

# Society Based Education

Introduction to the Society Based Education team of WUR

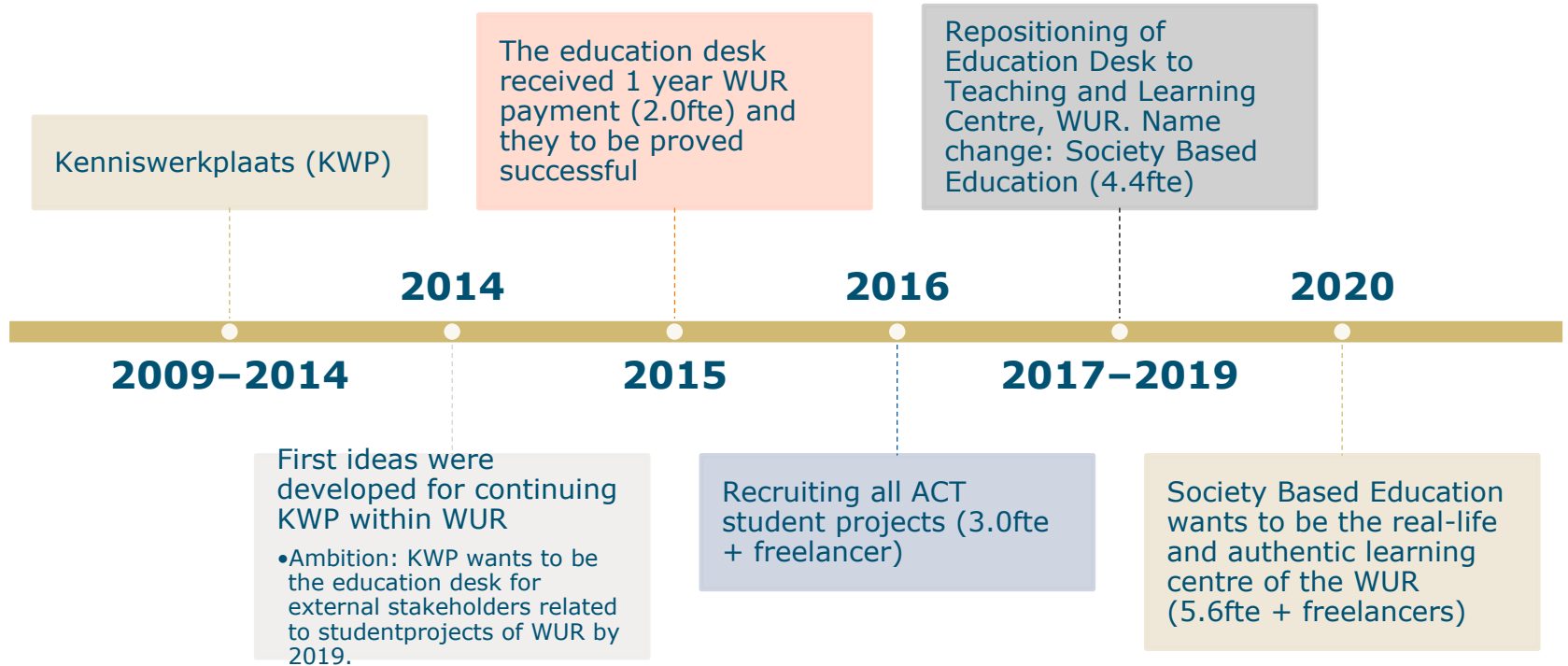
June 22, Anke Swanenberg and Tosca Veerbeek



# Agenda

- Timeline Society Based Education at WUR
- Introduction to our team: Society Based Education (SBE)
- Acquisition and stakeholder engagement
- Academic Consultancy Training (ACT)
- Expectation management
- Scaling up

# Timeline Society based Education



# Introduction to our team: Society Based Education (SBE)



Marta Vallvé Òdena  
Relationship manager



Karen Dekker  
Process coordinator



Eline Nijmeijer  
Relationship manager



Anke Swanenberg  
Educational advisor



Hanna Eppink  
Educational advisor  
Product owner



Tosca Veerbeek  
Relationship manager



Lucas Mencke  
Relationship manager  
Flow Master

## **3.2fte relationship managers education**

- Building and maintaining our external network
- Seeking and writing academic real-life consultancy assignments for students
- Unburdening/supporting WUR course coordinators

## **1.6fte educational advisors**

- Continuously develop on theory and rationale on university-society learning spaces
- Offering didactical support/trainings to WUR colleagues to design and implement real-life learning in their education
- Sharing of good practices in learning network sessions at WUR (e.g., boundary crossing project, skills trajectory)

