

# WUAS Erasmus+ Policy Statement

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## 1 Purpose of Participation in the Erasmus+ Programme

The mission of Wittenborg University of Applied Sciences (henceforth WUAS) is “To promote excellence in teaching and learning international business and management, as well as to create the best environment for students and staff, where internationalisation, diversity and ethics are setting the premises for successfully applied, research-informed global learning.”

For this WUAS envisages “To become a recognised university of applied sciences with an international, innovative approach to higher education, creating life-changing opportunities and to advance the development and dissemination of knowledge in partnerships with the (business) community.”

In line with the mission and vision of the university, the institution has defined its fundamental key values: internationalisation, diversity and ethics, as supporting pillars of every procedure and process that is carried out at the university by the university. Our Wittenborg motto expresses the commitment to offer higher education where students and staff understand that ethics plays a central role in their every decision. Guided by well-established ethical and moral standards, such as honesty and integrity, unified we strive for a better tomorrow: ‘Better Yourself, Better Our World’.

Internationalisation is one of our key values, which we are committed to maintain and continuously develop. Our engagement in the Erasmus+ Programme pursues exactly this purpose. Wittenborg sees its role as the education and training of highly qualified, internationally minded, socially responsible and intercultural, critical and independently thinking graduates, who engage in innovative and creative business in companies and organizations around the world, either working for others or in the instigation of business and entrepreneurship. Wittenborg sees its future role as an international hub for the region and a best practice for international higher education in the Netherlands.

WUAS’s Internationalisation & Modernisation Agenda derived from our vision:

International and innovative approach to higher education

- Designing new programmes
- Re-develop current programmes

Creating life-changing opportunities

- Market Research
- WUAS international knowledge hub

Development & disseminating knowledge in partnerships with the (business) community”

- Maintaining & Managing Accreditations
- Level and research activities of Academic Staff

It is of utmost importance that our internationalisation and modernisation to be an integrated part of our strategy, when participating in the Erasmus+ Programme whereby strengthening international partnerships within the European community, firstly with Programme Countries, but also with Partner Countries.

## 2 Objectives of Participation

Objectives of participation in the Erasmus+ Programme:

### 1. Increasing internationalisation in the European Community

With regards to internationalisation WUAS would not only benefit but also highly contribute to the internationalisation within the European Community. Wittenborg is highly international: in 2019, 93 nationalities have studied at the university. Our institution experiences the highest student inflow with largest populations presently from China (15%), Vietnam (10%), Netherlands (9%), Nigeria (8%), Iran (6%), and India (5%). Our management team and faculty staff are also highly international, where 50% of the teachers and staff have international origins. Strengthening the geographical focus to the European Area with its participation in the Erasmus+, WUAS aims to increase internationalisation that will work both ways, creating a win-win situation.

### 2. Building a European Education Area and Research Community

Wittenborg is convinced that students, professionals, businesses and society can all benefit from the insights of applied research. We promote the use of knowledge that evolves out of applied research and develop new knowledge as and when practice requires. To do so, Wittenborg's Research Centre aims to transform into a hub of knowledge. This will be a dynamic environment where international lecturers, researchers and students bring in their knowledge, experience, skills and cultural backgrounds, and gain new knowledge, skills and understanding. An environment where organisations can drop in for available knowledge or plunge in to develop new knowledge together with the researchers of WUAS, whether they are for-profit businesses, or not-for profit organisations or governmental institutes. By involving all these stakeholders and combining different experiences and disciplines, we can develop creative solutions and contribute to the build-up of a valuable body of knowledge for practical use to the benefit of individuals, teams and organisations, the economy and society at large within the EU and European Education Area.

The WUAS Knowledge Hub can act as a 'knowledge broker' and translate scientific knowledge of universities and international research to knowledge that is ready for application in practice. The output of applied research projects will be disseminated to the appropriate publication channels to contribute to the international knowledge base. There will be several possibilities for research projects: on commission, in collaboration with European higher education institutions, for example within the framework of KA2 action: cooperation for innovation and the exchange of good practices.

### **3. Increasing opportunities for students for mobility of labour on the EU market**

In order to increase opportunities for students and staff mobility WUAS has taken several measures in this regard. Since 2011, WUAS and University of Brighton have started to develop and offer several jointly taught master's and bachelor's degrees. At present WUAS delivers part of its programmes also in partnership with International College of Tourism and Management - ITM GmbH, in Austria and New European College, in Munich. Students and staff mobility has always been encouraged and facilitated between these locations.

Through the opportunities created by the Erasmus+ Programme actions and initiatives, furthermore also through the Erasmus funding WUAS would be enabled to enhance support for its students and staff mobility within the EU, diversifying the process of exchanging knowledge among European higher education institutions.

### **4. Increasing the competition and thereby the quality of higher education within the EU**

Our triple accredited institution (NVAO, FIBAA and QAA) will contribute in the Programme to an increased competition in higher education by further developing and disseminating knowledge within the research and business communities, in line with its defined internationalisation and modernisation agenda. These activities will contribute to the overall improvement of the quality of higher education within the EU, which is beneficial to all parties and stakeholders involved.

