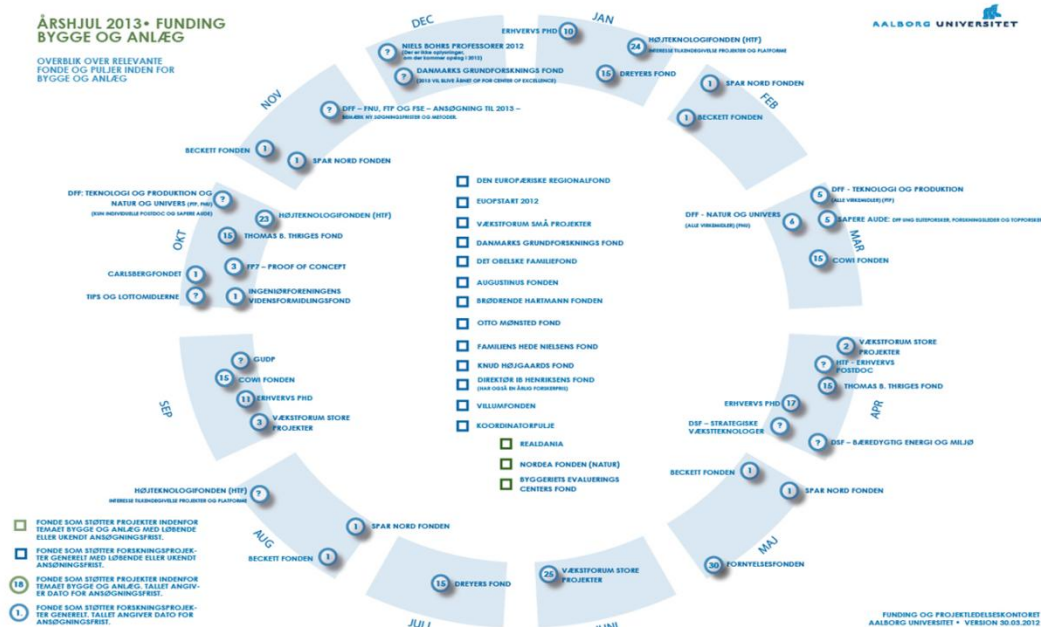
External Funding (accoun figures)

