

Meeting Minutes

Subject	Employer Board Meeting 2024, SDU Cross-border studies
Date and time	26.08.2024, 10.30
Location	NEOX Studios GmbH, Lise-Meitner-Strasse 2, 24941 Flensburg

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Participants:

Peter Hansen, Region Sønderjylland
Susanne Royer, EUF
Nina Möskén, Touchpoint
Gitte Bjørn-Lüthi, Region Syd
Larissa Rechenbach, SDU
Katja Tessin, Vater Solution GmbH
Andreas Jablonski, Neox Studios
Anne-Sofie Buhmann Dideriksen, Mind Factory by ECCO
Helle Sørensen Ludewig, WiREG
Klarissa Luegl Head of Studies Cross Border Studies
Martina Kleemann, SDU

Meeting Summary

- Welcome:** Klarissa welcomed the participants, who then introduced themselves.
- What is the Employer Board?** The role of the employer board was addressed. SDU collaborates with employers through advisory panels that meet regularly to help develop and adapt educational programs to meet labor market demands.
- Our Programs:**
 - Bachelor's Level:** SDU offers a genuine shared program in partnership with EUF, where both institutions collaborate on a shared program.
 - Master's Level:** There are two parallel programs, not a true joint degree, but students receive mutual recognition and end up with two master's degrees.
- Key Numbers and Status:**
 - Master's Enrollment:** Currently, 28 students are enrolled in the cand.merc.int. program, with more expected from EUF. Applications deadline is in September.

- **Bachelor's Enrollment:** 8 students have been admitted, 6 studying German and 2 Danish as a foreign language, in addition, there are students admitted through EUF
- 5. **New Law and New Joint Degree:** A law in Denmark prohibits students from being enrolled in two full-time programs simultaneously, which poses a challenge for the MA program. The solution discussed was the implementation of a joint degree. The project is in the initial phase, with the first meeting scheduled for mid-September.
- 6. **New Subject: Digital Management:**
 - **Discussion:** The subject aims to prepare students for digital work in businesses and organizations. They should be able to initiate and manage digital processes.
Questions for Group Work:
What should the subject include?
What skills should our graduates have in the field of Digital Management?
Which topics must be covered?
Which guest lecturers from the region would be desirable?
Should practical skills also be included? If so, which ones?
 - **Group Responses Summary:**
 - Group I:
 - Emphasis on the importance of communication skills, particularly in intercultural contexts, and the ability to persuade and collaborate with older employees. Staying updated on digital trends and hardware knowledge is crucial. The subject should cover core areas like data protection, building on a theoretical foundation with practical case studies. Involvement from industry professionals is encouraged, with a focus on the communication role within companies and the importance of staying current.
 - Additional suggestions included guidelines for online meetings and strategies for building digital relationships with colleagues.
 - Group II:
 - Focus on enhancing time and project management skills, along with targeted stakeholder communication. Students should gain an understanding of various software applications and digitalization culture/policies. Change communication was highlighted as key topic.
 - Katja Tessin and regional economic development organizations were suggested as potential guest lecturers.
 - The proposed title for the course: "Digital Management and Communication."
- 7. **The Bus:** The current shuttle bus service was discussed, with SDU planning to cease financial support. Alternatives like public transportation were considered,

though it is currently inadequate. The possibility of involving sponsors was mentioned.

8. **Future Activities and Meetings:**

- An invitation was extended to the graduation ceremony on October 11.
- A future meeting at Touchpoint is planned for spring in “Alter Stadtspeicher” in Flensburg with a proposed date 6-8 months from now.

9. **Others:**

- A student is working on organizing an alumni club, with Katja willing to assist.

Yours sincerely

Martina Kleemann
Administrative Officer
Faculty of Humanities