



## **WG 4 “Sweden” Meeting # 7– May 11<sup>th</sup>,2023**

### **Agenda**

- 1. Welcome**
  - a. Update on WG participants
  - b. Review of minutes from last meeting (SACC USA presentation)
  - c. Update on SIREUS progress
- 2. Review of activities**
  - a. SIREUS MEMBERS forum (NAFSA activity, together w/ WG2)
  - b. New Study in Sweden events, Plan for Q4 2023
  - c. Student fairs, plan
- 3. Review of project plan**
  - a. Updated Goals & Activities can be found on SIREUS Member area under “Goals & Activities”
  - b. Feedback from the group about the Project Plan
- 4. How do we include researchers?**
- 5. Next meetings**

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## SIREUS – WG 4 Sweden, as of May 9<sup>th</sup>

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May 31

## **SIREUS MEMBERS forum**

Welcome to the first SIREUS MEMBERS forum, an opportunity for networking across Swedish and American academia.



SIREUS MEMBERS forum - 1 +  
Free 

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SIREUS MEMBERS forum May 31st, 2023 Attendees form				
Universities	Inbjudan utskickad	Ingen info än	Inbjudningar via mail	Sign-ups via Eventbrite
Chapman		x	0	0
Dakota		x	0	0
Gustavus	x		3	2
Michigan	x		1	0
Purdue	x		3	2
Tufts		x	0	0
UTSA	x		1	1
Washington State	x		5	0
Virginia Tech	x		4	2
<b>Swedish Universities</b>				
Chalmers	x		15	10
Göteborg	x		16	14
Jönköping	x		15	25
KI	x		14	13
KTH	x		12	6
Linköping	x		16	11
Linnaeus	x		14	9
Luleå	x		16	28
Lund	x		12	10
Mitt			0	0
Mälardalen	x		11	9
Stockholm	x		17	8
Uppsala	x		12	3
<b>Other</b>				4
Svenska Ambassaden	x	x	17	8
<b>Totalt</b>			<b>204</b>	<b>165</b>

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**STUDY IN SWEDEN**  
MEET THE TOP SWEDISH UNIVERSITIES

sireus *forum*

**?**

**?**

 TUESDAY NOV 1, 2022 5PM - 8PM	 HOUSE OF SWEDEN 2900 K ST NW WASHINGTON DC	 FREE EVENT SWEDISH FOOD SPEAKERS TBA
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# General information

## When?

- September
- January

## Where?

- Study abroad fairs hosted by a single university
- Commercialized student fairs
  - NACAC: 865 USD
  - QS
- College fairs hosted by one or several universities

## How?

- SIREUS provide all the information, material, and contact the fair hosts
- SIREUS inform the chamber preferably 3 months ahead
- The chambers physically attend the fair



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5/1/2023, Version 3.0 - Review 2022 by the SIREUS team

**Who is responsible for the activity?**

P = Project Group with SACC-USA in House of Sweden

(P coordinates other units within SACC-USA, SACC Regional Chambers, The Embassy, SI and other Team Sweden efforts)

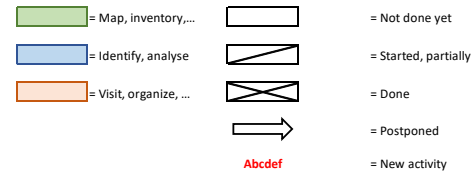
S = Resource in Sweden for contacts with business and relevant organisations.

U = Resources at Swedish Universities to be involved in the project

**Is the activity mutual or individual?**

M = Mutual, activity carried out for the universities as a group

I = Individually, activity performed for individual universities



★ ★ **Goals and activities for SIREUS - "Platform for increased talent mobility and knowledge exchange between Sweden and the U.S."**

Goal	Sub-goal number	Sub-goal	Activity number	Activity	Who?	M	I	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	H1 2024	H2 2024
<b>4. Strengthen Sweden's attractiveness as a destination for American students and researchers</b>																
4.1 Recruit more students to Sweden by marketing Sweden as a destination for studies																
	4.1.0			Define career fair vs. student fairs and map existing market possibilities	P		X									
	4.1.1			Attend regional career fairs/ student fairs in the U.S.	P		X									
	4.1.2			Implement, communicate and strengthen marketing material from the Swedish Institute (Team Sweden activity) to American universities and students.	P		X									
	4.1.3			Organize Study in Sweden student fairs together with the Swedish Institute, regional chambers and affiliated universities												
4.2 Make an inventory and communicate private and public scholarships for studies/research, in both countries																
	4.2.1			Make an inventory and compile information about relevant private and public scholarships for studies/research	P, S		X									
	4.2.2			Include information about scholarships in the information portal	P		X									
	4.2.3			Add scholarships for internships (not just studies/research), specifically for internships with SACC Chambers	P		X									
	4.2.4			Contact scholarship foundations concerning new collaborations.	S, U		X									
4.3 Increase the attractiveness of the study destination by offering internships in connection with the studies																
	4.3.1			Which business contacts to the universities already have locally	S, U		X									
	4.3.2			Which business contacts can the SACC network assist with?	S		X									
	4.3.3			Which areas of study do the universities want to prioritize?	S, U		X									
	4.3.4			Visit local companies and market the concept of American students as interns	S		X									
4.4 Facilitate for Swedish universities to become certified to process Am student loans, FAFSA, and other certification																
	4.4.1			Certified Swe universities share experiences with other participating universities	P		X									
	4.4.2			Work to increase the interest of other Swedish universities to become certified for handling FAFSA	P		X									
4.5 Create an active and relevant social media presence aimed at American students																
	4.5.1			Establish a social media presence for the University Platform	P		X									
	4.5.2			Create campaigns that target American students	P		X									
	4.5.3			Become active at American student portals.	P		X									
	4.5.4			Create an easy way (e.g. FAQ) to answer questions about Sweden as a destination for studies	P		X									
	4.5.5			Establish SIREUS forum as a marketing label on social media channels												

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## **Next meetings**

~~January 26th @ 13.00 CET (7 am EST)~~

~~March 23rd @ 13.00 CET (7 am EST)~~

~~May 11th @ 13.00 CET (7 am EST)~~

June 15th @ 13.00 CET (7 am EST)

August 24th @ 13.00 CET (7 am EST)

October 5th @ 13.00 CET (7 am EST)

November 30th @ 13.00 CET (7 am EST)

Thank you !