



The leading global network
of research universities
for the 21st century



Universitas 21

Lifelong Learning & Research Workshop

University of Glasgow, Glasgow, Scotland

14th and 15th May 2012

Professor Mike Osborne and Professor Susan Geertshuis invite you to a Universitas 21 (U21) workshop *“Lifelong learning driving universities’ ambitions? Dare we? Can we? Let’s!”*

U21 is the leading global network of research universities. The workshop is open to U21 representatives and to academics from other research intensive institutions.

This workshop offers an opportunity to explore, and claim for outreach in the form of adult education and lifelong learning, a prominent role in research intensive universities. We will identify ways that reaching out into regional and international communities contributes to our institutions’ core activities and we will explore how, having established the strategic relevance of our work, activity can best be delivered.

Participants should be willing to flex, to respond to emerging trends and to seek alignment between outreach and the goals and missions of their institutions.

A series of sessions will be held, each will begin with a short contextualizing presentation followed by a round table discussion. Each session will address how outreach activities can drive universities’ ambitions in strategically critical areas.

The workshop includes a final session dedicated to informal collaboration during which participants will take the ideas generated within the workshop and develop individual strategies and plans to take home to their own institutions.

14 May

10.00 Registration and introductions– coffee/tea available

1030 Welcome – David Newall, University Secretary, University of Glasgow

1045 Scoping the problem – Susan Geertshuis, University of Auckland.

Research intensive institutions are unlike their regional counterparts, whilst being committed to regional engagement they operate in a global arena. The strategic ambitions of all our institutions are likely to include: lifting the institution's international profile, attracting diverse and able students, contributing to the local economy and building revenue. In this short session we will consider how lifelong learning activities in our home universities align, or perhaps at times, run counter to these ambitions. We will consider the strategic, organizational and financial barriers that we face.

1145 Workshop 1 Enriching the student body. Facilitator: Mike Osborne, University of Glasgow

In this session techniques and success stories will be shared. Three short case studies from different U21 universities will be described by other participants. Each case will illustrate how lifelong learning educators successfully brought adults into university degree programmes. We will workshop key success criteria for lifelong learning initiatives designed to bring diverse younger and older adults into and through prestigious universities

Cases: Glasgow: Alex Mackinnon and Kevin Francis
Monterrey: Martha Del Angel
Queensland: Michael Cuthill

1.00 Lunch

1400 Workshop 2 Building entrepreneurship and innovation. Facilitators: Josef Konvitz, former Head, Urban Affairs and Regulatory Policy Divisions, OECD and James Powell, UK Ambassador for Social Enterprise in Higher Education

In this session we will consider firstly how our universities seek to promote innovation in their students and staff and how they interface with their regions. The workshop will continue by brainstorming and assessing how lifelong learning opportunities can/could contribute to and supplement these activities.

15.30 Afternoon tea

1600 First thoughts on improved strategic directions. Facilitator: Mike Osborne, University of Glasgow

Mike will capture ideas generated during the day, in an effort to isolate strategies at university or department level that would drive innovation, entrepreneurship and/or lift the potential and diversity of the student body

1700 Close

1930 Workshop Dinner

15 May

09.15 Welcome and coffee

0930 Workshop 3 Dissemination and high impact research. Facilitator: James Conroy, University of Glasgow and member of the UK Research Excellence Framework (REF) panel for Education.

Jim will discuss the importance of research impact to funding bodies. He will outline recent thinking on the ways academics can engage with their regions in an effort to raise awareness of their research. Participants will consider their current and potential contribution through lifelong learning activities to the drive for high impact research.

1100 Coffee

1130 Workshop 4 Creating a national and global reputation through outreach. Facilitator: Sid Katz, University of British Columbia.

Two potential mechanisms for profile raising are the use of media and university collaboration in global events. Sid Katz will lead this session talking both about his approaches to capitalising on major events and his use of national media to build the reputation of his institution. Further examples and approaches will be offered by Anthony Davis (University of Technology, Kingston) and Olesya Nedvetskaya from Siberia in Russia who are researching how universities can demonstrate their relevance and capabilities through partnering in major sporting events.

John Tibbitt from the University of Glasgow will similarly enrich this session by demonstrating how technologies can be used to supplement traditional media in providing access to universities' thinking and so serve to build national and international reputation.

Through discussion participants will identify mechanisms for advancing their own institutions.

1300 Lunch

1400 Workshop 5 The business of Lifelong learning – strategic, organizational and financial considerations. Facilitator: Susan Geertshuis, University of Auckland

Susan Geertshuis will briefly introduce strategic approaches, organizational dilemmas and the issue of revenue. This is the session when participants really get to work, taking their own university or departmental strategies and plans as a starting point an effort will be made to identify a number of short term 'easy wins' and achievable longer term strategies that remove barriers or enhance activity and so lift the contribution of lifelong learning and

outreach to universities overall success. The facilitators will introduce a number of thinking and planning tools to help participants analyse and plan.

16.00 Congratulations, thanks and close

16.30 Participants leave equipped to contribute fully to their universities' ambitions to attract a talented student body, deliver high impact research, develop a global reputation for excellence and achieve a sustainable model of delivery!



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REGISTRATION AND BOOKING DETAILS

Surname: _____ First Name: _____ Title: _____
Organisation/Institution: _____

Address (for contact): _____
Postcode: _____ City/Town: _____ Country: _____

Phone: _____
Fax: _____
E-mail: _____

Any special requirements: _____

Date: _____
Signature: _____

CONTACT DETAILS

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OR (0044) (0)141 330 1821 by FAX

Registration will be acknowledged and further details and joining instructions will be sent in due course.

Please note: accommodation is not arranged by this office!
For advice on accommodation, see the University's Conference and Visitor Service at
<http://www.gla.ac.uk/services/cvso/accommodation/hotelbookingservice/>