

InComm

Feel at Home



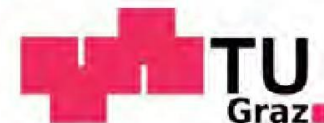
UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH



TECHNISCHE
UNIVERSITÄT
DARMSTADT



TÉCNICO
LISBOA



Welcome to InComm!





TU/e



Quick round...
Who is who?

Excellent! What will we do
the coming two days?



Put everything
TOGETHER!

Monday 28 November 2022

13:00 Opening Presentations

14:30 Coffee Break with a small assignment

15:00 Parallel 1: Working on it!

Exchanging best practices, building networks, getting inspired

- Application/selection by KTH and IST
- Intro programs, by TU Graz and UPC
- Onboarding, TU/e
- Working on your Customer Journey with the InComm+ Tool, by KTH and TU/e

16:30 Coffee Break

17:00 Measuring Impact & Wrap up

18:00 Connect with my Culture Social Networking

20:00 Dinner

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Tuesday 29 November 2022

09:00 Coming in & Coffee

09:30 Kick-off

10:00 Parallel 2: Working on it!

Exchanging best practices, building networks, getting inspired

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- Intro programs, by TU Graz and UPC
- Onboarding, by TU/e
- Working on your Customer Journey with the InComm+ Tool, by KTH and TU/e

11:30 Coffee Break

12:00 Panel Q&A with experts from all partners

13:00 Lunch / bye bye / End of conference

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

+ I'll do the onboarding session



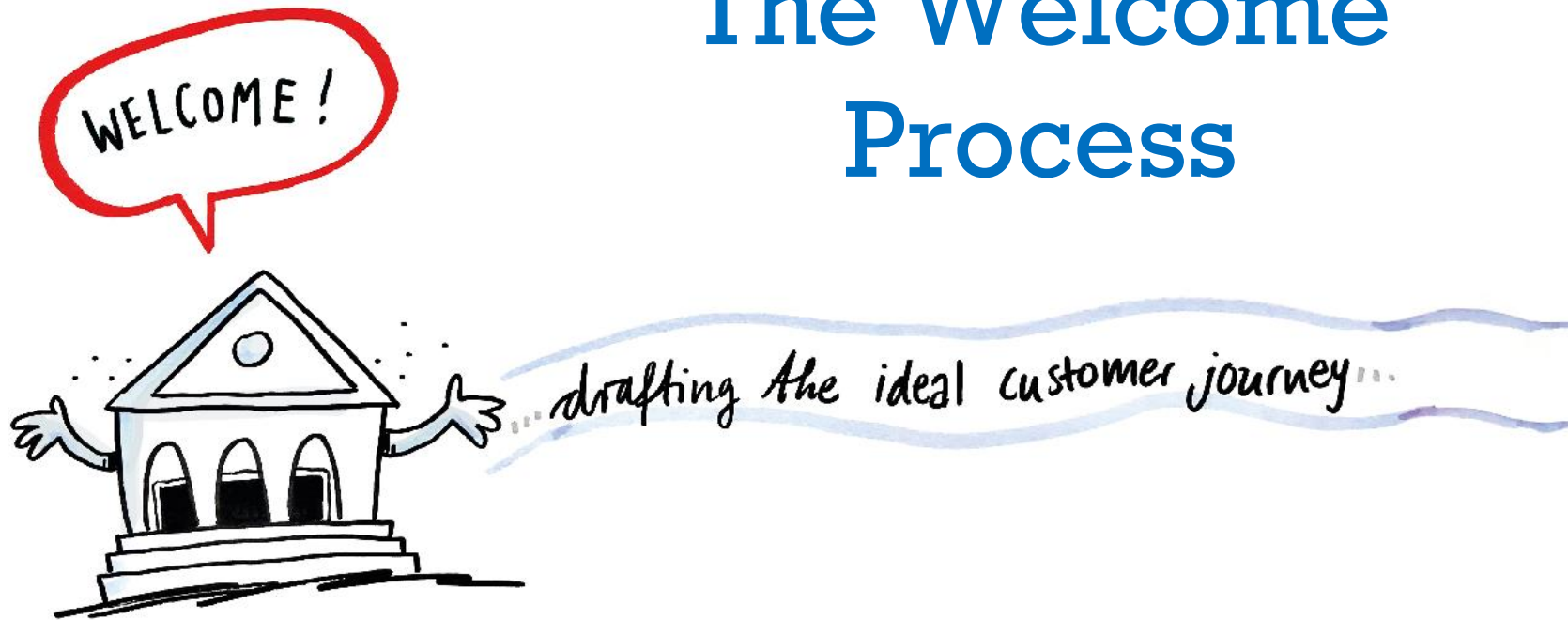
Bosch

PARADE



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

The Welcome Process





“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)



What is the InComm 'Customer Journey'?

