Strategy Graafschap College

2008: from practice to preach (policy)

2019: from preach to practice
Graafschap College
Graafschap College

in short

- Provides (vocational) education for an average of 10,000 young people and adults
- Over 40 branches of study for 122 different professions
- Over 8000 students in vocational courses and over 1000 students in general education
- 824 employees
Graafschap College

Locations

Doetinchem
Groenlo
Winterswijk
The world is bigger than the region Achterhoek
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Facts and Figures

- Annual budget 65 million euros,
- 46 million euros is spent on salary
- Institutional success Benchmark: 77% (national figure: 72%)
- Student satisfaction 7.0 (national figure 6.9)
- Absence through illness in 2013 below 4%
- Success in ROC ranking (of 65 educational centres):
  (according to MBO keuzegids)
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• More than 10 years ago:
• 2008: 165,000 Euro Leonardo and what to do next?
• There was no strategic policy, it was practice and practice. Till that moment no international preach
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The start 2008:
• No plan for internationalization
• No project group
• No website
• No time

We did have:
• Enthusiastic teachers
• Many international activities
• Approval of management
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• What did we do well in the beginning and what exactly not?

Important difference:
What do you do at policy level and what within educational teams and with teachers
Teachers and students

Good:

• Development of information material for students. (GIGA book)
• Task force with teachers (25) 4 meetings yearly
• Contact with school communication department development flyers, website, promotion materials
• Information material for the students
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- Information meetings for students: 1 big meeting per year (also parents)
- smaller meetings at the departments by task force members
- Personal appointment between coach/ mentor and student
- Make use of intermediaries for internships
- Investment in visits by teachers for students abroad
• Coordinator internationalization
• First frame note internationalization
  (very important for your subvention request !)
• Financial and administrative colleague !!
• Contacts with communication department
• Invest in contact with other school!!
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What did we do wrong:

• Not enough consultation international coordinator with members of the board
  (As long as nobody caused any inconvenience, everything was OK)

• Consequence: not enough support in hours for coaches/mentors and coordinator

• No mobility off workers in the beginning
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Internationalization at 3 levels

- Strategic level: policy, members of the board, directors of departments
- Tactical level: team managers, department of communication, contact persons international, other stakeholders
- Operational level: teachers and students
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Goals internationalization
Students:
• Self-development and self-reliance
• Better chances on the job market
• Development of languages
• Social inclusion: main topic now

Employees:
• Professionalization
• Innovative developments
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- Regional development
- Connection with stakeholders in the region
- We have the smart Hub Achterhoek
- And much more EFVET, Innotec and Netinvet
Inernationalization in the strategy of Graafschap College

Now that internationalization is an integral part of the strategy, this should no longer be without obligation. It must be a prominent item on the task list of every manager. Part of all ratings. And that applies to all components. That can not be otherwise.

We can also clearly show this in our HR policy. An international experience of employees should be part of the HR policy. It is of course our ambition to offer vacancies in German and English. Not a separate international counter for foreign students and staff to help with contracts, administration, housing etc. but fully integrated into existing structures.
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You need mobility coordinators for support within your entire school
Results through the years

- Broad(er) involvement;
- Shared feeling of ownership at the various sectors
- Learning from each other; especially within the task force
- Integration in education policy: more and more
- Strong increase in number of students for an internship abroad
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• Increase in employee mobility
• Good contacts with national agency, really important for information and also presentations
• Connection with other ROC institutions: reference group
• Meanwhile main priority in strategy Graafschap College
Mobility staff

Totale mobiliteit medewerkers uitgaand 2018

- Deutschland: 55
- Nederland: 18
- Frankrijk: 12
- Ierland: 8
- Italië: 19
- Malta: 2
- Marokko: 2
- Nederland: 2
- Noorwegen: 4
- Oostenrijk: 6
- Polen: 34
- Roemenië: 2
- Spanje: 2
- Tsjechië: 1
- Turkije: 22
- UK: 22
Het doel is om u, uw collega’s en uw regionale en sectorale partners te helpen bij het duiden van internationale ontwikkelingen. Door deze ontwikkelingen vervolgens te verbinden met ieders persoonlijke drijfveren en ambities, kan het instrument dienen als katalysator voor innovatie.