2008   40.0 mio. €

2009   45.4 mio. €

2010   50.5 mio. €

2011   57.3 mio. €
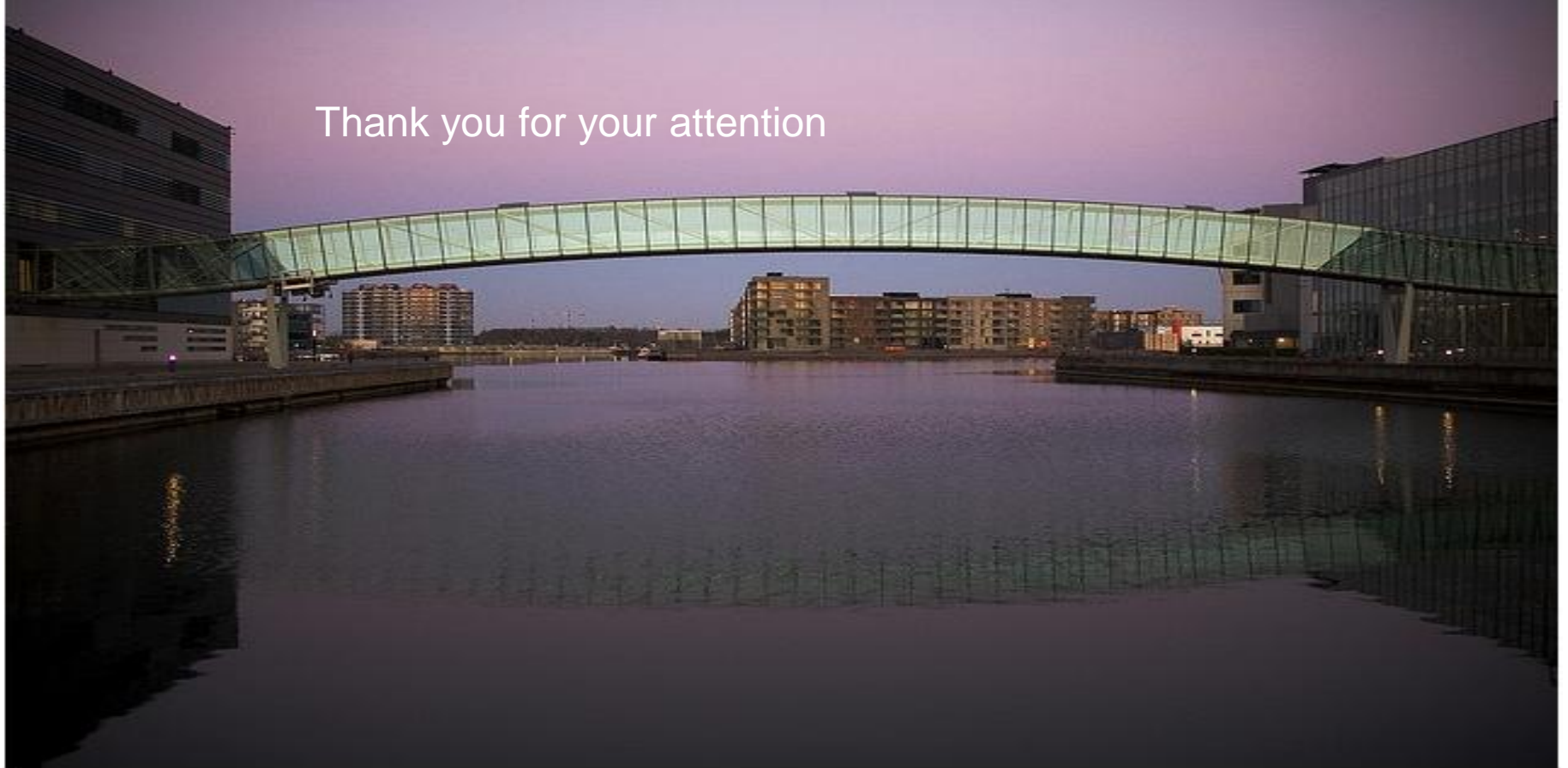
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Support Services for Ranking

- Identification and encouragement of potential candidates for prestigious funding (ERC or other), PI roles etc.
- Nominations for awards
- Strategic funding career planning
- Focus on attracting highly skilled people
- Focus on taking advantage of high ranking in industrial cooperation
- Lobby for AAU priorities in the relevant programs
- Support to the AAU MGM for strategic planning of fundraising

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Ranking QS World University Ranking

