



AALBORG UNIVERSITET

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Minutes of the employer panel meeting, introduction

Monday, 5. oktober 2020

MS Teams

Participants: Bjørn Flindt Temte, Sune Wolff, Claus Holm, Luis Emilio Bruni, Kasper Rodil, Hendrik Knoche, Martin Kraus, Claus B. Madsen, Jesper Ravn, Allan Ruberg, Georgios Triantafyllidis, Ellen Kathrine Hansen, Jesper Udesen, Neo Kaplanis, Stefania Serafin, Runa Sabroe, Anders Tolborg, Aureljia Rupsyte, Amalia De Götzen, Simon Lajboschitz, Sebastian Boring.

Cancellation: Michael Schmidt, Dripta Roy, Camilla G. Christensen

Other participants: Anne Christoffersen (referent)

Minutes

1. Approval of the agenda

The agenda was approved with one exception. The last agenda item "7. Completion and evaluation" was to be concluded in the groups.

2. Welcome and introduction to MS Teams meeting behavior

The Head of Studies welcomed the participants and introduced three MS Teams rules. He also asked for the participant's permission to record the group discussions to assist the writing of minutes. The participants had no objection to this request.

3. PR/increased intake

The Head of Studies presented a table of the intake of students 2020 compared to 2019. Some of the educations have had an increase of intake where as others have had a decline of intake especially the bachelor of Medialogy in Aalborg have had a significant decline from 62 to 30 students.

Towards the 2020 intake the Department was engaged in a number of PR activities:

- Recruitment campaign in Denmark on FB/Instagram, SnapChat, Youtube and Spotify
- Recruitment campaign in specific regions of Scandinavia

Towards the 2021 intake the Department will engage in a number of PR activities with the focus on the bachelor programmes in Medialogy:

- Increased visibility towards high schools / HTX
- Location based online initiatives
- Good stories about graduates and present student projects



4. Employability ("is it a bird report")

The Head of Studies presented an unemployability graph of the study programmes: Sound and Music Computing, Lighting Design, Medialogy (Aal + Kbh) and Service Systems Design. The graph showed unemployment figures for each quarter after graduation and the figures show a moderately high unemployment rate among the graduates with the exception of the Sound and Music computing programme. Employment activities are a high priority and employability is also a recurring item on the agenda at this meetings.

The participants discussed how the figures are understood and how the international students were included in the material. Head of Study Board, Claus B. Madsen found the definition and introduced it to the participants (is in the chat in the MS Teams channel (introduction)).

The Head of Studies continued by presenting an employment activity done in collaboration with IIAB called "More Medialogy Graduates in Job". The report was presented to the staff in Early 2020 and has been the basis for discussions among the staff and have given input to the current curriculum revision. The Head of Studies presented two slides of the report showing:

- Barriers and potentials
- General key take aways from the study

One narrative stated is that "medialogy is more about what it is not" and another is that in the meeting with the surroundings the graduates are "lost in translation".

The report can be downloaded from the file pane in the MS Teams channel (introduction). The report is in Danish.

5. Introduction to group discussions

The Head of Studies presented the groups and the moderators' names of each group. He gave an introduction to the group discussions.

6. Discussions in groups

The participants leaved the joint meeting and entered the channel for the specific education. The separate agendas were placed in the respective channels (under the file fane).

7. Completion and evaluation

The agenda item was to be discussed in the group discussions.