

## Working Group Minutes

Working Group 4 Sweden

Meeting # 12

Date: January 25<sup>th</sup>, 2024

*Minutes prepared by Sarah Pålsson – January 25th, 2024*

### Participants

University	Contact name	Present/Not present
Chalmers University of Technology	Linda Millsvik	Present
University of Gothenburg	John Molander	Present
Jönköping University	Eric Freid	Not present
Linköping University	Therese Winder	Present
Linnaeus University	Stefan Haglund	Present
Luleå University of Technology	Robert Omberg	Not present
Lund University	Maria Lindblad	Present
Mid Sweden University	Ellen Horbach	Not present
Mälardalen University	<b>Johanna Forsström</b>	Not present
	Niclas Johansson	Not present
Stockholm University	Tina Larsson	Present
Uppsala University	<b>Lina Solander</b>	Present
	Matt Greig	Not present
<b>Partners</b>		
Swedish Embassy	Jenny Majidyar	Present
SACC Trainees	Sarah Pålsson	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. Target American Universities
  - a. Individual plans - info
4. Review of activities
  - a. Study in Sweden events, feedback
  - b. “Study in Sweden 2024”
5. SIREUS RESEARCH forum
6. SIREUS 2<sup>nd</sup> half evaluation
7. 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 new Marketing Intern, Sarah Pålsson, introduced herself to the working group and presented the new Event Intern, Sara Lindenius, and the new Project Management Intern, Aida Aboutalebi.
  - c. Christer summarized the agenda for the meeting and the previous meeting's minutes were reviewed.
  - d. Christer updated the group about what's been going on with SIREUS since the last meeting. He mentioned the SIREUS RESEARCH forum, which took place on January 24<sup>th</sup> and was a success. He also mentioned the possibility that SIREUS might attend NAFSA in late May. SIREUS is currently in talks with Cecilia Kjellgren, the Honorary Consul in New Orleans about this. Tina asked about the potential activity in conjunction with NAFSA is, and Christer explained that last year SIREU arranged SIREUS MEMBERS forum, like a Swedish pavilion where the universities mingle with partners and prospective partner universities.

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- e. Christer continued by briefly mentioning the up-and-coming Texas Innovation Tour and the SIREUS ENTREPRENEURS forum in Colorado.
  - f. Christer reminded the group that KI and KTH is no longer part of the SIREUS project.
2. Christer thanked the group for sending in their links for the **thematic areas**. He said that he had not yet updated a column on the table for thematic areas for Mid Sweden University. However, it has been updated By Sarah on the website. He also talked to Vinnova recently and they commended SIREUS for creating the table.
3. The SIREUS website features “University-specific documents” were presented. In this area of the website, each university can only access its page. Furthermore, the **individual plans** are now implemented, and a common plan is in the works.

Christer also said that some Swedish universities are interested in specific American areas and other are open to suggestions, and this is something SIREUS is taking into consideration and plan to provide suggestions regarding.

Christer then provided an update on website news such as the pages “Study in Sweden” and “Internships”.

4. **a. Study in Sweden 2023** was conducted in three cities and feedback forms were sent out; however, everyone has not answered the form yet. Christer encouraged everyone to respond as he will publish a summary of the form soon. Johan asked if his colleagues had answered the form, which Christer confirmed they had.

Christer discussed the current feedback and concluded that improvements can be made. The number of cities should be limited to one or two instead of three, as too much time is spent on traveling. The timing is also key.

b. The conversation then started around **Study in Sweden 2024**. Therese Winder, LiU, shared her thoughts with the help of a ppt. She discussed that she wants SIREUS to join Linkoping at the end of September/October in Silicon Valley and the Bay area. Nordic Innovation House was presented as a good location for this. She further considered combining it with other events happening around the same time in this area. She also presented Washington and Seattle as locations of interest. The idea is to have one event per day at three or four locations. Therese wants to initiate more one-on-one conversations with American universities, and she wants to involve alumni and students by inviting them to mingle.

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Christer thanked Therese for her input and continued by asking about what everyone else thought about Therese's remarks. Lina thought this was interesting and liked Christer's previous idea of "one location, many events" to avoid too much travel. The timing was also suitable for UU. Tina also liked the suggestion and thinks the timing is good. The important thing for her was that the event must be in a big city to get return of investment for committing to traveling to the U.S. Maria stated that she also liked the idea, however it was difficult to know if the timing would be suitable this far in advance. She had some reservations regarding doing the trip in early September due to a lack of leads that early on during the semester. John and Linda agreed with the timing and broad idea of the fall plans. However, John raised Seattle as an area of interest as it is progressive and aligns with Swedish values. Linda agreed and suggested Portland as well. Christer agreed to examine these prospects further and proposed that some of the attendees (Therese, Lina, and Stefan) could attend a few planning meetings before March.

Christer continued by asking about the target audience in America for Swedish universities looking to attract Americans. Most attendees respond by stating that most international students do not pay tuition fees in Sweden and those who do think the tuition fee is affordable compared to the equivalent in the U.S. Lina suggested that the marketing should focus on Swedish universities being affordable and John as well as Christer agreed and exemplified this through anecdotes. The attendees agreed to put a pin on this topic and return to it during a later meeting.

5. Christer said that the second **SIREUS RESEARCH forum** took place yesterday and asked Sarah to talk about this. Sarah explained that the forum discussed technology transfer and that a video of the forum had been posted on the website as well as YouTube. A date for the up-and-coming RESEARCH forum has not yet been decided, but February 13<sup>th</sup> is on the table as a suggestion. Christer asked the attendees to promote this event.
6. Christer announced that there will be a thorough evaluation of the SIREUS project during the coming months. He concludes that it is not certain whether SIREUS will continue its work or if it does and in what shape it will continue. He was determined to make sure this process will be smooth no matter what the result is, as many high-profile brands are involved in the projects. In mid-April a recommendation will be issued and a month later a final decision will be made regarding SIREUS's future.

Christer also asked the group if they think the meeting frequency is sufficient or if there need to be any alterations. The attendees responded by stating that they are content with the current frequency. However, everyone agreed that 45-minute meetings or 1-hour meetings, rather than 1,5-hour meetings, would be more time efficient.

7. The next scheduled meeting is on March 21<sup>st</sup> @ 13.00 CET (7 am EST). Christer presented the meeting calendar for the year.

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- a. March 21st @ 13.00 CET (7 am EST)
- b. May 2nd @ 13.00 CET (7 am EST)
- c. June 5th @ 13.00 CET (7 am EST)
- d. August 29th @ 13.00 CET (7 am EST)
- e. October 10th @ 13.00 CET (7 am EST)
- f. November 21st @ 13.00 CET (7 am EST)

The meeting calendar can be found on the website (private area).

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

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