



InComm

Feel at Home



Welcome to InComm!



Quick round...

Who is who?

I'm Erik de Jong

- Community manager at TU/e
- **'Make everyone part of our TU/e Community & make internationals feel more welcome'**
- 3 days a week, since 2017



This is what a community manager does:

1. (involved with) policy development and improving procedures
2. Supporting and organizing community events
3. Connecting people by drinking a lot of coffee!

And... I chair the InComm Project, together with KTH



**So... What's this
InComm project about?**



“The InComm project wants to develop and implement **a more inclusive welcome process** at the partners universities, where students and staff from all backgrounds feel welcome in one international identity, **to become truly international universities.**”

InComm focusses on all new incoming **Master Students** and **PhD's**. Both national and international!

(lessons learned can be used for other target groups as well)





#1:
Catalogue Of
Best Practices



#2:
Customer
Journey



#3:
Training
Modules



#4:
InComm+
Tool



TU/e



What is the InComm 'Customer Journey'?

Scope of the Project is the welcoming process, from roughly 100 days before enrollment till 100 days after enrollment.

- The **Interaction phase** after application, about 3 months before arrival
 - The **Introduction** at the local institution, generally a week max
 - The **Onboarding phase**, the first 3 months at the university in various programs (education, workspace, professional training, social activities)

We call this our ‘InComm Customer Journey’. It should lead to the Community phase, when people are on board and can help in the process



Customer Journey

weeks

Attractiveness,
Selection &
Application

weeks

Formalities -
1st Days

months

Onboarding -
1st 100 Days

weeks

Ambassador
Phase

Creating an
**INCLUSIVE
CLIMATE**

Customer Journey

weeks

Attractiveness,
Selection &
Application

weeks

Formalities -
1st Days

months

Onboarding -
1st 100 Days

weeks

Ambassador
Phase

The Customer Journey is made of **a set of elements**, together forming a complete welcome process for incoming Master students and PhD's. It was written from the Newcomers perspective, with no differences in nationality, by 7 universities. **By filling in the different elements, a fitting journey can be made** for your institution.



City tours

Thematic group tours to introduce newcomers to the city.



Social events

Well spread activities during the first 3 months aimed to socialize and meeting the local community.



Institutional support

University-organized programs that help newcomers with their specific academic program.



Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



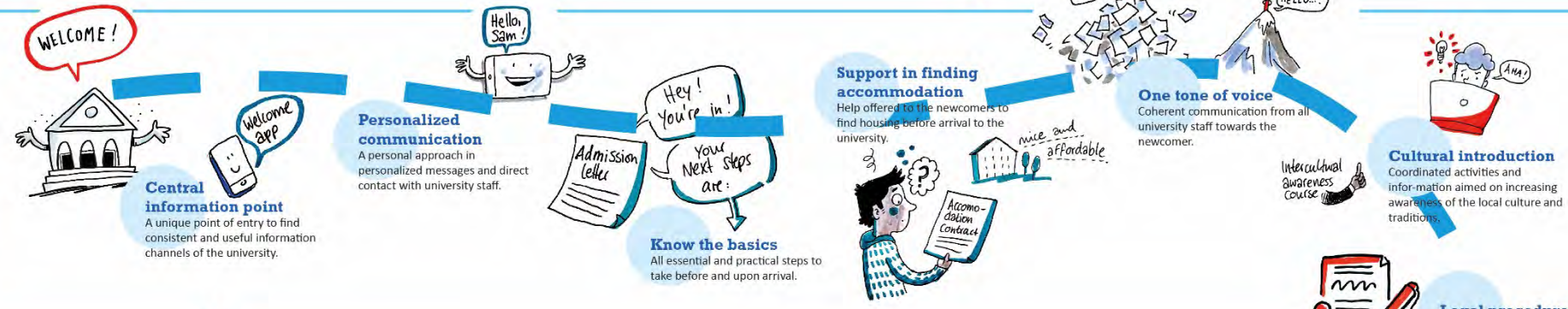
InComm Customer Journey

Feel at Home

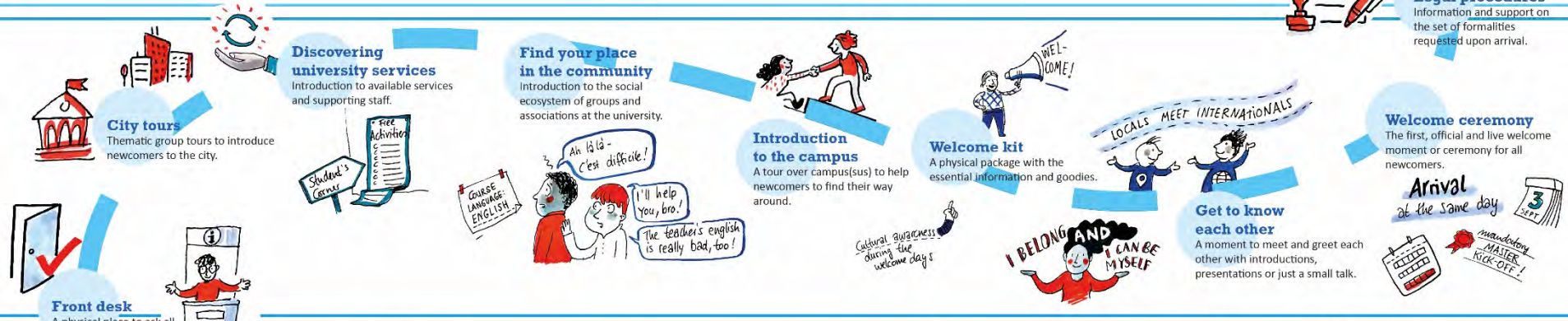
CELEBRATE OUR DIFFERENCES!

Creating an INCLUSIVE CLIMATE

Attractiveness, Selection & Application



Intro



Onboarding



InComm Customer Journey

Feel at Home

Creating an INCLUSIVE CLIMATE

CELEBRATE OUR DIFFERENCES!

Attractiveness, Selection & Application



Central information point

A unique point of entry to find consistent and useful information channels of the university.



Personalized communication

A personal approach in personalized messages and direct contact with university staff.



Know the basics

All essential and practical steps to take before and upon arrival.



Support in finding accommodation

Help offered to the newcomers to find housing before arrival to the university.



Communication



One tone of voice

Coherent communication from all university staff towards the newcomer.



Cultural introduction

Coordinated activities and information aimed on increasing awareness of the local culture and traditions.



Intro



City tours

Thematic group tours to introduce newcomers to the city.

Discovering university services

Introduction to available services and supporting staff.



Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



Introduction to the campus

A tour over campus(us) to help newcomers to find their way around.



Welcome kit

A physical package with the essential information and goodies.



LOCALS MEET INTERNATIONALS

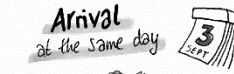


Get to know each other

A moment to meet and greet each other with introductions, presentations or just a small talk.

Welcome ceremony

The first, official and live welcome moment or ceremony for all newcomers.



Front desk

A physical place to ask all questions and get help.



International classroom/workspace

Enable an inclusive learning environment using internationalization policies and practices.



Tackle Discrimination



Institutional support

University-organized programs that help newcomers with their specific academic program.

Peer to peer support

Individual and informal activities that help newcomers integrate into the social environment.



Learn the language

A place to learn the local language or improve other languages' proficiency.



Social events

Well spread activities during the first 3 months aimed to socialize and meeting the local community.



Involvement of communities

Getting to know the related stakeholders, associations and informal bodies.



Career center

Integrating newcomers in existing training programs to support their professional development.



Ambassador

the set of formalities requested upon arrival.



City tours
Thematic group tours to introduce newcomers to the city.



Discovering university services
Introduction to available services and supporting staff.



Find your place in the community
Introduction to the social ecosystem of groups and associations at the university.



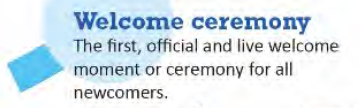
Introduction to the campus
A tour over campus(sus) to help newcomers find their way around.



Welcome kit
A physical package with the essential information and goodies.



Get to know each other
A moment to meet and greet each other with introductions, presentations or just a small talk.



Welcome ceremony
The first, official and live welcome moment or ceremony for all newcomers.



Arrival at the same day
Mandatory MASTER KICK-OFF!



Front desk
A physical place to ask all questions and get help.



International classroom/workspace
Enable an inclusive learning environment using internationalization policies and practices.



Institutional support
University-organized programs that help newcomers with their specific academic program.



Social events
Well spread activities during the first 3 months aimed to socialize and meeting the local community.



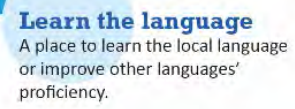
Involvement of communities
Getting to know the related stakeholders, associations and informal bodies.



Ambassador



Peer to peer support
Individual and informal activities that help newcomers integrate into the social environment.



Learn the language
A place to learn the local language or improve other languages' proficiency.



Career center
Integrating newcomers in existing training programs to support their professional development.

Tackle Discrimination

WELL-BEING: Don't forget Mental Health issues!
FEELING LOST?

I BELONG AND I CAN BE MYSELF

Cultural awareness during the welcome days

Course LANGUAGE: ENGLISH
Ah là là - c'est difficile!
I'll help you, bro!
The teacher's english is really bad, too!



During the Training Program we will focus on **onboarding** our Masters and PhD's in **our international communities**





Question: what's an international community?



Language:
find a common
one



ANGLO-DUTCH TRANSLATION GUIDE



What the British say...

