



NIHA – Roadshow 2009 Final Report

The second NIHA – Roadshow took place between the 19th and 23rd of October 2009. The programme consisted of academic lectures and on-campus mini fairs at some of the leading universities in Ankara and Istanbul. The visits were productive and gave us good leads for further cooperation. The conversations we had during the NIHA – Roadshow with Turkish students and faculty members provided us a better understanding of the specific areas in which they are interested. We now have valuable feedback to design a more sophisticated roadmap for the next NIHA – Roadshow and other ways of promoting Dutch higher education in Turkey. The demand that we think the Turkish parties have can now be effectively matched to the broad range of international study programmes offered by the Dutch counterparts.

Bringing together NL-TR Universities: ‘NIHA Roadshow 2009’

As in previous years, NUFFIC and NiHA organized the Dutch participation to the IEFT in close cooperation. Both organisations shared the general Study in Holland booth at the fair. Besides supporting the generic promotion of Dutch higher education institutions at the IEFT, NiHA offered an additional programme between 19-23 October 2009, the NIHA – Roadshow. Within the NIHA – Roadshow Dutch institutions visited Turkish higher education institutions where academic lectures were combined with the opportunity to meet with potential students and Turkish colleagues to strengthen existing relations and/or lay the foundation for new relations. The NIHA – Roadshow only visited Ankara and Istanbul. In the near future NIHA will be developing a NIHA – OFF the Roadshow

which will be visiting Turkish institutions with high potential outside of Ankara and Istanbul.

Dutch Delegation

This year the NIHA – Roadshow Dutch participants were from the following institutions:

Maastricht University

- Prof. Frans Nijhuis
- Burak Can
- Karin van der Ven

Tilburg University

- Prof. Per van der Wijst
- Roger Senden

TuDelft

- Prof. Jos Thijsen
- Marlies Overbeek
- Tamara Bacsik
- Germaine Poot

TuEindhoven

- Prof. Elena Lomonova
- Prof. Maarten Steinbuch

Brainport

- Esther Schmal

This delegation visited METU and Hacettepe University in Ankara and Koç University, Sabancı University and Istanbul Technical University in Istanbul. The general programme and Turkish faculty members which were involved in the programmes at the various campuses can be respectively found in appendix 1 and 2.

Outcomes

Preparation phase;

At the meetings with our Turkish colleagues a couple of issues were raised. First of all the Turkish universities shared their experience with visiting Dutch delegations. They told us that more than once several delegations from the same Dutch university visited their campus and had meetings with faculty members and vice rectors. They said they appreciate the interest of their Dutch colleagues but find it somewhat time consuming and inefficient to have protocol meetings with faculty members of the same Dutch university in relatively a short time. Instead, the Turkish universities would prefer to have one protocol meeting at executive board members level and spend more time with their peer colleagues to discuss and further develop cooperation possibilities.

Another problem they encountered is the fact that most initial contacts do not lead to any specific actions in due time. Most of the time members of Dutch delegations who have made agreements with their Turkish colleagues have to discuss and plan before they can go ahead and implement their activities in Turkey. The Turkish side is most of the time willing and able to start implementing in a short time. The fact that their Dutch colleagues have to concur within their organisation and thus lose time leads to discouragement.

The last but most important issue with regards to the promotion side of the NIHA-Roadshow is the fact that most top Turkish universities do not want to loose their top talents to the Netherlands. Most of the leading universities have close ties with UK and USA and prefer to send their students there. On the other hand the Netherlands is a close runner up after the previously mentioned countries. All visited Turkish universities expressed their interest in institutional cooperation. When joint education and research activities on graduate and post-graduate level can be developed it will become easier to directly recruit at Turkish campuses.

Campus visits;

With the experience gained from the NIHA-Roadshow 2008, this year existing contacts with Turkish faculty members were used to schedule and announce the lectures. This led to a good student turn-up at almost every university. The few lectures where student attendance was relatively low were exactly those where we did not have a specific faculty member to involve in the organisation of the NIHA-Roadshow lecture.

In this regard it also has to be mentioned that involving faculty members with promotion activities is only possible if you have good personal relations with them. But if one can offer faculty staff a concrete result i.e. signing a Memorandum of Understanding, bringing them together with their colleague to enable them to discuss working on a joint paper or research project, he or she will be more willing to participate in promotion visits. This goes for both Turkish as well as Dutch faculty staff.

The on-campus mini fairs seem to be productive on occasion only. Depending on the time the Dutch delegation is visiting the campuses student interest can be either satisfactory or disappointing. Within the big scheme of the programme it is not always possible to take timing of the on-campus mini fair in consideration. Furthermore students nowadays do not seem to be interested in brochures and folder materials; they can retrieve the content of brochures and more information online. The added value of visiting a campus of internationalisation staff is the opportunity this creates to have one-on-one meetings with potential students. This can also be reached by being present at the academic lectures, introduce oneself and take time for the students afterwards. In the future on-campus mini fairs will only be available upon specific request of the Dutch universities.

Specific results for the Dutch institutions;

Maastricht University

Maastricht University had the chance to promote their English programmes at the leading Turkish universities. During the trips to the campuses professor Frans Nijhuis and NIHA staff members Senem Güler and Funda Demir discussed their idea to set-up an institute for health care related policy issues. NIHA is now finalising the first draft of the project proposal and will share it with professor Nijhuis. The aim is to tender for Matra and/or FP7.