	2012	2011	2010	2009
All	352	362	451-500	501-600
Engeneering	177	198	289	N/A

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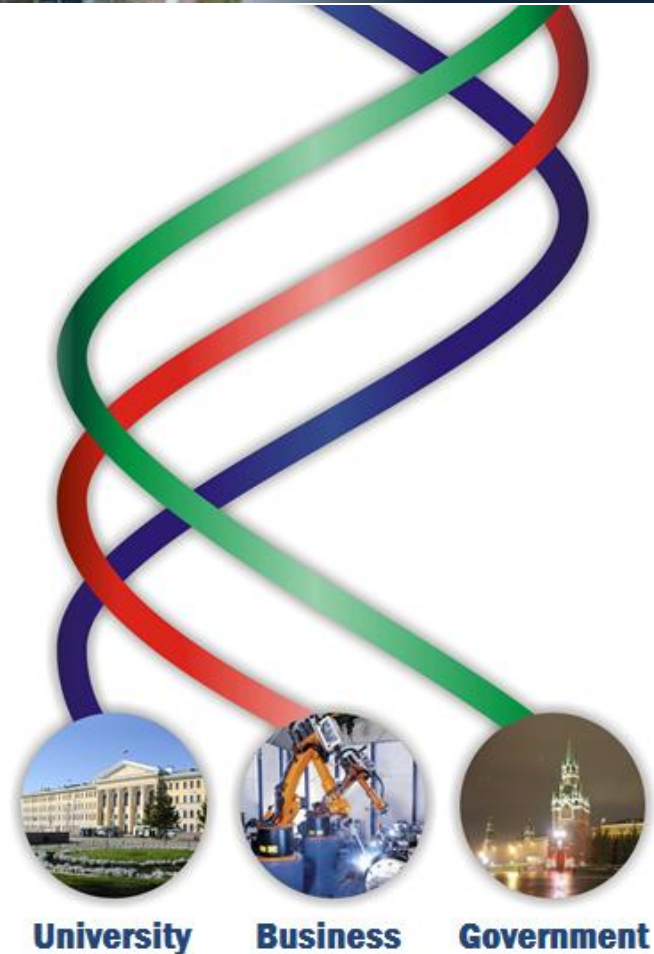DENMARK

Thank you for your attention

AAU Perspective and Case:

Third mission activities in fostering entrepreneurship and building bridge to private business and public surroundings

University   **Business**   **Government**
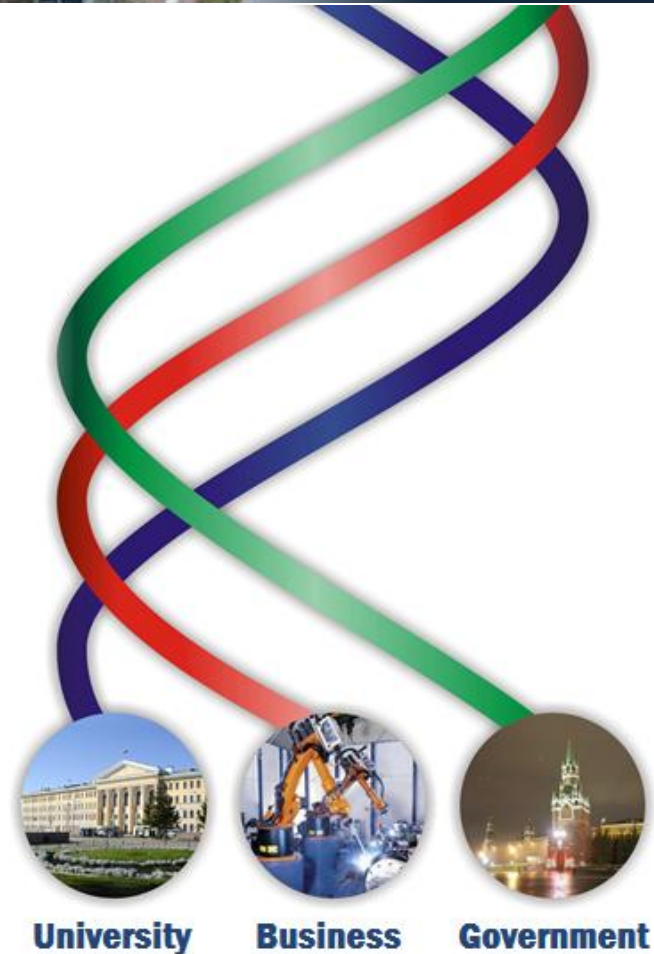
Disposition

