



UPPSALA  
UNIVERSITET

Gotland 2018/21

# Project plan

## From admission to welcome

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Subproject 1 – within the main project  
Support for Internationalisation at Campus  
Gotland

Approved by the Steering Committee 30/10/2018

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# 1 Background and purpose

At Campus Gotland, work is under way to strengthen the internationalisation of education and research. Within the scope of this work, a special internationalisation project began in autumn 2018 with the aim of developing Campus Gotland as an international environment and meeting place, strengthen the support of international students and teachers and generally increase the internationalisation at Campus Gotland. The project consists of four subprojects of which this is one.

The subproject *From admission to welcome* shall propose efforts for Campus Gotland to offer adequate support during the period from admission to welcome with regard to information and communication with future international students, as a complement to the central efforts already established. In addition to this, the project shall provide proposals on efforts that can facilitate international students' contacts with local authorities and other relevant actors on Gotland in prioritised issues. Proposals on the division of responsibilities and working methods for the planning of the housing guarantee for international students at Gotland shall also be provided.

## 2 Objectives

### 2.1 Targets

The subproject's objective is to establish long-term sustainable procedures for professional communication and information to future/new students in the international programmes at Campus Gotland. This is expected to lead to greater internationalisation of the activities and that more international students choose to study at Campus Gotland and get a good introduction to both the university and the local community.

### 2.2 Project objective

The subproject shall:

1. Map the student's path from admission to welcome at Campus Gotland, propose improvements based on the student's perspective and implement decided changes.
2. Map and clarify Campus Gotland's part in the university's communication to international students, at various organisational levels, propose improvements based on the student's perspective and implement decided changes.
3. Map and clarify responsibilities and the division of work for Campus Gotland students with a housing guarantee.
4. Identify and illustrate prioritised areas of improvement that can facilitate international students' contacts with local authorities and other relevant actors on Gotland.

## 3 Project organisation

### 3.1 Roles and responsibilities

Project principal and steering committee are stated in the project directive.

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*Subproject manager*

Annika Jörnemark, International Officer, Campus Gotland, is responsible for preparing the project plan and for leading, governing and reporting status around the project. Annika will also write the final report.

*Project team*

Maria Ljungqvist, Study and Career Counsellor, Campus Gotland, with experience of issues, problems and needs for both Swedish and international students before, during and after the education.

Dag Lanestedt, Communications Officer, Campus Gotland. Responsible for the communication through Campus Gotland's website and social media and associated interaction with students and staff.

Lovísa Eiríksdóttir, Doctoral Student, Department of Business Studies, Campus Gotland, and also with experience of studying as an international student at one of our one-year Master's programmes and work at SWEDESD. Lovísa is estimated to work 15% of full time in the project from project start until year-end after which adjustment may be made as per decision of the steering committee chairperson.

The subproject's areas are handled jointly by everyone in the project team. In addition to this, respective participants also contribute specific subject knowledge in various fields.

*Reference group*

As a reference group, the project organisation's common reference group with students, gathered in consultation with Rindi, is used.

## 3.2 Working methods

The subproject manager convenes working meetings month by month adapted to the steering committee's meetings and current delivery needs.

Interviews will be held with relevant individuals at the departments (programme coordinator, director of studies, etc.) and with functions that currently work with information and welcoming directed at international students (International Office, Admissions, study and career counsellors, study administration, reception, Fee master, University Scholarships Office, Help Desk, communications officers, etc.). Corresponding work with external partners is planned.

Continuous meetings will take place with subproject managers for other subprojects.

A study trip to at least one other university that has done structured work on these kinds of issues is planned for benchmarking.

Written documentation is prepared continuously for every reporting to the steering committee.

## 4 Conditions and delimitations in the project

The sub project will result in a number of proposed measures. Decisions on the introduction of these measures are primarily made in the administration. The proposals that concern external parties' work can only be formulated as recommendations.

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A delimitation towards other subprojects in the internationalisation project will need to be clarified continuously. A dialogue with the other subprojects on the subprojects' areas of responsibility has begun and will continue throughout the project period.

## 5 Risks and opportunities

Some parts of the project can be time consuming. The project members are working with this project in the scope of their ordinary employment, which naturally includes other duties. Time pressure can accordingly arise during certain periods in the course of the project. The subproject manager is responsible for reporting to the steering committee if problems arise in achieving the goals.

The project's areas concern communication and collaboration with others in the university (staff at departments and administrative units) and in several cases also collaboration with external parties. Success in the project is based on the commitment of the other parties and prioritisation of these issues, something which can of course vary.

An effort that aims to improve communication and the welcome of new international students should be able to lead to general improvements and clarified procedures, which hopefully mean that the risks can be minimised. Silent knowledge will be documented and the cooperation in the university strengthened.

