European Universities initiative.
Impact on Alumni relations and fundraising

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Cilvēki dalās
divās daļās...

tādi, kas iet vēlēt, un tādi, kas neiet un vēlāk sūdzas
EJ VĒLĒT!

People fall into two parts...

Those who go to the elections and those who do not go and complain later. Go vote!

Audience falls into three parts

- Those who are not involved in European Universities initiative
- Those who are involved and wait
- Those who are involved and act

HE institutions involved (Portugal)

- UNIVERSIDADE DE AVEIRO
- UNIVERSIDADE DO PORTO
- UNIVERSIDADE DE LISBOA
- POLYTECHNIC INSTITUTE OF PORTO
- POLYTECHNIC INSTITUTE OF SETÚBAL
- UNIVERSITY OF COIMBRA
- LUSÓFONA UNIVERSITY / COFAC
- POLYTECHNIC INSTITUTE OF LEIRIA
- POLYTECHNIC OF CÁVADO AND AVE
- UNIVERSITY BEIRA INTERIOR

Part I

European Universities initiative

European Universities Initiative

«The aim of this initiative is to bring together a new generation of creative Europeans able to cooperate across languages, borders and disciplines to address societal challenges and skills shortages faced in Europe.»*

Key principles

- Joint long-term strategy to drive systemic, structural and sustainable impact at all levels
- European inter-university campus
  - Seamless mobility
  - Transdisciplinary and transnational teams
  - Flexible curricula leading to European degree
  - Practical and/or work-based experience → entrepreneurial mind
  - Diversity

European University Association study

- 59% participate
- 27% wish to in future
- 13% no plans*

European Education Area

- **First call**
  - 17 alliances,
  - 114 higher education institutions
- **Second call:**
  - 24 alliances,
  - 165 higher education institutions
- **By 2024** – more than 20 European Universities

Part II
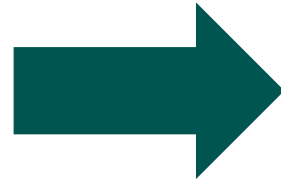
European University of Technology (EUt+)