- Aalborg University: background and facts

- Tripple Helix and Universities

- Examples of AAUs outbound activites

- Example of Infrastructure: the linking of activities and parties

University   **Business**   **Government**

AAU

AAU was inaugurated in 1974 – after a long and intensive lobbying by many interested parties in North Denmark. As a consequence, ties between AAU and its environment have been strong right from the outset.
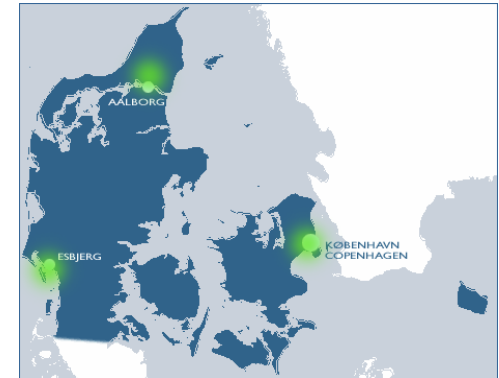
Four main areas of focus
Faculty of Humanities
Faculty of Social Sciences
Faculty of Engineering and Science
Faculty of Medicine

AAU facts
•Today 3 campuses in DK
•There are 21 departments
•Main campus situated in Aalborg and departments in Copenhagen and Esbjerg
•Aalborg University has close to 16.000 students, 9.500 undergraduates, 5.500 graduates and 1000 PhD students
•10 % are international students coming from 100 different countries all over the world.
•The university employs approximately 1400 faculty and 1000 administrative and technical staff.
•Aalborg University offers more than 65 vocational programmes.
•Aalborg University have 60 programmes taught in English.
•Currently 5300 research projects running with worldwide partners
•The budget at Aalborg University is approximately 350 mill. US $
•Education 40%, research 60%

AAU Trademarks

- Problem and Project Based Learning – combining theory and practice

    "Tell me and I will forget, show me and I may remember, involve me and I'll understand, step back and I'll act"

- Interdisciplinary - combining different disciplinary approaches to obtain new knowledge, crossing the fields of basic and applied research

- Innovation – entrepreneurship and exchange of knowledge

The Universities as Regional Engines of Growth

The universities are the regions' most important assets when it comes to maintaining and attracting knowledge based enterprises.

Strong universities with an extensive industrial collaboration work like a magnet on enterprises competing on innovation and highly educated manpower.

The universities turn out entrepreneurs within the future growth industries who often set up their business in the region, where they have received their education.

