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Bijlage(n)	1 memo		
Betreft	Internationalisation		

Dit betreft een Engelstalig advies

Dear Executive Board,

With this letter, the CSR would like to advise you on rebranding the university in order to curb internationalisation. Recently the university has been faced with unprecedented growth. This has caused a strain on central facilities and on quality of education at some faculties. Since this growth is mostly due to the large influx of international students, the CSR has up till now advised to curb the growth of the international student population, even at the cost of accessibility to this group.

While internationalisation as such is not necessarily a bad development. It is important to control growth so the university can focus on quality over quantity. In the meantime, the university can work on gradually expanding its capacity to meet the international demands for education, in order to return to a more accessible policy for these students in the long term.

However, the CSR feels that the recent policy of the UvA and the CSR's advice alike may be insufficient to control growth to a sustainable level in the short term. Therefore, more drastic measures are required as short term solutions. To this end, the CSR has considered the strategies of other institutions in curbing uncontrolled internationalisation.

In light of the recent decision by the municipality to remove the 'I Amsterdam' sign from Museumplein area to curb the relentless influx of tourists, the CSR has also considered the UvA's growth problem and its relation to marketing. Some faculties have been actively marketing their programs abroad despite the CvB urging to cease these activities.

While this active marketing policy of some faculties may have been a major contributing factor to the universities growth, the major culprit could very well be the strong brand of the UvA and its faculties. Several steps should be taken in rebranding the university. One is, of course, regarding the name of the university, which is intimately tied

to the current marketing strategy. Another is altering the strong brands of the faculties, mainly to render previous marketing campaigns ineffective. Secondly, this could also clarify their actual function.

After taking these considerations into account, the CSR advises to rename the university and make the required adjustments to the organisation. Please see attached memo for further elaborations on this proposal.

We look forward to your reply, as well as further discussion of the subject.

With kind regards,



Roeland Voorbergen
Voorzitter CSR 18|19

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