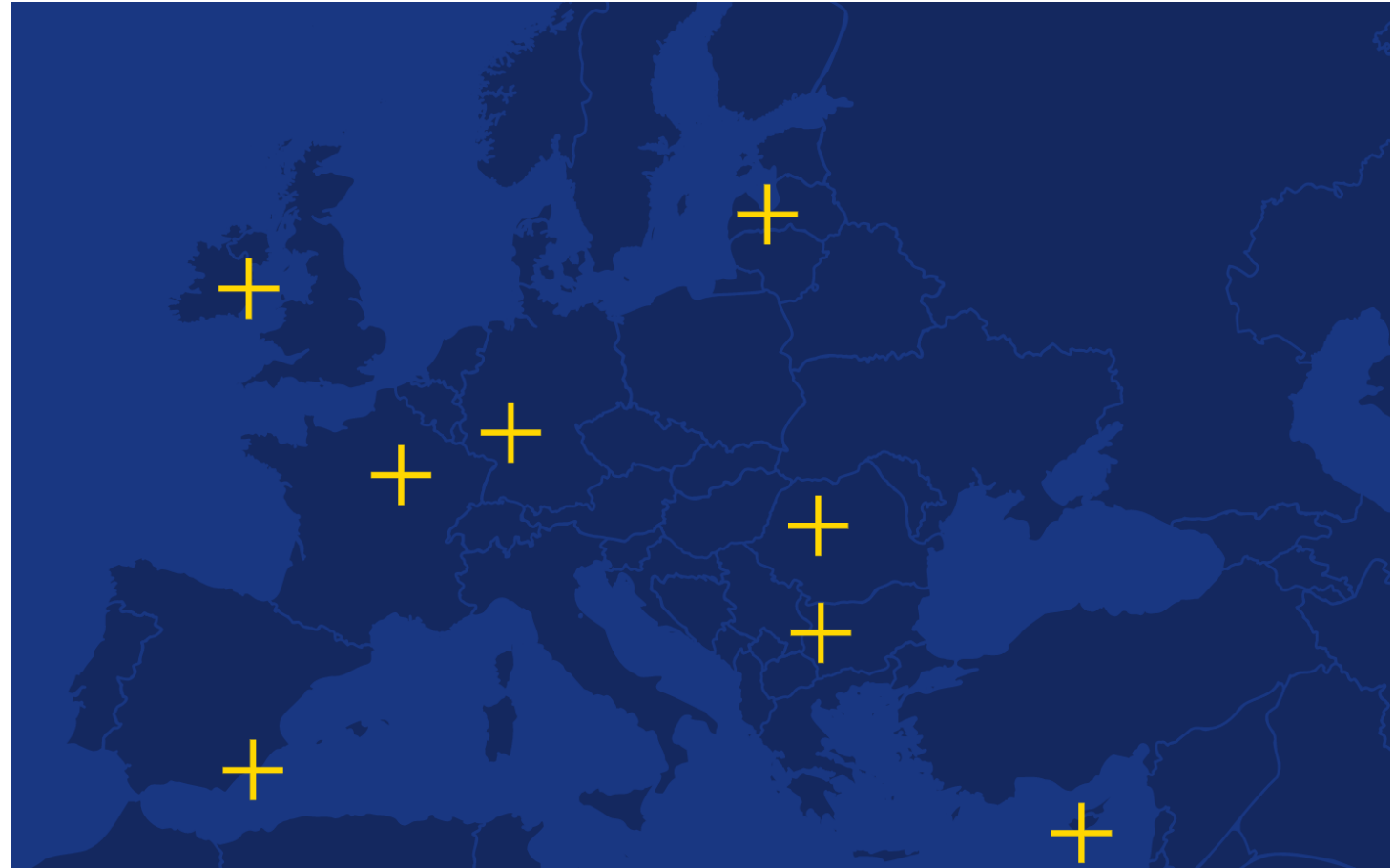**RIGA TECHNICAL UNIVERSITY**

- Celebrates 160 this year!
- 13 500 students

The Timeline

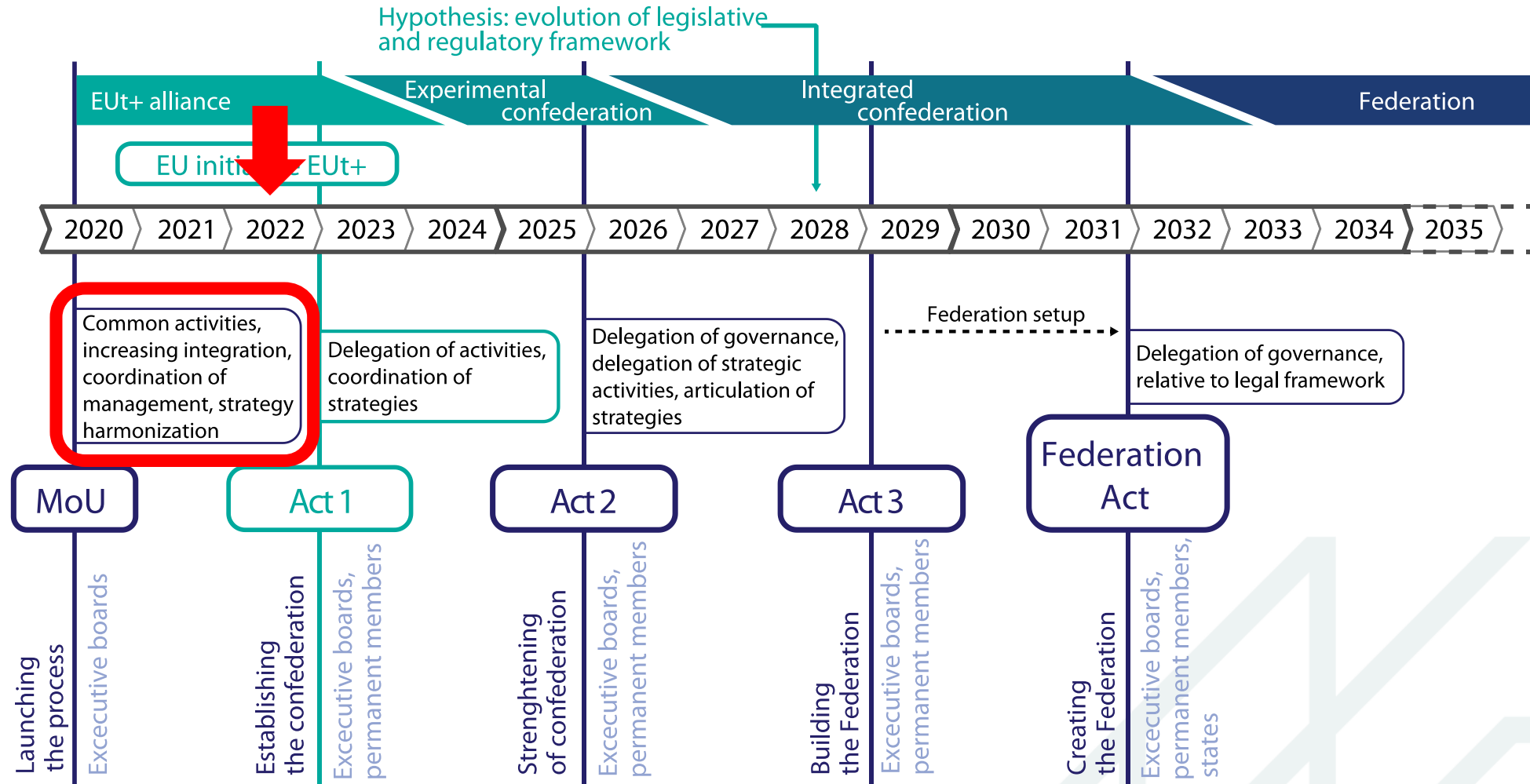Hypothesis: evolution of legislative and regulatory framework

