Meeting Programme - EASTEM Meeting 7
Brest, France, 12-14th October 2020, CET times

Welcome to the first WP 4 project meeting!

This meeting will take part in a virtual format. A Zoom link to connect to the meeting will be sent to all registered participants in advance.

If you have any questions or suggestions about this meeting please contact:
WP 4 leader Siegfried Rouvrais (IMTA): siegfried.rouvrais@imt-atlantique.fr
Project coordinator Miriam Tardell (UU): miriam.tardell@uadm.uu.se

Purpose of this meeting:

Objective 1:
- Define the scope and work plan of EASTEM WP4.

Expected output: A comprehensive framework for University-Business-Industry Collaboration (UBIC) that we want to incorporate in our STEM programmes, including challenges for some selected UBICs.

Objective 2:
- Sharing ideas and good practices among EASTEM partners in University-Business-Industry Collaboration (UBIC).

Expected output: First elements of guidance for study programme managers to design & implement STEM education with industry partners.

Participants:

- EASTEM project team members actively involved in WP 4
- IMT colleagues and their industry partners
# Preparations before the meeting

| N/A | 1. Decide **which one of the 8 University-Business-Industry Collaboration themes** (hereinafter UBICs) that your university would like to improve as part of EASTEM (your top choice):
|     | • UBIC-1: Industrial and Business partner’s implication in STEM programme design, review & revision;
|     | • UBIC-2: Industrial and Business partner’s participation in STEM programme teaching & learning activities;
|     | • UBIC-3: Professional work activities integrated in STEM curricula;
|     | • UBIC-4: Graduate Employment & Employability Analysis at STEM Schools;
|     | • UBIC-5: Students Preparation for Employment & Careers in STEM programme;
|     | • UBIC-6: Financial aspects with Industry in STEM education;
|     | • UBIC-7: Innovation and R&D with Industry in STEM education;
|     | • UBIC-8: Workspaces with Industry in STEM education.
|     | 2. Read two papers to understand more about University-Business-Industry Collaboration:
|     | 3. Familiarize yourself with national/regional quality assurance criteria for University-Business-Industry Collaboration, for example:
|     | • ASEAN University Network – Quality Assurance AUN-QA model for programme level
|     | • Indonesia – BAN-PT, inc. Campus Merdeka
|     | • Thailand – Office of the Higher Education Commission (OHEC) and the Office for National Education Standards and Quality Assessment (ONESQA)
|     | • Vietnam – Bộ Giáo dục và Đào tạo criteria
### Monday 12th October 2020 – Welcome, Introduce, Share

**Day 1 Goal:**
- WP4: To clarify the scope of WP4 by defining what themes we will be working on in University-Business-Industry Collaboration

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<th>Time</th>
<th>Activity</th>
<th>Speaker/Link</th>
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<tbody>
<tr>
<td>08.00</td>
<td>Informal welcome &amp; Agenda for the meeting</td>
<td>M. Tardell, project coordinator, UU</td>
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<td>08.25</td>
<td><strong>WP4 Talk - WP4 scope</strong> in the EASTEM framework, expected results of the meeting on University-Industry concerns (inc objectives/outputs/indicators)</td>
<td>S. Rouvrais, WP4 leader, IMTA</td>
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<td>08.35</td>
<td><strong>WP4 Talk – Pre-identified themes</strong> on University-Business-Industry Collaboration</td>
<td>Speaker TBC</td>
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| 08.45 | **WP4 Plenary – Introduction of all WP 4 teams** and preferred UBICs (3 minutes presentations by one representative per partner, no slides) | Present:  
  - Present  
    - your team members  
    - what UBIC you have selected to work on in EASTEM  
    - what you would like to improve at your university or STEM faculty  
  - Result of discussion: selection of UBICs to work on in EASTEM and 3-4 groups to work in for this meeting (UBIC groups)  
  *Moderator: S. Rouvrais (IMTA)*  
  *Scribe: G. Jacovetti (IMTA)*  
  *Grouping: M. Tardell (UU)* |
| 09.30 | Coffee and Tea break                                                                               |                                                  |
| 09.45 | **WP4 Parallel – EASTEM to support us** in reinforcing our preferred UBIC at home                 |                                                  |
|       | Discussion in parallel groups, for your group’s UBIC, suggest:  
|       |   - Challenges that we encounter with this UBIC and how to overcome them  
|       |   - Ideas for first steps to take at home to strengthen this UBIC  
|       |   - Support from the EASTEM project needed to do this  
|       | - With these ideas, complete a joint presentation in the EASTEM Google Drive  
|       |   - Prepare to present your group’s conclusions in 4 mins on Tuesday 13th session [https://drive.google.com/drive/folders/1rQZkInELWbGhgVgH62gGFCEO3HkNKrV6?usp=sharing](https://drive.google.com/drive/folders/1rQZkInELWbGhgVgH62gGFCEO3HkNKrV6?usp=sharing) |  
|       | *Moderators: G. Landrac (IMT), S. Rouvrais (IMTA), N. Chelin (IMTA), G. Jacovetti (IMTA), M. Tardell (UU).* |
| 11.00 | **End of Day 1**                                                                                  |                                                  |
**Tuesday 13th October 2020 – Industry engagement in STEM, learn and inspire**

**Day 2 Goal:**
- WP4: To identify good practices, difficulties and barriers in University-Industry collaborations for STEM education

