



**SIETARNEDERLAND**

**TU/e** Technische Universiteit Eindhoven University of Technology

**The Hub Eindhoven for Expats**

**Creating the Right Environment at TU/e to Train & Retain International Talent**

By Vincent Merk, Trainer Intercultural Management & Community Advisor, SIETAR-NL & Hub for Expats - 6/11/15

Where innovation starts

**TU/e** Technische Universiteit Eindhoven University of Technology

**Diversity Unity Community**

## Today's Characteristics of TU/e

- Brainport Region, a regional ecosystem with triple helix
- TU/e leading in Engineering, Science & Technology
- International network with prominent universities and institutes around the world
- One campus - TU/e Science Park (next to High-Tech Campus)
- International community (80 nationalities)
- New Bachelor → Bachelor College (7 Dutch/8 English)
- Graduate School: Master 23 in English), PDEng & PhD

## Strategic Plan & International Activities

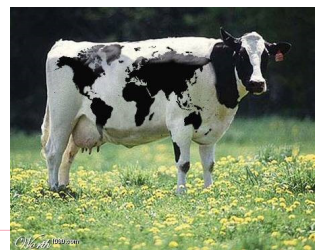
- Increasing the overall intake, also female and international students (10K students)
- Increasing the number of TU/e students with *International Experience*, target by 2020: 90%
- Strengthening cooperation with universities abroad
- Tailoring TU/e's facilities to an international and multicultural/ *intercultural* student population
- Training all engineering students in professional skills (*SkillsLab*)
- Preparing (inter)national students for the (local) labor market (*CareerCenter*)
- Facilitating relations & integration, not segregation



## An Overview of the Past 25 Years in IC

*Learn how to study and work in a Dutch academic setting, in view of starting a career here*

- ICC for PhD-students and Technical Designers (PDEng)
- TIP for international BA & MA-students
- MA-course CIP in Coaching for EE-students (buddy-system), now I2CI (compulsory)
- MA-course International Negotiation for IE-students, now for all MA-students
- Labor market preparation activities (CareerCenter)
- Various other *Community-building* activities for students and personnel
- Advisory work for management



## A Double Approach: On the *Institutional* Level: Recognize Our Diversity/ Multiculturality

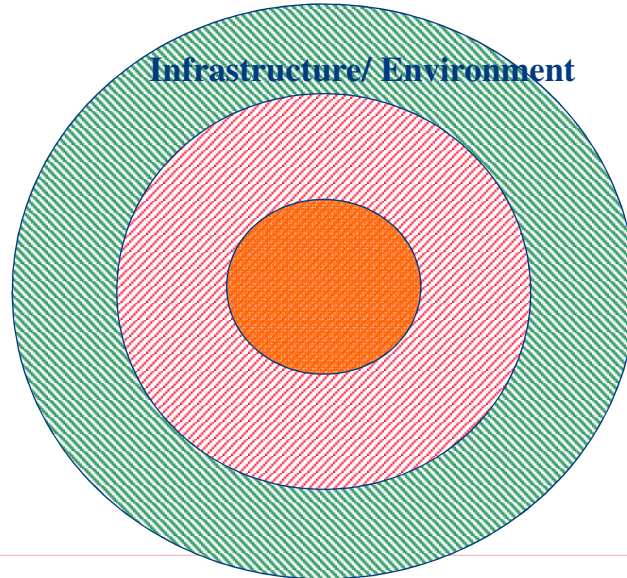


## Recognize Cultural Differences

*“The people of the world are bigoted and unenlightened: invariably they regard what is like them as right, and what is different from them as wrong. They do not realize that the types of humanity are not uniform, that it is not only impossible to force people to become different but also impossible to force them to become alike”.*  
(Yung Cheng, Chinese emperor, 1727)



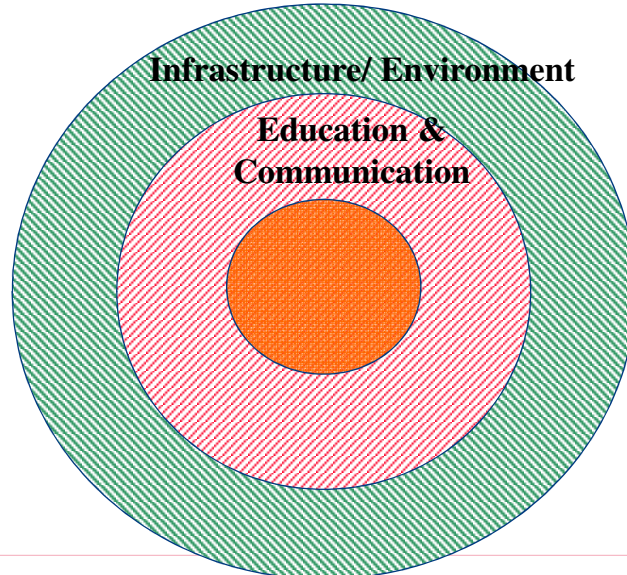
## Creating an *International Community* at TU/e (1)



