

Working Group Minutes

Working Group 4 Sweden

Meeting # 10

Date: October 5th, 2023

Minutes prepared by Edith Malmberg – October 5th, 2023

Participants

University	Contact name	Present/Not present
Chalmers University of Technology	Linda Millsvik	Present
University of Gothenburg	John Molander	Present
	Fanndis Hermannsdottir	Present
	Mattias Teich	Present
Jönköping University	Eric Freid	Present
Karolinska Institute	Johanna Gasslander	Not present
	Ulrica Kristhammar	Present
	Jenny Enblom	Present
KTH Royal Institute of Technology	Åsa Andersson	Present
	Hans Lundin	Not present
Linköping University	Therese Winder	Present
Linnaeus University	Stefan Haglund	Present
Luleå University of Technology	Robert Omberg	Present
Lund University	Maria Lindblad	Present
Mid Sweden University	Ellen Horbach	Not present
	Anna Lindahl	Present
	Kristine Djerf	Present
Mälardalen University	Johanna Forström	Present
	Niclas Johansson	Not present
Stockholm University	Tina Larsson	Present
Uppsala University	Lina Solander	Not present & Group Leader
Partners		
Swedish Embassy	Jenny Majidyar	Present
SACC Trainees	Edith Malmberg	Present
	Oskar Svensson	Present
SACC USA	Christer Bergman	Present & Group Leader

Agenda

1. Welcome
 - a. Update on WG participants
 - b. Review of minutes from last meeting
 - c. Update on SIREUS progress
2. Thematic Areas
 - a. Implemented on the website – updated status.
3. Individual University Plan
 - a. Aligned with the project plan
 - b. How do we highlight internships in connection w/ studies?
4. Review of Activities
 - a. New Study in Sweden events, Plan for Nov 2-6, 2023
 - b. ~~Student fairs, plan – action!~~
5. Next meetings

Presentation material

During the meeting a ppt presentation was used following the agenda that was sent out prior to the meeting. This ppt presentation will be archived on the SIREUS website alongside the minutes.

Minutes

1.
 - a. Christer opened the meeting and welcomed everyone.
 - b. The minutes from the previous meeting were reviewed.
 - c. Christer updated the group about what's been going on with SIREUS since the last meeting. The SIREUS VIRTUAL forum is starting to take shape and we need to have a Program Borad of 3-4 members that can help with topics. Christer then mentioned about the possible Innovation trip to Texas that is now scheduled to be during February 5th -9th 2024 – a planning group is formed, but we need more members to the group. They are also working on planning for the SIREUS ENTREPRENEURS forum in Denver in conjunction with Destination Start-Up, now to be held March 21st – 22nd ,2024. Christer further mentioned that SIREUS is in the final planning stage for a larger Study in Sweden trip within working Group 4 that will start in New York, and continue to Washington State University, Pullman, and Chapman University in California. Last meeting, we mentioned that SIREUS is planning a soft launch SIREUS Affiliation of Companies. This is now in full swing and Ericsson, AstraZeneca, SAAB, Volvo and Einride are engaged in the dialogue.

Christer further informed the group that he had an intensive visit to Stockholm a couple of weeks ago. He “promoted” SIREUS and met KK, STINT, VR, IVA, UHR, SI, UD, KMH, AmCham and Einride. They all articulated that they are very impressed with our achievement so far and is willing to support the program in any way they can. He also mentioned that he is researching

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the possibility of having the SIREUS CHANCELLORS forum in Stockholm during the spring. The original plan for March 20th – 21st, 2024 @ MDU will not work for different reasons.

2. Christer further reminded the group to review SIREUS five chosen thematic areas on the website. He showed a summary of which links SIREUS has received from each university and reminded those who have not sent in their links to do so. The universities can submit their links connected to each Thematic Area to show their expertise within those specific fields. The plan is that after each Swedish university has submitted relevant links, the American Affiliated universities will do the same. This will help faculty and researchers from universities in both Sweden and the U.S. find areas of collaboration.
3. Christer asked the group if they had any specific areas of interest in the U.S. where they want to recruit students from or promote internships with. This could include what type of universities or which type of companies they would like to connect with. Stefan said that since most participants in the meeting handle student recruitment, all American students are interesting and that there are no prioritized areas of the U.S. that they're looking to recruit from. Christer then asked the group if the rest of the group felt the same way and they did.

