

Wittenborg IAAP Meeting 2024

International Academic Advisory Panel (IAAP) Meeting

Date & Time: 10 February 2024, 09:00 – 13:00

Venue: Bilderberg Hotel Keizerskroon; Apeldoorn and virtually via MS Teams link.

Attendees:

- The Chair
- IAAP Member 1
- IAAP Member 2
- IAAP Member 3
- IAAP Member 4
- IAAP Member 5
- IAAP Member 6
- IAAP Member 7
- IAAP Member 8 (Special Guest)
- Representative 1 (on behalf of Wittenborg)
- Representative 2 (on behalf of Wittenborg)
- Representative 3 (on behalf of Wittenborg)
- Representative 4 (on behalf of Wittenborg)
- The Secretary (on behalf of Wittenborg)

These notes were prepared by the Secretary.

The following agenda has been followed during the meeting:

No.	Agenda Item	Time (CET*)
<i>Welcome with Coffee & Tea</i>		<i>09:00 - 09.15</i>
1	Introduction Round Table	9.15 - 10.30
2	Strategic Planning	9.30 - 10.00
3	Research Centre Update (Report)	10.00 – 10.20
4	EDQM Academic Standards	10.20 – 10.40
5	Short Q&A	10:40 – 11.00
<i>Break</i>		<i>11.00 - 11.30</i>
6	Round table discussion and Q&A	11.30 - 13.00
<i>Lunch</i>		<i>13.00 - 13.30</i>

1. Introduction Round Table

The Chair opened the meeting with a brief introduction, emphasizing Wittenborg as a hub of learning and inspiration. Each attendee introduced themselves, with a special introduction for IAAP Member 2, whose research was highlighted, and IAAP Member 8, who was present as a special guest.

2. Strategic Planning

Representative 1 presented an update on Wittenborg's strategic planning, focusing on the Internationalisation Strategy (IC). IAAP Member 4 suggested a more focused approach, while IAAP Member 3 highlighted the importance of flexibility in scholarship. IAAP Member 2 recommended aligning the mission and vision with sustainability and AI in education. The Chair advised incorporating real-time changes into the strategy, and Representative 1 confirmed the sharing of strategic milestones with the IAAP members.

3. Research Centre Update

Representative 2 provided a report on the activities of the Research Centre, including ongoing educational quality projects and preparations for the Globalisation Conference. IAAP Member 2 inquired about the duration of the current plan, and IAAP Member 3 suggested managing discussions online to facilitate broader participation. External support from organizations like the British Council, AACSB, and FIBAA was also discussed, along with the potential involvement of EAIE.

4. EDQM update

Representative 3 presented the AACSB Progress Report and detailed how Wittenborg has addressed the concerns raised by the IAC Committee. IAAP Member 7 emphasized the importance of competency measurements, and Representative 1 discussed ongoing partnerships with external institutions. IAAP Member 3 proposed including business representatives in the international advisory board, and Representative 2 announced an Alumni Day scheduled for March 2024.

5. DBA (Professional Doctorate) and Executive Education

Discussions also touched on the tension between practice-oriented and fundamental research. The importance of societal impact and measurement methods were highlighted. The DBA program was discussed, particularly in the post-AACSB accreditation phase, with suggestions for collaborations with other universities. Executive education strategies were explored, focusing on localizing the program and innovative strategies.

The meeting concluded with plans for future collaboration and strategic development in education and research, balancing local and global perspectives.

Based on the discussions from the IAAP Meeting 2024, the following action points can be derived.

Action Points:

1. **Enhance Research Focus:** Align the university's vision and mission with current educational trends, focusing on AI, sustainability, and globalisation.
2. **Improve the Globalisation Conference Strategy:** Implement effective strategies for presenting research output at the globalisation conference, emphasizing collaboration with external partners.
3. **Expand External Collaboration:** Secure support and collaboration from the British Council (already arranged), AACSB, FIBAA, and EAIE for the globalisation conference and future projects.
4. **Incorporate Practical Aspects into Research:** Plan to integrate practical elements and company involvement in the conference and broader research activities.
5. **Foster Broader Collaboration:** Explore collaborations with smaller conferences across Europe and organize special meetings alongside the conference for a broader societal impact.
6. **Plan for Future Research Initiatives:** Set a direction for future research strategies, especially in integrating practice into the educational model.
7. **Enhance Global Education Impact:** Develop strategies to ensure Wittenborg's contributions and voice are recognized in the field of global education.
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Meeting ended at 13.00.

Prepared by The Secretary

Approved by The Chair