Creating an
= **INCLUSIVE**
CLIMATE =

Customer Journey

weeks

Attractiveness,
Selection &
Application

weeks

Formalities -
1st Days

months

Onboarding -
1st 100 Days

weeks

Ambassador
Phase

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



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



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.



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.



Legal procedures

Information and support on the set of formalities requested upon arrival.

Intro



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Discovering university services

Introduction to available services and supporting staff.



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Introduction to the campus

A tour over campus(sus) to help newcomers to 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.



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.



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Involvement of communities

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



Career center

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Ambassador

Onboarding

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Communication

TOO MUCH

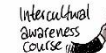
Help!

TOO LITTLE

HELLO...?

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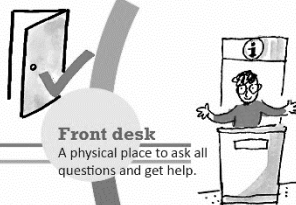
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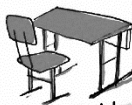
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Language: find a common one

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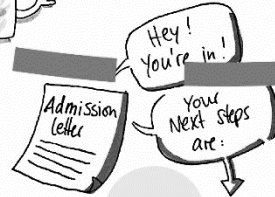
Attractiveness,
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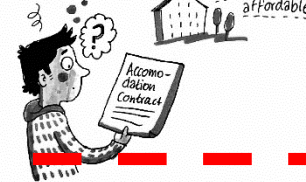


Personalized communication
A personal approach in personalized messages and direct contact with university staff.

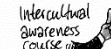


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All essential and practical steps to take before and upon arrival.

Support in finding accommodation
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Introduction to available services and supporting staff.



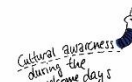
Find your place in the community
Introduction to the social ecosystem of groups and associations at the university.



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



Welcome kit
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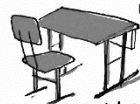
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Onboarding



International classroom/workspace
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Institutional support
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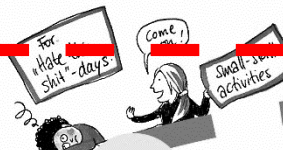
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Individual and informal activities that help newcomers integrate into the social environment.



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



Social events
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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

InComm Customer Journey

Feel at Home

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Attractiveness,
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Central information point

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Personalized communication

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Hey!
You're in!
Your Next steps are:

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

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Cultural introduction

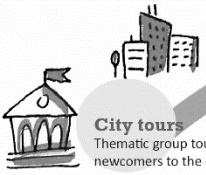
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Legal procedures

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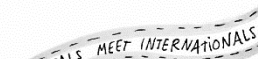
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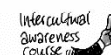


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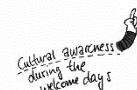
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Ambassador



So how to use the InComm Journey?

InComm Customer Journey

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Attractiveness, Selection & Application