Karin van der Ven would like to give lectures and workshops at various Turkish universities with the support of NIHA. In the near future NIHA will approach Karin van der Ven to discuss a timeline for her activities in Turkey.

Last but not least Maastricht University generously offered two full tuition fee waivers as a contribution toward the NIHA-Roadshow Scholarship. Unfortunately the official approval of the university came after the NIHA-Roadshow had taken place, therefore it could not be used this year. NIHA would like to reserve this offer for the next generic promotion tour in which Maastricht University will be involved.

Tilburg University

Has had good leads during the NIHA-Roadshow 2008, they have had between five to ten applications of students with potential to study in the Netherlands, most of which at the end enrolled in the programmes they applied for. Hopefully this year they will have the same result, considering the fact that most of professor Per van der Wijst's lectures were well attended.

TuDelft

The lectures of Professor Jos Thijsen were well attended. He explicitly stated that he was very impressed by the facilities and education standards of Sabancı University and hopes to further develop TuDelft's cooperation with Sabancı University.

The first NIHA-Roadshow Scholarship will be awarded this year in close cooperation with the department of Applied Physics. With the Orange Tulip Scholarship Programme as example TuDelft and NIHA will together give two full scholarships to Turkish students. The details will be worked out as soon as possible and both NIHA and TuDelft will soon announce the NIHA-Roadshow Scholarship.

TuEindhoven - Brainport

Expansion of Erasmus agreements towards student and staff mobility with Hacettepe University and Koç University. The college of Engineering at Koç University and the faculties of Mechanical Engineering and Engineering at TuEindhoven are going to prepare a broad MoU. The contents of this MoU are not being communicated yet.

The lectures of both Professor Elena Lomonova and Professor Maarten Steinbuch representing the Automotive master programme were well attended. Both professors also had good working visits with their Turkish colleagues. Professor Steinbuch hopes to invite his Turkish colleagues of Hacettepe University and METU to Eindhoven to further discuss institutional cooperation possibilities.

Two full NIHA-Roadshow scholarships will be made available together with Brainport. As soon as the details are worked out the scholarship programme will be announced by both institutions.

NIHA

Two times two NIHA-Roadshow Scholarships were created together with TuDelft and Brainport. In total there will be four NIHA-Roadshow Scholarships available for the academic year 2010-2011.

The idea for setting-up an institute for health care related policy issues was further developed with Maastricht University.

The plan to develop a two year associate degree programme for Automotive in cooperation with Turkish and Dutch partners such as; TOBB-ETÜ, the industry in Bursa, Regional Education Centre (ROC) Helmond and Fontys University of Applied Science, might get expanded towards Bsc and Msc in cooperation with METU, Hacettepe University and TuEindhoven.

Both Sabancı and Koç Universities are considering student recruitment activities from abroad, mostly at PhD and post-PhD levels, in order to create an international study environment at home. NIHA is willing to develop a marketing and recruitment plan with regards to the Netherlands; “NIHA-Roadshow, the Turks hit the Road”.

Future NIHA-Roadshows

During the preparation visits to the Turkish universities it was noticed that most of the leading universities were hesitant to host the NIHA-Roadshow because of its aim to recruit amongst their most talented students. They would prefer these students to stay in Turkey and do their masters at their home university. This fact combined with the request of the Turkish faculty members regarding institutional cooperation, especially at PhD and post-PhD level lead to the decision not to go ahead with the existing format of the NIHA-Roadshow.

NIHA hopes to develop a new concept that will cater to the wishes and needs of both countries. With the feed-back from universities in the Netherlands and Turkey the new programme will focus more on academic cooperation in which a significant part will remain focused on student recruitment but with a different approach. The NIHA Academic Cooperation Tour will mainly consist of well prepared working visits of Dutch delegations, consisting of just one university from the Netherlands with participation of different faculties and departments, or consisting of similar faculties and departments of various Dutch universities. The programme of the NIHA Academic Cooperation Tour will be tailor made according to the needs of both the Turkish and the Dutch academia. The tour will

be designed after determining the needs of the Turkish academia rather than only matching the requests of the Dutch academia with their Turkish counterparts. Additionally Turkish universities will mainly be approached through the specific faculties/departments in question, rather than just through the International Offices. This approach leads to a greater result of input from the Turkish counterparts.

The NIHA-Roadshow concept will be used as a starting point for a Roadshow designed according to the needs of the Dutch universities of applied science, who are in need of recruitment activities in Turkey for their English Bachelor programmes. Within the scope of this activity again attention will be paid to institutional cooperation possibilities.

A third promotion and working visit tour will consist of the NIHA Sectoral Education Mission. Together with relevant Dutch and Turkish umbrella organisations NIHA will introduce and/or strengthen ties between Turkish and Dutch education institutes and actors in industry in order to develop learning trajectories for the relevant sectors.

Additionally NIHA hopes to have a leading role in the establishment of Research Areas. There are areas in which cross-institutional cooperation is essential such as Nano Science or Ecocriticism. NIHA can play an intermediary role at this level and bring together the Turkish and Dutch academia, in a broad sense, to enhance the research oriented cooperation activities between Turkey and the Netherlands. We hope this will strengthen the ties between both countries and give them a stronger foothold in the designated research areas in the broader international academia.