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| 08.00 | **Check-in:** What have we achieved yesterday and what is there still left to do?  
*M. Tardell, project coordinator, UU* |
| 08.05 | **WP4 Plenary – How can EASTEM support us** in reinforcing our preferred UBIC at home?  
(follow up from 12th Oct)  
- Presentations by the subgroups (4 minutes per presentation, sharp)  
- Synthesis  
*Moderators: S. Rouvrais (IMTA), G. Jacovetti (IMTA),* |
| 08.40 | **WP4 Talk – Competency and employability, the IMT ecosystem**  
*G. Landrac (Dean of Academic IMT)*  
| 08.50 | Coffee and Tea break |
| 09.00 | **WP4 Parallel – Collaboration Practices on selected UBICs**  
Discussion in subgroups (UBIC groups) to identify sharable good practices with practitioners from industry and academia.  
**Industrials:**  
- Ms Myriam Chevreuil, Head of Recruitment and University relation manager  
- Mr Bertrand Pivard, Team Manager and Alumni  
- Mr Jean Marc Dreves, Recruitment manager and University relationship  
- Mr Pierre Even, University relationship  
- Ms Celia Cabezza, R&D manager and Alumni  
- Ms Jelena Pessic, R&D manager and Alumni  
ORNNESS ([https://www.orness.com/](https://www.orness.com/)) – Information technology consulting  
- Ms Carole Amado, Founder  
- Ms Jennifer Saywell, Human Resources Manager  
- Mr Alexis Planque, Recruitment Head and University relationship |
- Mr Sullivan Gauville, R&D manager and Alumni
- Mrs Sophie Deniel, Founder

ARTAL ([https://artal-group.com/](https://artal-group.com/)) – Aeronautic consulting
- Mr Pierre Duverneuil, Founders and Alumni

and IMT Academics:
- Paul Guilhem Meunier (IMT), Project manager of the German-French academy for the industry of the future [https://www.future-industry.org](https://www.future-industry.org)
- Philippe Mussard (Dean of Apprenticeship programs at IMTA)
- Martine Assar (IMT) Professional needs “Osons l’Industrie”, tracer studies

*Moderators / rapporteurs (GDocs):* G. Landrac (IMT), S. Rouvrais (IMTA), N. Chelin (IMTA), G. Jacovetti (IMT), J. Reardon (UU)

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<td>10.00</td>
<td>Coffee and Tea break</td>
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| 10.15 | **WP4 Open Forums on challenges** - Informal Parallel Session in specific rooms for specific challenges  
- Meet the Industrials and IMT Academics to discuss strategies, difficulties & barriers and maybe find transferable recommendations or safeguards in University-Industry collaboration |
| 11.00 | End of Day 2                                                          |
### Wednesday 14th October 2020– Industry collaboration good practices & action plans

#### Day 3 Goal:
- WP4: To identify strategies and guidelines for University-Industry reinforcement at local or national level
- WP4: To plan future WP4 deliverables & actions

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| 08.00  | **Check-in:** What have we achieved yesterday and what is there still left to do?  
  *M. Tardell, project coordinator, UU* |
| 08.05  | **WP 4 Talk – From good practices & QA to collaborative targeted quality enhancement**  
  *Maturity models and cross-sparring*  
  *S. Rouvrais (IMTA) and/or F. Georgsson (Umea)* |
| 08.15  | **WP 4 Parallel – How to make things happen** on EASTEM UBICs?  
  *Discussion in national groups* (Vietnam, Indonesia, Thailand) on how to:  
  o reinforce EASTEM University-Industry according to local needs and/or quality assurance systems (ASEAN QAFHE, ONESQA, BAN-PT, or Bộ Giáo dục và Đào tạo), with which stakeholders? |
| 09.15  | Coffee and Tea break                                                                       |
| 09.30  | **WP4 Plenary – To enhance continuously** on EASTEM UBICs  
  *Short summary presentation (4 mins) by each national groups (Vietnam, Indonesia, Thailand)* |
| 10.00  | **WP5 Quality:** All participants filling meeting questionnaire for project QA (Possibility to ask questions to organisers in chat in the meantime.)  
  Short discussion in plenary/smaller groups (TBC): What have we learnt? What is still unclear? What worked well? How can we improve next time? |
| 10.40  | Summary of the meeting & Next steps in WP 4  
  *S. Rouvrais (IMTA) & M. Tardell (coordinator, UU)* |

Oct2020 to Spring 2021: universities regularly exchange experiences and report on their own progress in implementing industry collaboration in new or improved ways.

Next WP 4 meetings:
- 12th Nov: Exchange of best practices: How to bring changes on a strategic level by engaging with high-level representatives (Program leaders, Deans, Vice rectors and rectors) of ASEAN partner institutions?
- 16th Dec: Follow up on each university’s action plan: how is it going?
- 15-17th Feb 2021: Meeting together with high-level representatives and the other WPs (hopefully face-to-face meeting in Brest).

11.00  | ‘Au Revoir’ by organizers and UU coordinator  
  **End of Day 3** |
Homework after the meeting

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<th><strong>WP4 – Individual Plan Homework</strong> to be delivered by 30\textsuperscript{th} October:</th>
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<td>• Preparing a short report on “Selected recommendations to reinforce University-Industry collaborations at your institution” &amp; “WP4 action plan at your institution, to make things happen &amp; bring changes on a strategic level by engaging with high level representatives”</td>
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<td>o to be uploaded, GoogleDrive repository <a href="https://drive.google.com/drive/folders/1yUrE-u6g27dPamWnQynw1h_9rLNeGq2S?usp=sharing">https://drive.google.com/drive/folders/1yUrE-u6g27dPamWnQynw1h_9rLNeGq2S?usp=sharing</a></td>
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