## **0.8fte process coordinator**

- Maintaining CRM system
- Improving our working processes
- Supporting activities

# What do we do

## Averages on a yearly basis

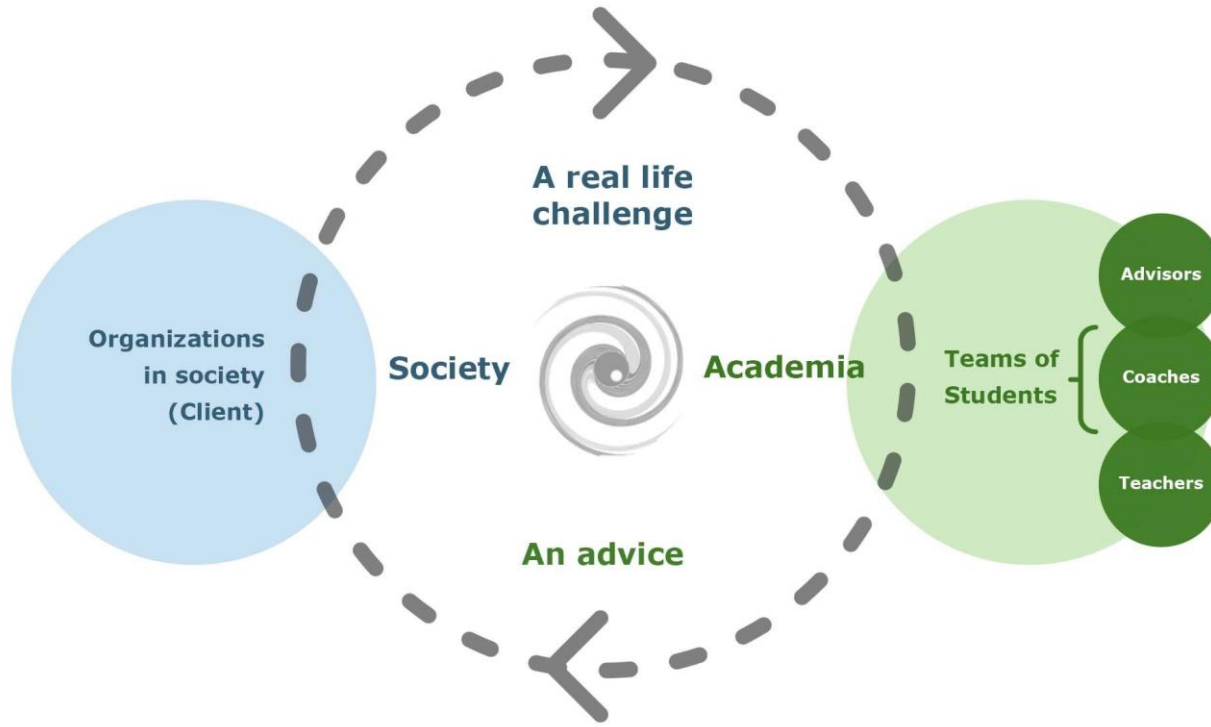
- ~ 30 Bsc and Msc courses
- ~ 500 leads from external commissioners
- ~ 270 student projects
- ~ 2300 WUR students



# Acquisition and stakeholder engagement

- **Ensure continuous recruitment of fitting real-life cases** CRM system, website, project acquisition from own network/Chairgroups/teachers
- **Keep relationship warm** Newsletter, frequent meetings, encourage follow-up on completed assignments, attending final presentations, evaluation
- **Networks and strategic case owners** sessions/workshops, Look ahead for upcoming courses
- **Academic Consultancy Training** Due to this course, we created a large network of external stakeholders that do return to us regularly

# Academic Consultancy Training (ACT)



Multidisciplinary advisory assignment  
Mandatory MSc course: **1200** students, **200** projects  
5 moments a year  
8 weeks working on a Real-Life Challenge

**Selling points:** Knowledge from students within all disciplines of WUR, (New) knowledge about the developments in the sector, Inspiration, creative ideas and stimulation of debate, meet potential new employees, access to scientific literature

# Expectation management

What is in it for case owners varies per course. Expectation management is important part of the job

- BSc or MSc course
- Theory based or skills-based assignment
- Degree of involvement of stakeholder in defining and solving the problem
- Commitment and time investment

## Environmental Project Studies





# Scaling up

Scaling up within a course:  
More RL cases in the course,  
changing assessment method,  
changing nature of case,  
changing relationship  
management

RLL in more courses:  
workshops and training

## Facilitating interactive processes