The universities are furthermore important partners when it comes to transferring new knowledge to the traditional industries.
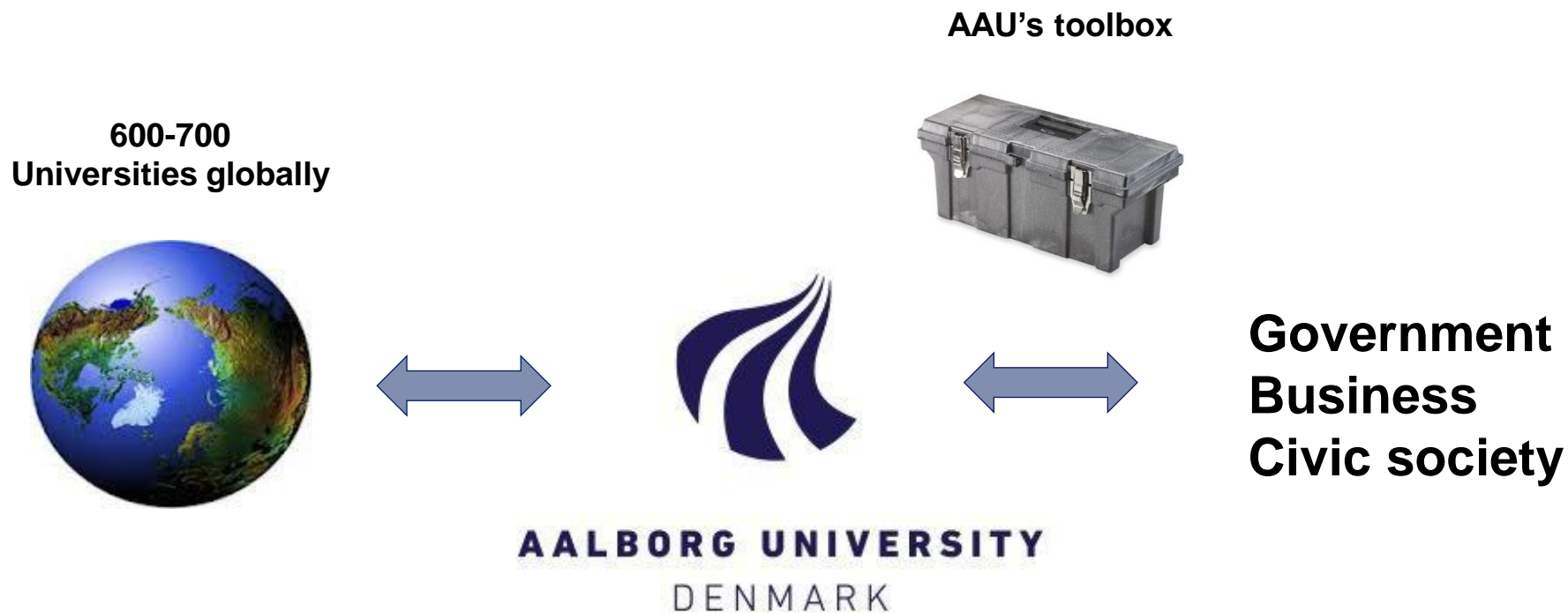
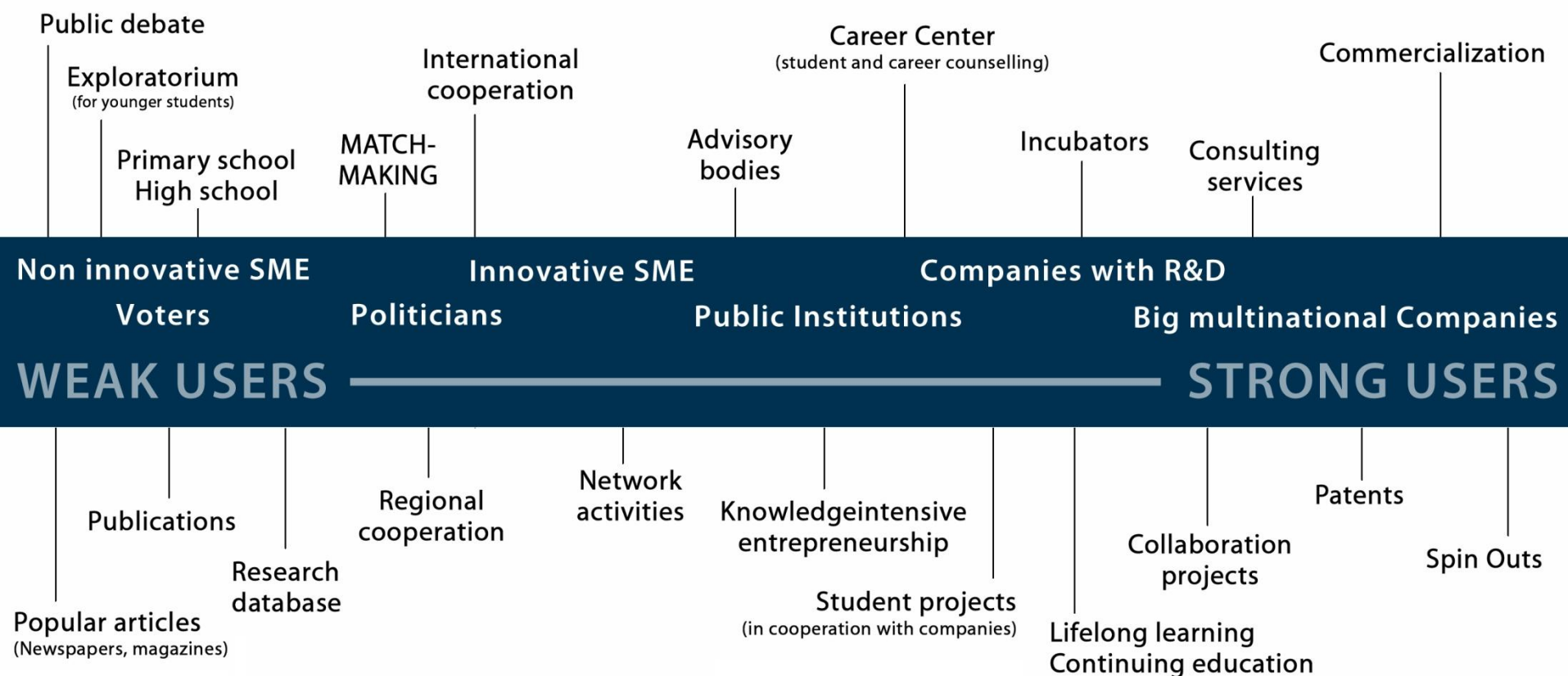# Interplay

