

Wittenborg Advisory Board Meeting Minutes 09-02-2024

Date: 9 February 2024

Time: 10:00 - 12:00

Location: Theatre Orpheus, Apeldoorn

Chair: The Chair

Attendees:

- The Chair
- Board Member 1
- Board Member 2
- Board Member 3
- Board Member 4
- Board Member 5
- Board Member 6
- The Secretary

Apologies:

- Board Member 7

1. Opening & Announcements

- The Chair opened the meeting and welcomed all members.
- **Announcements:**
Board Member 7 was absent from the meeting but would join the Wittenborg Annual Dinner in the evening.

The Secretary has been newly appointed as an Executive Board member, strengthening the Executive Board. She is now coordinating and managing teams, a role previously held by Board Member 3.

Yearly reoccurring meeting topics

1 st Meeting April/May	2 nd Meeting August/ September	3 rd Meeting December/January
Student & staff representation	Annual report for Ministry of Education	Facility & Student Accommodation
Research centre	Annual financial report	WUAS development strategy

2. Review of Previous Meeting Minutes

The minutes from the last meeting were reviewed.

- **Question from Board Member 5:** Has progress been made on the concerns raised regarding AACSB accreditation?
 - Answer from the Chair: Yes, significant progress has been made in the areas of concern.
- **Question from the Chair:** How is the Full Fabric implementation going?
 - Answer from Board Member 4: Full Fabric has been successfully implemented. It has streamlined the admissions process, and the transparency has helped avoid missing applications.
- **Comment from Board Member 5:** AI could potentially be used to assist in reviewing applications, with the potential for full implementation in about 2 years.

3. Current Updates

- **Student Numbers & Campus Development:**
 - Board Member 4 provided an update on student numbers and ongoing projects, including the dropout rates for 2023. A new process tutor system has been introduced, along with increased faculty involvement to support students, particularly those at risk of dropping out.
- **Question from the Chair:** Has the recruitment been affected by a lower number of international students?
 - Answer from Board Member 4: Recruitment is still recovering from the post-COVID period, but the intake from countries like Nigeria and Iran remains strong.
- **AACSB Update:** Board Member 6 complimented Wittenborg's progress with AACSB accreditation. The AACSB mentor has predicted a 60% chance of success in 2024. Board Member 4 will attend the Dean's Conference later in February to gather more insights.
- **Question from Board Member 7** (raised via communication): Are the themes for AACSB accreditation too broad?
 - Answer from Board Member 4: Not all themes need to be covered comprehensively. Wittenborg is allowing teachers to choose which areas to focus on.
By the time the AACSB panel visits, Wittenborg expects to have 250 intellectual contributions ready for review.

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4. New projects/programmes development

- **Research Centre Development:**

A project on Quality Assurance in Higher Education was recently submitted in collaboration with a Vietnamese university partner. Board Member 3 has been invited to a conference in Azerbaijan in May to discuss international higher education quality assurance.

Globalisation Conference Update:

www.globalconference.eu<https://www.globalconference.eu/>

5. Facility & Student Accommodation

- **Updates on Facilities & Accommodation:** Discussions are ongoing regarding the demolition of the Ruyterstraat building, which is in poor condition. The building has municipal monument status, and the surrounding neighbours also support its demolition. A new development plan is under review with the municipality of Apeldoorn.

6. Development Strategy

- **Development Strategy:** The Chair and Board Member 3 are in contact with influential political figures to strengthen Wittenborg's role in the Dutch business school landscape. They are also involved in a lobbying effort with other top business schools in the Netherlands to highlight their economic impact.

7. Questions and comments

- The Chair complimented the establishment of the Expat Centre, which will officially launch on 15 February 2024.

8. Upcoming Events in 2024

- **Advisory Board Meeting:** 9 February 2024, 10:00-12:00 (Theatre Orpheus, Apeldoorn)
- **Winter Graduation Ceremony:** 9 February 2024, 13:30-17:00 (Orpheus Theatre, Apeldoorn)
- **Annual Staff Dinner:** 9 February 2024, 18:30-21:30 (Hotel De Keizerskroon)
- **International Academic Advisory Panel (IAAP) Meeting:** 10 February 2024, 09:00-12:00 (Hotel De Keizerskroon)

Meeting Ended at 12.00.

Prepared by The Secretary

Approved by The Chair

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