



## **Minutes OV 3**

**13-2-2015**

### **Present**

The faculty board:

Han van Dissel

Jan Dijk

FSR:

Sophie Mikulski - Chairman

Artur Rymer – Vice-Chairman

Lisa Leering – Project Officer

Samantha van der Hoek – CSR representative

Sten-Erik Magus – Quality of Education

Vlad Marin – Treasurer

### **Additional information**

13-2-2015

10.00-12.00

E6.32

Technical Chairman: Jordi

Secretary: Renée Bijvoets



**1. Opening 10.03**

Jordi is opening the meeting.

**2. Minutes meeting 9-12-2014 10.04**

Minutes 9-12-2014 are agreed upon.

**3. Announcements 10.09**

- The meeting is recorded for the Secretary.
- Two council members (Jeroen Hendriks and Arkin Zoodsma) are missing due to personal circumstances.
- Jan Dijk has an announcement about 'huisvesting'. Hopefully in April the first building can be entered and hopefully in the summer also the E-building.
- The Dean has an announcement about the ESC, two interim managers are hired and they will help to get the ESC back on track.
- The Dean has an announcement about a new MBA track that starts in September on big data and business analytics.
- Last point of the Dean: The Duisenberg school of finance will be terminated and liquidated. This fall the FEB will offer a special honours track on top of the existing financed track. This will be operating within the framework of the honours programme but with a focus on finance. This will have some consequences for the OER. Therefore there is a need to have the OER updated quickly (Also the responsibility of the FSR). The formal process of changing the OER is set in action, at some point this will be on the table for the FSR.

**4. Determine agenda 10.13**

Agenda is agreed upon.

**5. Updates 10.13**

Vlad Marin about the Think Tank: On the 15<sup>th</sup> of January the FSR FEB organized the first "ThinkTank". There were about 20 students and the main topic was "your university experience". The FSR divided the group of students in three rounds, in every round a different topic was discussed. The three topics were: Your university experience as a whole, communication at the FEB, and the Socratic Model. We talked for about two hours with the students and identified problems and solutions. We are compiling the information and we will present the input to the board. In short, with the university as a whole round, we asked what for the students valuable education was, how they would describe the university and the FEB, their university experience in one sentence, and possible improvements. The

overall rating was interesting and there will definitely be some constructive ideas for improvements. About communication plan, the information from the Think Tank is added in the communication plan. The FSR is still working on its proposition for the Socratic Model.

Related to the Socratic Model the Dean asks if the FSR is aware of another initiative, namely “Bildung”, (TO DO FSR, look into Bildung)

With regard the Think Tank the Dean states that concrete implemental actions are really useful for the board.

Artur Rymer about the “Lunch with the board”, on the 30<sup>th</sup> of March the first lunch will be held. The FSR proposed the topic “FEB2020”. The idea is to talk about the future and direction. The Dean also has a very concrete suggestion, he would like to introduce a couple of dilemma’s as the topic of discussion. For example: Socratic model versus the need to educate a large number of students. TO DO FSR Think about concrete dilemmas to discuss during this meeting. This will make the discussion more valuable for the board. The FSR will send proposed questions by the end of next week (20<sup>th</sup> of February). The bigger theme of FEB2020 is agreed, the FSR will think of dilemmas. Next week also the promotion and selection will start.

Lisa Leering about course evaluations. The first evaluations have started. So far the discussions were with only a few students, but the students that come are motivated to actual provide good input. During the evaluations the students can talk with the coordinator in person. The FSR also noticed that the coordinator also prefer this panel discussion. Eva arranges the meetings and location for the evaluations. Jan Dijk asks if during the course there are several meetings? So far the FSR had one meeting after the exam, and also one time before the exam. Jan Dijk suggests to have more regular meetings to be able to see what the actual effects are of these evaluations. TO DO FSR take a look if it is possible to have more regular meetings throughout the course. The Dean also gives the advice that the FSR looks into ways to really make the outcomes of the evaluations more actionable.

## 6. Bachelor split

10.23

The Dean already states that there is an agreement that he would also prefer to have a semester or so for orientation. That highly depends on how Peter van Baalen is able to implement that. The Dean believes it would be possible. The Dean states that some basic mathematic courses are necessary to be able to follow courses such as micro or macroeconomics. he Dean believes it should be possible to have common courses.

The Board will feedback this to Peter van Baalen and look into what exactly the path dependency in courses will be.

With regard to the suggestion of the FSR for the orientation semester. The FSR made this plan because they believe that you don't need any preliminary knowledge to follow the course. The Dean only has one remark that some professors will claim you cannot have an introduction course if you don't have math or statistics. The Dean is not convinced of this statement and believes that it should be possible to have this introduction semester.

According to the Dean, there are two major constraints are: 6 ECST courses and path dependency. The Dean will discuss it with Peter van Baalen. The Dean has a strong preference for option 2 that is suggested by the FSR. The Dean believes that it is good for students to have the option to switch. The idea is to allow them to switch without having to do a switching programme.

The FSR is happy that the board is interested in this idea. The board will come back to option two. It helps to put pressure on the decision to keep an orientation semester.

## **7. Communication plan** **10.29**

Artur Rymer and Vlad Marin have created a communication plan together with the input from the think tank. It was discussed with the marketing and communication department. In the plan there are problems identified and simple solutions to improve them provided.