600-700
Universities globally

Government
Business
Civic society

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Interplay

AAU's toolbox

**600-700
Universities globally**

**Government
Business
Civic society**

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Knowledge Sharing Activities at AAU

Public debate

Exploratorium
(for younger students)

Primary school
High school

MATCH-MAKING

International cooperation

Advisory bodies

Career Center
(student and career counselling)

Incubators

Consulting services

Commercialization

Non innovative SME

Voters

Innovative SME

Politicians

Public Institutions

Companies with R&D

Big multinational Companies

WEAK USERS

STRONG USERS

Publications

Popular articles
(Newspapers, magazines)

Research database

Regional cooperation

Network activities

Knowledgeintensive entrepreneurship

Student projects
(in cooperation with companies)

Lifelong learning
Continuing education

Collaboration projects

Patents

Spin Outs

Outreach

Outcome

Various Forms of collaborating with AAU

- Student projects

- Student traineeship

- Student job

- Research projects

- Industrial PhD

- Consultancy

- Lab access

- Continuing education

- Networks

- Solution Camp

- Solution Hub

- Tour de 'Municipality'

Entrepreneurial Activities

- Wofie

- Venture Cup

- Icubator

- InnovationX

- Solution camp / Solution hub

SEA -Supporting Entrepreneurship

Solution Camp – an Example

Concept and purpose

- Appr. 30 Students go by bus to a company or public institution to brainstorm on a pre-formulated question/task. E.g. New product, development, marketing etc.

- A product of win-2-win for students and surrounding society; students meet to solve real life challenges; and companies or public institutions get access to new angles of knowledge

- Solution camp is 100% compatible with the Problem Based Learning (PBL) trademark of AAU, and contributing to highly practical thinking and entrepreneurially skilled graduates

Outcome

- Small and medium sized enterprises (SMEs) who often do not have a tradition of collaborating with AAU can by products like Solution camp easily access knowledge

- Often, one solution camp leads to another match: e.g. traineeship, employment, PhD. Projects, research cooperation. Collaboration then becomes natural..

