

## **WG 4 “Sweden” Meeting # 2–August 18<sup>th</sup> ,2022**

### **Agenda**

1. Welcome
  - a. Update on WG participants
  - b. Review of minutes from last meeting
2. Review of feedback from the group
3. Proposal for change of some goals, subgoals and/or activities
4. "Top 5 activities"
5. Working Group leadership
6. Next meeting
7. AOB

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

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*Increased talent mobility and knowledge exchange between Sweden and the U.S.*

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## Feedback

*Johanna F et al (GU, Chalmers, KTH, LIU, LNU, LU, MIUN, MDU)*

- *Highest priority are 4.1, 4.2 and 4.5*
- *Subgoal 4.3 more complicated [?? CB will explain]*
- *Subgoal 4.4, FAFSA resource intensive. Can it be done together?*
- *Goal 4.1 Focus marketing activities to geographic areas. Digital marketing in combination with in person activities are most productive [Good point]*
- *Target group for 4.1 should focus on “paying students”*
- *Can we do activities already this year ? Don’t wait – it takes time to recruit. [Good point]*
- *More activities should be created !!!*
- *Budget for marketing and recruitment activities?*
- *SI have good material - how can it be used?*
- *Social media plan should be a priority [Already in progress – CB explain]*
- *Provide the latest version of the Project Plan , Goals & Activities [Done]*

Goal number	Sub-goal number	Activity number	Activity	Who?	M	I	Q2 2022	Q3 2022	Q4 2022	H1 2023	H2 2023	2024
<b>4. Strengthen Sweden's attractiveness as a destination for American students and researchers</b>												
<b>4.1 Recruit more students to Sweden by marketing Sweden as a destination for studies</b>												
	4.1.1		Attend regional career 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							
<b>4.2 Make an inventory and communicate private and public scholarships for studies/research, in both countries</b>												
	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						
<b>4.3 Increase the attractiveness of the study destination by offering internships in connection with the studies</b>												
	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							
<b>4.4 Facilitate for Swedish universities to become certified to process Am student loans, FAFSA, and other certification</b>												
	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							
<b>4.5 Create an active and relevant social media presence aimed at American students</b>												
	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							

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5. Working Group leadership
6. Next meeting – September 29<sup>th</sup> and **November 24<sup>th</sup> @ 9 am EST ?**
7. AOB

Thank you !

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