### **5. Diversify the international dimension of WUAS and Apeldoorn region**

Since 2010, WUAS has had a clear impact on the region, bringing hundreds of students from other parts of the Netherlands and from around the world to Apeldoorn. WUAS has worked closely with the municipality to develop the focus of local government and regional government on what they wish to achieve with Higher Education in Apeldoorn. The development of student accommodation within the city centre has had a clear and positive impact on the town.

Participation in the Erasmus+ Programme will further diversify the international dimension for WUAS and thereby the Apeldoorn region, offering the most international higher education and enhancing the region as an international student destination that in turn becomes an additional binding factor for companies.

### **3 Erasmus+ Participation & Institutional Strategy**

The Erasmus+ Programme has of crucial significance for WUAS in the framework of the three key actions: mobility (learning mobility of individuals) , cooperation (cooperation for innovation and good practices) and policy (support to policy reforms).

Participation in the Erasmus+ Programme will be included in the WUAS Quality System and the Education & Examination Guides per programme and will lead to an enhanced method of providing qualitative and quantitative indicators to WUAS' strategy, that is built on its pillars, diversity, internationalisation & ethics.

Built on its key values, WUAS has set forth seven specific strategic goals in its institutional Strategic Plan 2019-2024. Participation in the Erasmus+ Programme will impact at least five out of the seven institutional specific goals of WUAS.

#### **SI-1 – Maintain & Manage Current Growth Strategy**

During 2019 WUAS hosted over 1,000 students. WUAS aims to become a 'boutique' university of around 1,500 high quality students. In order to achieve this a steady increase of 15% student numbers should be maintained in the coming 5 years. The Erasmus+ Programme will enable WUAS to recruit and host an increasing number of students, first of all from within the European Community from programme institutions, but also including partner institutions through existing or newly created partnerships.

WUAS will ensure that its recruitment is fair and transparent at all times, adhering to the highest ethical standards, where diversity and internationalisation will be further maintained and supported with the addition of every new student, and that all new students reflect its diversity and internationalisation.

#### **SI-2 – Maintain and Enhance the International Classroom**

WUAS excels in providing students with an international experience within an international classroom, created by recruitment strategies that encompass diversity and attract students from every corner of the globe. An international classroom is not only having students of different nationalities, but includes international teaching methods, literature, case studies, and research done from an international perspective. In this view, not only WUAS gains from the participation in the Erasmus+ Programme, by maintaining and enhancing the international aspect the study experience, but also each programme/partner institution and each individual student. Their gain is a unique experience, being in exchange with an institution whose multicultural, diverse, international environment and approach is not easily replicated.

#### **SI-3 – Increase Scholarly Active Academic Staff**

WUAS aims to achieve 40% of its teaching staff to be research active by 2022 and considers different strategic initiative to do so. One strategic tool to achieve this is to encourage research-led education in the programmes they teach, but also by engaging academic staff into international programmes, that is part of the structured investment plan of the institution.

### **SI-5 – Increase Societal Impact in Apeldoorn & the Region**

WUAS has an important and significant societal impact in Apeldoorn and its region, being in collaboration and partnerships with local schools, companies, businesses and the government. The main area of cooperation is on the theme of internationalisation. WUAS aims to promote the 'Triple Helix' by bringing together the three elements of higher education, the professions and local government in WUAS' 'glocal' approach.

An increased inward- and outward-bound mobility within the Erasmus+ will both further enhance the institutions societal impact and contribute on the further diversification of the international spectrum as much at WUAS as in Apeldoorn and the region.

### **SI-6 – Further Development of Support and Academic Staff**

WUAS aims to further develop its policies and actions that enable career development, lifelong learning opportunities, such as the encouraging and supporting (academic) staff mobility, further studies and lifelong learning initiatives.

## 4 Impact of Participation

The envisaged impact of participation in the Erasmus+ Programme is that it will enhance WUAS' already strong internationalisation characteristic, through the increased involvement in cooperation projects under the KA2 actions (cooperation for innovation and the exchange of good practices), increased staff and student outward bound mobility, and an improved quality of institutional partnerships.

Currently 90% of all WUAS students come from outside of the Netherlands (abroad) and 50% of its staff are originally from outside of the Netherlands. In contrast outward mobility is much less.

The envisaged list of impact of WUAS's participation in the Erasmus+ Programme:

- Increased inward mobility from partner institutions in the Erasmus+ Programme to 20 students per year;
- Increased outward-bound student mobility to 5% of student body within the coming two years;
- Increased outward bound staff mobility to partner institutions in the Erasmus+ programme to 2 staff members per year, within the coming 2 years;
- Participation in at least two cooperation projects under the KA2 actions in the coming three years;
- Increased number of research active teaching staff through the participation in cooperation projects – WUAS aims to achieve 40% of its teaching staff to be research active by 2022;

Furthermore, Participation in the Erasmus+ Programme will enable WUAS to further improve its standing to be reaccredited for European Consortium for Accreditation (ECA) accreditation for internationalisation, also leading to the ECA accreditation for its Masters's programmes.