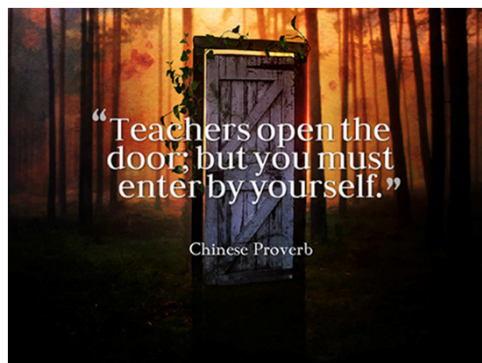
## International Cuisine from the Local Supermarket...



## Creating an *International Community* at TU/e (2)



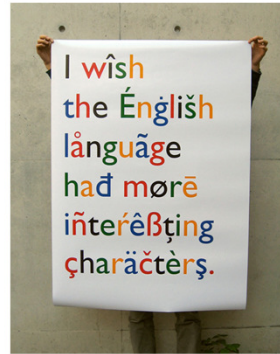
## Internationalize the Curriculum





A bilingual university where everyone speaks and writes good English...

...and the Internationals learn some Dutch



## Blended-Learning with *SkillsLab*



- TU/e *SkillsLab* is an online platform that gives students easy access to relevant content about a variety of professional skills. Students can do assessments and get feedback from peers and trainers whenever they need it. Furthermore, they can get guidance & coaching to help them set up a *Personal Skills Development Plan* and to help execute the plan. Students can use the content and tools provided to practice their skills, either individually or in a group, in their own way and at their own speed.  
<https://www.youtube.com/watch?v=gL4nlllGEbw#t=57>
- TU/e *SkillsLab* currently provides theory and exercises for **Teamwork**, **Presentation** and **Academic Writing Skills**. These 3 skills were chosen as the labor market considers these to be basic requirements for the employability of a higher education graduate
- At the start of each Master's program students are given a broad test of skills that assesses 13 competencies and skills:  
*Creativity, Contact Orientation, Oral Communication, Written Communication, Sensitivity, Reflecting, Flexibility, Initiative, Sensitivity to the Organization, Handling Stress, Guiding your Self-Development, Perseverance, and Planning & Organizing*

## TU/e CareerCenter

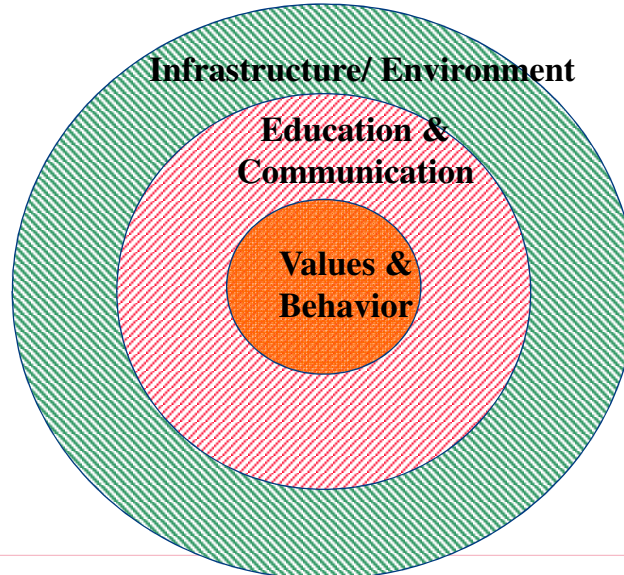
The *CareerCenter* offers labor market orientation, job matching, career coaching meetings and workshops to support all TU/e students with their next career step.

### Workshops about:

- Self Assessment
- Networking & Social Media
- Cover Letter and CV
- Job Interview
- Assessment Centers
- Salary Negotiations and Labor Contracts, and NEW is...
- The *Alumni Coach Network*



## Creating an *International Community* at TU/e (3)



## A Double Approach: On the *Individual* Level: Developing a New Mindset

- It takes 2 to...tango: *don't step on the other dancer's feet...*
- Beware of stereotyping: *it's only a small piece of info!*
- Focus on people, *not only on processes*
- Develop empathy: *put yourself in the other person's shoe*
- Step out of your comfort zone, *where the magic happens!*
- Don't take too much for granted, *we're not all the same!*
- Be yourself, but adapt: *don't try to go native*
- Watch your language... *(bad) English as the lingua franca*





## From a **Multicultural** Community to...



## ...An **Intercultural** Community

*"To belong or to be longing, that's the real question!"*