I hear what you say.

With all due respect ...

Oh, by the way ...

I'll bear it in mind.

Perhaps you could give this some more thought.

Very interesting.

Could you consider some other options?

That is an original point of view.

I am sure it's my fault.

What the British mean...

What the Dutch understand...

They accept my point.

They are listening to me.

This isn't very important.

They will use it when appropriate.

It's a good idea. Keep developing it.

They are impressed.

They haven't decided yet.

They like my idea.

It is their fault.



ANGLO-DUTCH TRANSLATION GUIDE



What the British say...	What the British mean...	What the Dutch understand...
I hear what you say.	I disagree completely.	They accept my point.
With all due respect ...	I think you are wrong.	They are listening to me.
Oh, by the way ...	This is the primary purpose of this discussion.	This isn't very important.
I'll bear it in mind.	I won't do anything about it.	They will use it when appropriate.
Perhaps you could give this some more thought.	Don't do it, it's a bad idea.	It's a good idea. Keep developing it.
Very interesting.	I don't agree/like it.	They are impressed.
Could you consider some other options?	Your idea is not a good one.	They haven't decided yet.
That is an original point of view.	Your idea is stupid.	They like my idea.
I am sure it's my fault.	It is your fault.	It is their fault.

So... what are our common
rules of engagement?



Excellent! So what will we do the coming three days?



Put everything
TOGETHER!

<i>Wednesday, 30 March</i>	
11:00 – 11:30	Registration Registration & Welcome Lunch
11:30 – 12:30	Inspirational Talk by Erik de Jong, TU/e Ice Breaker
12:30 – 13:30	Networking Lunch
13:30 – 17:30	W*1: Communication with the new generation of master and PhD students (Sarah Schantin-Williams, TU Graz)
19:00	Welcome Dinner

Wednesday, 30 March	
11:00 – 11:30	Registration Registration & Welcome Lunch
11:30 – 12:30	Inspirational Talk by Erik de Jong, TU/e Ice Breaker
12:30 – 13:30	Networking Lunch
13:30 – 17:30	W*1: Communication with the new generation of master and PhD students (Sarah Schantin-Williams, TU Graz)
19:00	Welcome Dinner

Thursday, 31 March	
9:00 – 9:15	Getting started for Day 2 (Erik de Jong)
9:15 - 9:30	Energizing with Karin
9:30 – 12:00	W2: Creating the inclusive community in the international classroom (Sarah Schantin-Williams, TU Graz)
9:30 – 12:00	W3: Creating an inclusive community by supervising students in their PhD (Verena Schwaegerl-Melchior & Barbara Boettger, TU Graz)
12:00 – 13:30	Mini Campus Tour & Lunch
13:30 – 17:00	W2: Creating the inclusive community in the international classroom (Sarah Schantin-Williams, TU Graz)
13:30 – 17:00	W3: Creating an inclusive community by supervising students in their PhD (Verena Schwaegerl-Melchior & Barbara Boettger, TU Graz)
17:00	Wrap Up: Sharing what we did in the workshops
18:00	“Meet my Culture” Social Event
20:00	Optional: Socializing

Wednesday, 30 March	
11:00 – 11:30	Registration Registration & Welcome Lunch
11:30 – 12:30	Inspirational Talk by Erik de Jong, TU/e Ice Breaker
12:30 – 13:30	Networking Lunch
13:30 – 17:30	W*1: Communication with the new generation of master and PhD students (Sarah Schantin-Williams, TU Graz)
19:00	Welcome Dinner

Thursday, 31 March	
9:00 – 9:15	Getting started for Day 2 (Erik de Jong)
9:15 - 9:30	Energizing with Karin
9:30 – 12:00	W2: Creating the inclusive community in the international classroom (Sarah Schantin-Williams, TU Graz)
9:30 – 12:00	W3: Creating an inclusive community by supervising students in their PhD (Verena Schwaegerl-Melchior & Barbara Boettger, TU Graz)
12:00 – 13:30	Mini Campus Tour & Lunch
13:30 – 17:00	W2: Creating the inclusive community in the international classroom (Sarah Schantin-Williams, TU Graz)
13:30 – 17:00	W3: Creating an inclusive community by supervising students in their PhD (Verena Schwaegerl-Melchior & Barbara Boettger, TU Graz)
17:00	Wrap Up: Sharing what we did in the workshops
18:00	“Meet my Culture” Social Event
20:00	Optional: Socializing

Friday, 01 April	
9:30 -9:45	Energizing with Karin
9:45 – 12:00	W4: Building an inclusive community (Erik de Jong, TU/e)
12:00 – 13:00	Lunch
13:00 – 16:30	Wrap-up: We do care about colleagues/students/ourselves – so what now? Getting started to implement ideas
17:30	Optional: City Tour & Farewell Drink

Thank you!

www.incomm-project.eu