Jenny then joined the meeting and updated the group on the status with FAFSA. She has been in contact with Lund University and requested a more specific summary of which universities are affected. Maria said that she had asked this question in an international forum where she has seen that other institutions for higher education also could be affected by similar issues. She further highlighted that it varies a lot for the universities since this hasn't affected everyone at the same time.

Jenny said that they are discussing this with the Swedish government and the U.S. Department of Education. She said that she will continue to investigate the matter. The group agreed that the universities need to unite in this issue and raise the question in joint forums.

Christer introduced a question regarding what areas the universities think / know their exchange students from the US for the spring semester 2024 is from. The Swedish Embassy has raised the question in conjunction with where the best place for "pop-up booths" for the VISA process would be. **[Each member responds to Edith and Christer for a quick answer].**

4. Edith and Oskar presented the Study in Sweden tour that will take place between November 2nd -6th. Oskar introduced himself to the group as the SIREUS Event Intern and announced that he will be joining the group on the trip to help with the practical details. He explained that the tour will begin in New York on November 2nd between 4-8PM where a Study in Sweden fair will be held at the Swedish-American Chamber of Commerce in New York on 900 3rd Avenue. The event will also feature catering, speakers and alumni. The group discussed if it would be possible to gain more participants at the fair by splitting the time slots since the location only allows 80 people. It was decided that there will be three types of tickets for the event: one for the 4-5:30 PM time, one for the 5:30-7PM time slot and one for the

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speakers panel between 7-8 PM. This allows the universities to meet with more participants.

Next the plan for the Study in Sweden event at Washington State University in Pullman was discussed. The event will take place at the Smith Center for Undergraduate Education on campus between 11 AM and 2 PM and will be carried out as a classic Study in Sweden tabletop fair. Christer mentioned that it would be interesting to have a speakers panel at this stop as well, possibly with alumni if there are any present in that area. The event will take place on a game day against Stanford and Christer encouraged everyone in the group to fill out the joint planning document with information if they want to attend a football game. Christer also brought up the issue of transportation from Spokane to Pullman and explained that renting a bus would be very expensive, therefore suggesting that renting cars or getting taxis could be other options. He stated that he will get in touch with Paul at WSU about reserving taxis.

The tour ends at Chapman University in Orange, CA where a study in Sweden event is planned on campus. Oskar explained that SIREUS has reserved the main Piazza on campus where the universities will be able to meet students between 11 AM to 1:30 PM. After this, there will be a speaker's panel held at AF209 between 2:30 PM-4PM where students can learn more about Sweden as a destination for higher studies. The event will also feature catered food and snacks.

Edith presented the overall marketing strategy for the tour, highlighting that SIREUS will reach out to our regional chambers in the areas for additional support. She explained that they are in contact with the Centers for Global Education at both Chapman and WSU who will share this information to students at the respective universities through their Social Media platforms and newsletters. Furthermore, SIREUS will post three Ad campaigns on Instagram containing the Eventbrite link for each event. The three posts will be targeted at young people in each geographic area that are interested in Sweden and pursuing a degree abroad. She also showed the graphic material for the campaigns as well as the "Save the Date" texts for Eventbrite.

She further explained that as soon as the events are published on Eventbrite, she needs the group to **send out the events to their alumni and prospective students in each area**. Christer reminded everyone to fill out their travel information in the shared planning document to facilitate the coordination on-site.

It was mentioned during the meeting that SI will hold a Virtual Study in Sweden event on October 14th between 15:00 – 19:00 CET.

5. The next scheduled meeting is on November 30th @ 13.00 CET. Christer presented the meeting calendar for the rest of 2023 and have sent out invites for 2023 as follows,
 - a. November 30th @ 13.00 CET
The meeting calendar can be found on the website (private area).

Christer presented a proposal for preliminary dates for the working group meeting for 2024.

- a. January 25th @ 13.00 CET (7 am EST)

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- b. March 21st @ 13.00 CET (7 am EST)
- c. May 2nd @ 13.00 CET (7 am EST)
- d. June 6th @ 13.00 CET (7 am EST)
- e. July 18th @ 13.00 CET (7am EST)
- f. August 29th @ 13.00 CET (7 am EST)
- g. October 10th @ 13.00 CET (7 am EST)
- h. November 21st @ 13.00 CET (7 am EST)
- i. December 19th @ 13.00 CET (7 am EST)

The proposal in red for July and December indicates that the recommendation is not to hold those meetings. Everyone agreed that the preliminary schedule with the above-mentioned changes will work.

No other topics were discussed, and Christer thanked the members for the meeting.

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