Commercial Activities

- Patents
- Spin-off
- Inventions
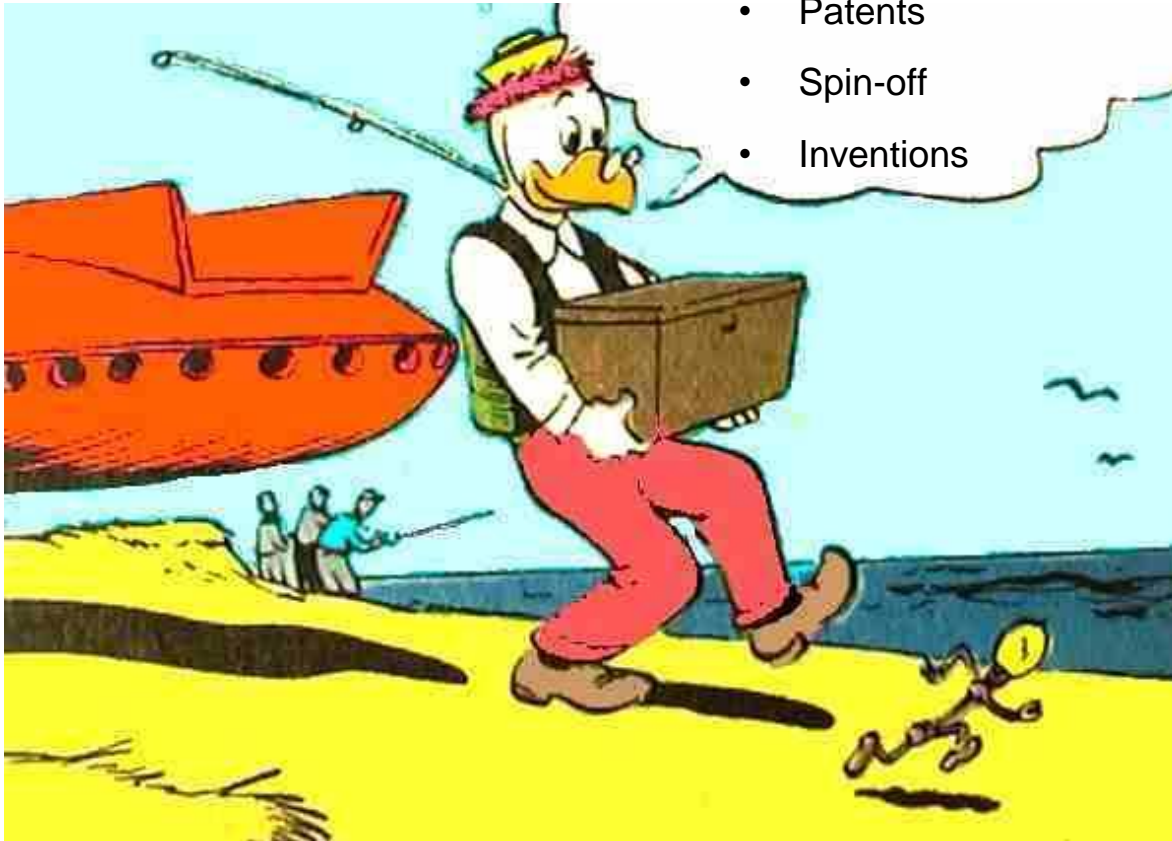
Spinn-off from AAU – an Example

AAU Matchmaking – Example of Infrastructure

The purpose

- Reducing the gap between the university and industry
- Making visible the opportunities for collaborating with AAU
- Making sure the university meets industry and that industry meets the university
- One entrance to AAU – however more doors to make use of (better infrastructure)

Target group (national and international)

- Small and medium sized enterprises (SMEs) who do not have a tradition of collaborating with AAU
- Public institutions
- Educational institutions
- Larger enterprises

AAU Matchmaking – Example of Infrastructure (continued)

Internal Matchmakers

Representatives of each of AAU's 21 departments

- Ensuring professional treatment of 'customers'
- Relating, assessing and qualifying 'customer's' needs in connection with an enquiry
- Arranging contact with relevant researchers, students and/or research environments within the department

External Matchmakers

Local persons appointed and certified by AAU (often employed at the local business promotion office)

