Strategic Partnership

Communication with Partners and Mutual Strategic Planning
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  - Peter the Great St. Petersburg Polytechnic University
- Strategic Partnership, Mutual Strategic Planning
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- Communication with partner university
  - Structure, flows, internal communication, channels
- Our Experience for successful communication
Willkommen

Hannover
Hannover –
a City for Higher Education and Research

Dr. Birgit Barden-Läufer, Nataliya Butych, International Office LUH

Berlin, 18.4.2016
Leibniz Universität Hannover

Engineering Sciences:
- Faculty of Mechanical Engineering
- Electrical Engineering and Computer Science
- Civil Engineering and Geodetic Science
- Architecture and Landscape Sciences

Natural Sciences:
- Faculty of Natural Sciences
- Faculty of Mathematics and Physics

Social Sciences and Humanities:
- Faculty of Humanities
- Faculty of Law
- Faculty of Economics and Management

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<th>26,806</th>
<th>Students</th>
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<td>12%</td>
<td>International students</td>
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<td>4,726</td>
<td>Staff, 42% female</td>
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<td>180</td>
<td>Study programmes taught in English</td>
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<td>Double Degree</td>
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Dr. Birgit Barden-Läufer, Nataliya Butych, International Office LUH
Berlin, 18.4.2016
LOCATION: St. Petersburg

- The 2nd largest city in Russia
  (over 5 million - 3.5% of the population of Russia)
- Cultural center
  - 8th most attractive city in the world according to UNESCO
  - historical center is in the UNESCO List of the World Heritage
- Centre of science and education
  (10% of RF scientific capacity)
- Industrial center
  - more than 730 large and medium-sized enterprises and 22 million small enterprises
Peter the Great St. Petersburg Polytechnic University

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<td>International students</td>
<td>4 500</td>
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<td>Teaching staff</td>
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<td>International faculty</td>
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49 BSc fields of study

210 MSc programmes

90 PhD scientific majors

90 DSc

- PHYSICS, MATH., ENG., APPLIED SCIENCES | 55%
- SOCIAL SCIENCES AND MANAGEMENT | 38%
- LIFE SCIENCES | 5%
- ART AND HUMANITIES | 2%

Alla Mazina, International Office SPbPU

Berlin, 18.4.2016
More than 100 International Educational Programs:

- **24** Master’s Degree in English – **22** Double Degree Programmes
- Integrated Semester Programs (in English)
- International Polytechnic Summer Schools (19 modules)
- Russian Language Study Programs and Foundation Programs
Strategic Partnership of Leibniz Universität Hannover & Peter the Great St. Petersburg Polytechnic University

- Russia is one of the regional focus areas of Leibniz Universität
- The cooperation is one of the oldest and traditional international partnerships (over 30 years)
- the profiles of the universities are matching
- cooperation involves students, PhD and researchers
- many institutes and faculties are involved
- **Goal:** to foster a high quality sustainable multilevel partnership
I. Strategic Analysis
• SWOT and IS-Analysis at both Universities
• Internal Workshops with Professors
• Strategic meetings and joint workshops with partners, information exchange

II. Strategy Development
• Evaluation of the results (workshops and strategic meetings)
• Exchange of information and ideas, consultations with partners

III. Definition of strategic goals
• Consultations with professors
• Meetings with university management
• Consideration of Internationalisation Strategy

IV. Planning of Implementation
• Input of professors, faculties
• Action plan development for 4 years
• Definition of milestones for 4 years

V. Controlling and Adjustment
• Strategic Meetings: once a year all cooperation partners with universities' administration
• Project coordinator: monitoring, evaluation

Start of the DAAD project „Strategic Partnership“

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Berlin, 18.4.2016
Defined Strategic Goals of the Partnership

- Overcoming **generation change**: attracting new scientists to the cooperation
- Multilevel **cooperation expansion** and fostering within Universities; extension of activities, participants and structural units; realisation of joint academic programs
- Encouraging **interdisciplinary research** and activities, achieving synergies and creating larger research projects, bringing together the major research fields of both universities
- Strengthening of scientific potential by merging theoretical knowledge with experimental facilities, Leibniz’s motto "Theoria cum Praxi"
- Attracting **industry** into the cooperation
- Cooperation with **external research institutions**
Defined Strategic Goals of the Partnership

- Involving young scientists
- Increasing the number of excellent students at both universities
- Stemming the brain drain: establishing equivalent mobility
- Strengthening of cross-cultural skills: offering additional language and intercultural trainings to prepare graduates for the global labour market
- Building up transnational cooperation with mutual partners
- Enhancing the national and international visibility of the cooperation
Implementation/Structure of activities

IV. Planning of Implementation

Strategic Partnership

Teaching & academic activities
- Student exchange
- Guest lectures
- Summer-schools/Workshops
- Double Degrees
- Graduate school

Research
- PhD student exchange
- Research stay abroad
- Bilateral workshops, meetings
- Research projects
- Publications

International scientific exchange
- International conferences
- International symposia, etc