EUt+ alliance | Experimental confederation | Integrated confederation | Federation

EU initiative EUt+

2020 〉 2021 〉 2022 〉 2023 〉 2024 〉 2025 〉 2026 〉 2027 〉 2028 〉 2029 〉 2030 〉 2031 〉 2032 〉 2033 〉 2034 〉 2035 〉

Federation setup

Common activities, increasing integration, coordination of management, strategy harmonization

Delegation of activities, coordination of strategies

Delegation of governance, delegation of strategic activities, articulation of strategies

Delegation of governance, relative to legal framework

MoU

Act 1

Act 2

Act 3

Federation Act

Launching the process — Executive boards

Establishing the confederation — Executive boards, permanent members

Strenghtening of confederation — Executive boards, permanent members

Building the Federation — Executive boards, permanent members

Creating the Federation — Executive boards, permanent members, states

EUt+ ambition / vision

- Common curricula
- Seamless mobilities
- Increased research capacity
- Complementary research facilities
- Strong network

Part III

Impact on development

Development

Development - the process of creating and enhancing relationships with (potential) donors to ensure current and future funding*

*Fundraising vs. Development: They're Not The Same Thing By Hank Lewis, MA, CFRM on June 22, 2016

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Alumni relations challenges

- New identity
- New definition of alumni
- IT support
- Organizational culture

Fundraising challenges

- Differences in public/private law
- Differences in tax legislation
- Fundraising experience – only 3 universities in EUt+ alliance
- Different income and expense levels
- EUt+ strategy building in progress
- Lack of emotional connection

EUt+ development - solution

1. Analysis of current situation
2. Case studies
3. Memorandum of Agreement to ensure
   - Assignement of resources by partners
   - Training

EUt+ development cont.

4. Collaborative projects, local presence
   – https://www.transnationalgiving.eu/

5. Strategy development
   – Legislation research
   – In line with EUt+ strategy

6. Launch
   – Alumni relations
   – EUt+ Foundation

Summary

- 20 university alliances by 2024
- Continuous support by European Commision
- Development, alumni relations, fundraising across the borders will require
  - Aligned strategies
  - Clear and strong points of excellence
  - Legislative support
  - New skills for crosscultural development
  - Lots of travel and wine

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