The Dean explains that at the moment he is also the chair of the UvA wide committee about the communication. The Dean acknowledges that the internal communication, especially to students, is a mess. This is also stated in the NSE rankings. All the problems mentioned by the communication plan of the FSR are tackled by this committee.

The Dean explains that from a survey they asked what communication channels are best to reach students. The results showed that emails and blackboard are the most used channels by students. For example social media is less preferred. The Dean suggests to focus on standardizing these two channels. The committee is in the process of defining clear rules on how to communicate to the students. This will all be in a 'communication passport'. Once this communication passport is established, all the communication officers have to be trained according to this framework.

The Dean furthermore states that it is clear that there is a great need to migrate programmes such as "MyUvA" and Blackboard to mobile platforms as well. There is a lot in the intermediate platform as well, however this app will be replaced hopefully in March. The Dean found that the UvA is the only university in the Netherlands that doesn't use the blackboard app, since this is an important channel for students, the blackboard will be launched as well. Thus some concrete steps are on the way.

According to the Dean two important things that we have to keep in mind for the communication:

- Less is more
- Personalized information

In conclusion the Dean shares the worries of the FSR and is busy to improve this. The rankings of the NSE worry him much but he also states that the UvA is difficult to change. There are a lot of levels and departments within each faculty. If one organization level tries to change things and other levels will not work on this simultaneously it will not change.

The FSR noticed that everyone identified the same problems. The FSR wants to imply some small changes but the Dean believes major steps need to be taken.

Jan Dijk agrees that the document of the FSR is very helpful. It deals with the way the FEB organizes different things, especially the communication department and the Education Service Center.

The Dean states that it is important to standardize the communication. The Dean also states that the suggestions of the FSR are already thought of and are going to be implemented. For now, the new communication manager started in January and she will start with implementing most things gradually. The Dean suggests that the FSR keeps in close contact with the communication department for more information.

The FSR really suggests the board to take into account the ideas of the FSR and also states that they can help with small projects to improve the communication of FEB. Jan Dijk agrees and it is a good idea that also students think about this. The FSR are the users and therefore the input of the FSR is very helpful. Vlad Marin states that the simple solutions might have been overlooked and states again that these small things can already make a big change.

The Dean states again that there are some important elements to consider: "What are the channels?" Conclusion: blackboard and Email. No social media or Youtube. Second, in a sense standardization, make structures, simpler in their communication. How long or short do you want stories to be? Keep it short is our idea. Final, the website of the UVA needs real improvement. (This was also mentioned by the FSR). However, as the Dean states, this is a major undertaking to improve the whole website. The website of the UVA is huge so changing this is not a minor project. Overall the board is really happy to receive the plan of the FSR and especially the communication plan is most willingly to work together with the FSR.

## **8. OER**

## **10.44**

The Dean starts with stating that he is aware of the discussions around the OER/MOER. Samantha van der Hoek explains that in the CSR there is the discussion of the MOER. The FSR looked at the OER of the FEB and see what consequences this would have for the OER of the FEB. The Dean states that he is aware of the standardized MOER, the FEB already stated to the rest of the UvA that this year the FEB will not follow the MOER. The FSR wanted to discuss the points that will change with the MOER compared to the current OER. However, the Dean believes that we don't have to discuss this now because they will not implement it this year. The Dean prefers to wait to see if there is an agreement on central level at all. Although the FSR would like to be ahead of this, for now the discussion will not go in detail.

The Dean states that there are definitely benefits of a standardized OER. For example: It will create less frictions in the Amsterdam arena and it is more clear for students. But the Dean also states that as long as there is no agreement at central level we don't have to discuss this yet.

The FSR suggests a part B0 to put in everything that is now in the OER but won't be in the MOER and put these things there. The Dean agrees that there has to remain space where the FEB can have faculty specific things. HE also agrees that there are certain things in that should definitely be kept in the FEB OER. The Dean wants to know if it isn't possible to have a common structure? The CSR want to have an A for the whole university and a B part for the faculty and a C part for the different study tracks at the FEB. The Dean agrees with this. The simpler the better but also retaining some specific part for the Faculty. So A B C structure is agreed with board of the FEB. The Dean explains that this discussion has been going on for very long and some faculties have different ideas.

The OER will not be discussed any further because there is an agreement between the FSR and the board.

One remark about the OER in the current form, there has to be some changes for the honours programme for finance, discussed earlier. There might be some delays in the OER but the FEB knows that this is really important now.

### **Remarks 10.53**

No remarks from the FSR.

The Dean remarks that Peter van Baalen has his 'oratie' at 16.00 o'clock in the Aula, if the FSR wants to come they are welcome.

### **Questions and closure**

**10.54**

No further questions.

The meeting is closed 10.55.

### **Action list followed from the OV 13-2-2015:**

- The FSR will look into the idea of "Bildung" when preparing the Socratic Model (page 3)
- The FSR will prepare "dilemmas" for the Lunch with the board (page 3)
- The FSR will look into the possibility to have more regular moments of evaluation with regards to the course evaluation panel (page 3)
- The Board will inform Peter van Baalen on the suggestions of the FSR to have an orientation semester (page 3)
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