- Acting as the link between companies and AAU
- Informing companies about the opportunities for collaborating with AAU
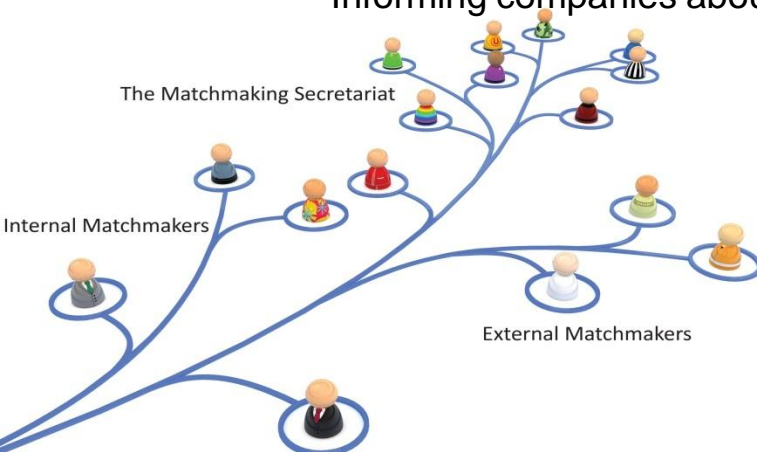
AAU Matchmaking – Example of Infrastructure (continued)

Matchpoints

An official local AAU meeting point

- In which industry representatives can find informational material about AAU (newly established Matchpoint at city library and student café in the city center)
- Which can host meetings between industry and university representatives
- Which can be used for local AAU events

The Matchmaking Secretariat

- Organizes, supports and coordinates business oriented networks and collaboration activities
- Keeps in touch with the internal and external matchmakers and also helps facilitate contact between enterprises and researcher/students
- Arranges Matchmaking events and conferences
- Participates in various conferences, exhibitions etc. – *'knowledge scouts'*
- Communicates news

MANAGING THE TEACHING PROCESS

HENRIK FLADKJÆR

HEAD OF STUDY BOARD

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Organization

- Business School
  - Study board
    - 4 students
    - 4 employees
    - 1 study board secretary
    - Head of business school (observer)
    - Decentralized student counselling (observer)

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Program portfolio

- Bachelor
    - HA (EBA in Danish)
    - EBA (English)
    - Top-up (English)
    - Merit agreements (Danish)

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Program portfolio

- Master – Program coordinator on all programs
  - English programs
    - Innovation and Entrepreneurship
    - Innovation Management (China)
    - International Marketing
    - International Business Economics
  - Danish programs
    - Organization and strategy
    - Management Accounting

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Admission requirements

- High School --> EBA
    - "No" restricted admission
- EBA --> Master programmes
    - No restricted admission if EBA

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Curricula developments

- Major charges in HA
  - Discussion between Head of School and I
    - Accept in study board
    - Meeting with program coordinators and students
    - 1.5 days seminar off campus
    - Writing group
    - 1st Draft
    - Discussion in study board
    - 2nd Draft

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Curricula developments

- Three meetings with all relevant colleagues
- 3rd and final draft
- Final accept in study board
- Final accept at the Faculty

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Accreditation

- Yes, if it is a new Education
  - ACE Denmark
- No, if it is a new program

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ACE DENMARK

ACE Denmark accredits study programs at Danish universities. This is done by making an academic assessment of the quality and relevance of the program. In addition, ACE Denmark works actively to document and disseminate relevant knowledge on quality and relevance. The Accreditation Council makes the final decision on accreditation of all higher education in Denmark. The decision is based upon the thorough academic assessments of the two accreditation operators ACE Denmark and the Danish Evaluation Institute (EVA).

- Two types of accreditations
    - Existing educations
        - http://acedenmark.eu/fileadmin/user_upload/dokumenter/Akkreditering_dokumenter/Vejledninger/EN_Vejledning_nye_uddannelser_2012_English.pdf
    - New Educations
        - http://acedenmark.eu/fileadmin/user_upload/dokumenter/Akkreditering_dokumenter/Vejledninger/EN_Vejledning_eksisterende_uddannelser_2012_English.pdf

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Examination

- Group based
- 3 – 6 students in a group
- Clear guidelines for students
- Clear guidelines for supervisors

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Students complaints

- Homepage with their rights
  - Complaints 14 days before examination
  - Complaints are a Faculty task

  - http://www.enrolled.aau.dk/student-administration/complaints/

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Evaluation

- Public part anonymised
  - Presented on the internet
- Intern part
  - Meeting with coordinators
  - Meeting with teachers

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