Supporting activities
- Marketing/Promotion
- “Internationalization” project
- Support and advisory services
- Coordination and strategic meetings
- Monitoring and evaluation

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Implementation/Adjustment of activities

Teaching & academic activities
- FabLab/Design Project
- Online Modules
- Video-Blog RU/GE
- Trilateral MSc. Degree
- Tandem Courses

Research
- Student exchange
- Guest lectures
- Summer-schools/Workshops
- Double Degrees
- Graduate school

International scientific exchange
- PhD student exchange
- Research stay abroad
- Bilateral workshops, meetings
- Research projects

Supporting activities
- International conferences
- International symposia, etc
- Library Portals
- Joint Laboratory
- Platform DEAR for academic technical writing
- Marketing/Promotion
- “Internationalization” project
- Support and advisory services
- Coordination and strategic meetings
- Monitoring and evaluation

V. Controlling and Adjustment

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Berlin, 18.4.2016
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**Internat. Graduate School gemeinsames (strukturiertes) PhD Programm**

| Prof. Nackenhorst | | Gutachtenbelegung zum International Graduate School in Hannover | | Vorbereitung | Beginn International Graduate School civil eng. Computational Mechanics |

**Double Degree**

| Prof. Overmeyer & Prof. Rasing | Master Double Degree Programm in Mechatronik und Informational Technologies | Stipendien für den Studiengang "Master Double Degree Programm in Mechatronik und Informational Technologies" | Unterstützende Betreuung der russischen Studenten im Studiengang "Master Double Degree Programm in Mechatronik und Informational Technologies" durch einen aus St. Petersburg stammenden MA |

| Prof. Seume | Evaluation des Double Degree Programmes |

**FORSCHUNG**

**Doktorandenaustausch gemeinsame Promotion/Gutachter**

| Prof. Overmeyer | Doktorandenaustauschprogramm |
| Prof. Rasing | Doktorandenaustausch |

| Prof. Nackenhorst & Prof. Neumann | Forschungsaufenthalte von Studierenden und Doktoranden |

| Prof. Seume | Gemeinsames Promotionsprogramm |

| Prof. Bak/J Dr. Hasel | Forschungsaufenthalt Studierende und Doktoranden |

| Prof. Rasing | Doktorandenaustausch im Rahmen der Forschungsprojekte |

| Prof. Nackenhorst | Doktorandenaustausch zu den vereinbarten Forschungsthemen, siehe Liste |

| Prof. Seume | Gemeinsames Promotionsprogramm |

| Prof. Bak/J Dr. Hasel | Forschungsaufenthalt Studierende und Doktoranden |

| Prof. Rasing | Doktorandenaustausch |

**Gemeinsame Forschungsprojekte**

| Prof. Nackenhorst | Forschungsprojekt Nanokompositematerialien |
| Prof. Overmeyer | Durchführung gemeinsamer Forschungsprojekte zu den vereinbarten Themen (siehe Tabelle 1) |
| Dr. Hasel | Schweißbaddynamik beim Strahlschweißen |

Strategische Partnerschaft SPbSU - Leibniz Universität Hannover
Meilensteinplan für das Jahr 2016
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Communication with Partners: Structure
Communication with Partners: Information Flows

Dr. Birgit Barden-Läufer, Nataliya Butych, International Office LUH

Berlin, 18.4.2016
Communication within the project in Hannover

- Planning
  - Working Groups
  - Coordination & Management
  - Organisation of strategic meetings/delegation visits
  - Advisory service, Exchange
  - Intercultural trainings, DD, Finances, Marketing

- Implementation
  - Working Groups
  - University Management (UM)

- Reporting
  - Working Groups

- Adjustment
  - Working Groups

- Further development
  - Working Groups

- Communication with partners on all stages

- DAAD, etc.

- SPbPU

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Communication within the project in St. Petersburg

Rector

Vice-Rector of International relations

Project Coordinator

International Office
- Staff exchange
- Visiting professors
- Scientific projects
- Visa support
- Organisation of visits, etc.
- Delegations

International Projects Office
- Students mobility
- Welcome office
- International educational programmes
- Marketing
- Educational projects

Alla Mazina, International Office SPbPU

Berlin, 18.4.2016
Communication with Partners: Channels

- Face to Face meetings (official and private): Workshops, Staff Exchange, Training Courses
- Video conferences
- Project reports
- Emails
- Telephone
- Skype
- Website

➢ Students: Blog, Flyer, Information sessions, Speaking hours, Reports

➢ External institutions: Programme Flyer, Conferences, Network Meetings, Publications
Our experience for successful communication

• Leadership commitment
• Regular face-to-face communication
• Clear defined tasks and responsibilities
• Understanding of „decision making“ structures
• Reliable and sustainable personal relationships
• Reliable and sustainable structures beyond personal individual contacts (i.e. Double Degrees, etc.)
• Intercultural skills and ability to apply them
• Language competence
• Centralised project coordination
30. Anniversary of Cooperation
Thank you for your attention!