## 6 Communication

Much of the subproject consists of communicating with the other functions and external parties that work with or are involved in communication with future/new international students. Important groups to communicate with during the project period are therefore international students, directors of studies, programme coordinators and those responsible for student support and service to international students in the administration. Among the external parties, we are mainly thinking of the Student Union Rindi, Region Gotland, the Swedish Tax Agency, the Swedish Migration Agency, the Housing Office, Gotlandshem.

The communication will take place in meetings with these functions and parties, but also by those affected submitting comments on the subproject's reports and communication plans during the project period so that our proposals will be well supported.

Also important for the project's success is a continuous collaboration between the various subprojects. Several areas partly affect the other subprojects.

## 7 Deliveries

Planned activities and the timetable for the subproject, based on the subtargets, are listed below, which a focus on deliveries. Also refer to Appendix 1 where proposals on the detailed arrangement of activities are presented.

1. **Oct-Dec 2018: Mapping** of the student's way here, with the student perspective on information and communication, and the first weeks at campus.
  - Identifying and documenting strengths and weaknesses in the information and communication flow
  - Web traffic statistics.
  - Interview and survey documentation (students and staff)

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- Process description for planning of the housing guarantee
- 2. **Jan-Mar 2019: Analysis and compilation** as well as comparisons the other universities' "best practices".
  - Communication plan
  - Process/procedure descriptions, timetables
  - Compilation and analysis of interviews
- 3. **Apr\*-Jun 2019: Proposals on improvement measures** and other efforts regarding the subproject's areas:
  - Communication and information to future/new students
  - Planning of the housing guarantee.
  - Student communication with local authorities and other prioritised actors on Gotland.

\*) In order to implement any changes for Autumn 2019 (within existing budget limits), proposals should be ready to be assessed in March-April 2019. For later proposals, implementation can take place for later semester starts.

**The final report with proposed measures** will be delivered at the end of the project period, i.e. in September 2019.

## 8 Budget

Besides the salary cost for Lovisa Eiríksdóttir (15% of full time), salary costs are included in every employee's employment.

Funding for a study trip/benchmarking to another university may be added (travel expenses for project members) in a maximum of SEK 20,000.

Erasmus "staff exchange" funding may be sought for a study trip to a university outside Sweden.

## 9 Handover

Interim and final reports are submitted to the steering committee according to the "activity and timetable" presented above under 7. Deliveries.

## 10 Follow-up

The subproject's results are followed up according to the principles and the timetable decided on for the project in its entirety.

## 11 Appendices

Appendix 1 Proposal on detailed arrangement for the planned deliveries.

## Proposal on detailed arrangement for the planned deliveries

1. **Oct-Dec 2018: Mapping** of the student's way here, with the student perspective on information and communication:
  - a. Reviewing online information regarding what we "promise" in the form of support and service for our area.
  - b. Mapping deficiencies and improvement needs in Campus Gotlands part of the university's communication. We proceed based on the International Office's communication plan and "Guide to international marketing and recruitment", CG's communication over the web, social media, e-mail, banner and interviews with programme coordinators/equivalent.
  - c. Preparing statistics over web traffic for the CG website
  - d. Investigating needs for a buddy/mentor programme at CG through interviews/surveys, etc.
  - e. Information gathering through interviews, study visits, etc. among students, authorities, companies and possibly other external players that students meet in their first few weeks on Gotland.
  - f. Review of the current process for planning of the housing guarantee for international CG students.

### *Deliveries:*

- Identifying and documenting strengths and weaknesses in the information and communication flow
- Web traffic statistics.
- Interview and survey documentation (students and staff)
- Process description for planning of the housing guarantee

2. **Jan-Mar 2019: Compilation and analysis**, as well as comparisons with other universities' "best practices" through document studies, interviews and/or study visits.

- a. Clarifying and documenting the division of responsibility for communication centrally, in Uppsala and Visby, respectively, and at a department level.
- b. Assessing/analysing translation needs for CG's communication channels and documenting procedures and time required.
- c. Documenting the timetable, procedures and arrangement for welcoming at CG.
- d. Analysis of interview responses for possible buddy/mentor programme, etc.
- e. Identifying prioritised improvement areas regarding external actors.
- f. Analysing needs for clarification for planning of the housing guarantee

### *Deliveries:*

- Communication plan
- Procedure descriptions, timetables
- Compilation and analysis of interviews

**3. Apr\*-Jun 2019:** Preparation of **proposals on improvement measures** and other efforts for the subproject's areas:

- Communication and information to future/new students
- Planning of the housing guarantee.
- Student communication with local authorities and other prioritised actors on Gotland.