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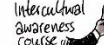
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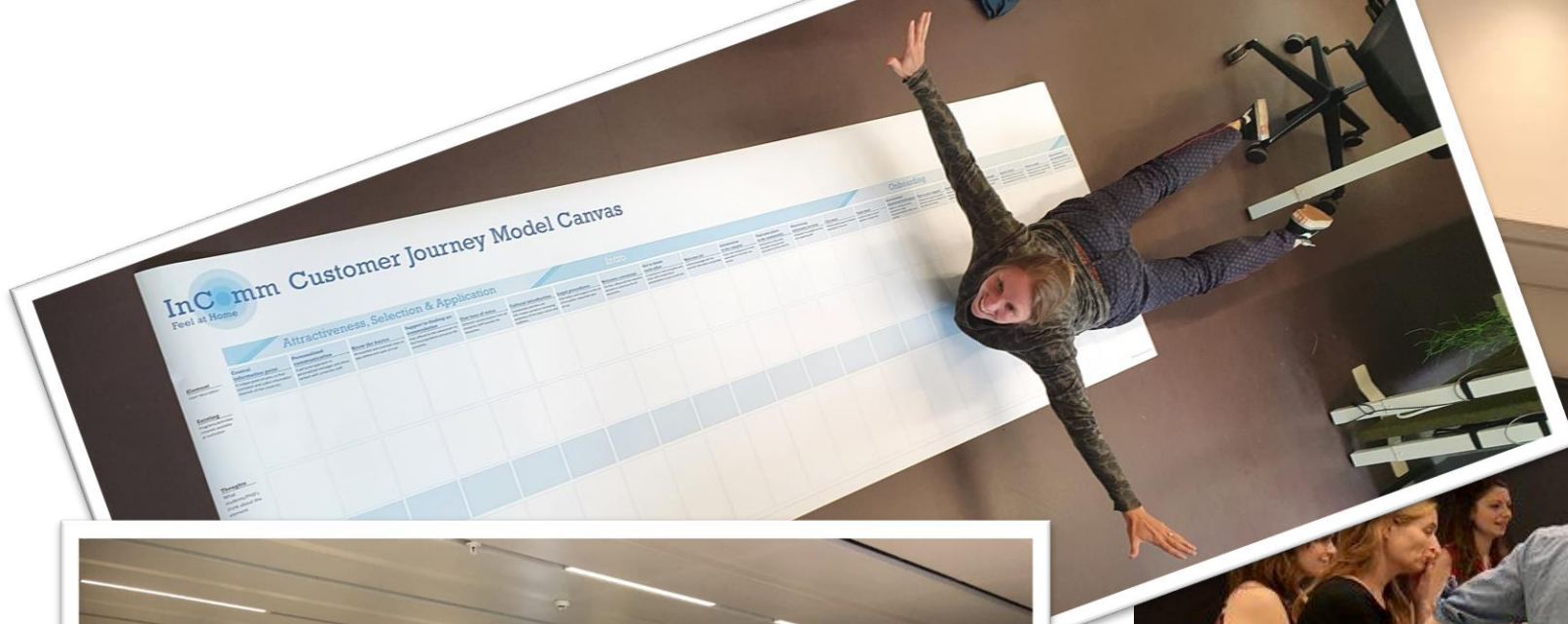
Involvement of communities

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



Career center

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



The Customer Journey Model Canvas

InComm Customer Journey Model Canvas

Feel at Home

	Attractiveness, Selection & Application					Intro					Onboarding											
Element	Central information point A place, person or thing that contains and usually marks the context of the activity.	Personalized communication A focused approach to personalized messages and direct contact with university staff.	Know the basics An overview and practical steps to the school and work of the university.	Support in finding accommodation Help offered to the newcomer to find housing advice or how to find a house.	On a tone of voice Editorial communication that aims to convey a clear message.	Cultural introduction Cardinal and defining information about the university and its culture and traditions.	Legal procedures Information and support on the legal and administrative aspects of the university.	Welcome ceremony The first, official and welcoming moment for newcomers to the university.	Get to know each other A moment to meet and get to know other newcomers, place oneself or just to meet.	Welcome kit A package with the essential information and guidelines.	Introduction to the campus A place where newcomers can find their way around.	Find your place in the community Introduction to the social structure of groups and communities at the university.	Discovering university services Introduction to the university's services and supporting staff.	City tours The first group visit to the city.	Front desk A place where newcomers can find help and get to know the university.	International classroom/workspaces A place where newcomers can find help and get to know the university.	Peer to peer support A place where newcomers can find help and get to know the university.	Institutional support A place where newcomers can find help and get to know the university.	Learn the language A place where newcomers can find help and get to know the university.	Social events A place where newcomers can find help and get to know the university.	Career center A place where newcomers can find help and get to know the university.	Involvement of communities A place where newcomers can find help and get to know the university.
Existing																						
Thoughts																						
Emotions																						
To improve																						

<

www.incomm-project.eu

Intro Onboarding							
Front desk	International classroom/workspace	Peer to peer support	Institutional support	Learn the language	Social events	Career center	Involvement of communities
A physical place to ask all questions and get help.	Enable an inclusive learning environment using internationalization policies and practices.	Individual and informal activities that help newcomers integrate into the social environment.	University-organized programs that help newcomers with their specific academic program.	A place to learn the local language or improve other languages' proficiency.	Well spread activities during the first 3 months aimed to socialize and meeting the local community.	Integrating newcomers in existing training programs to support their professional development.	Getting to know the related stakeholders, associations and informal bodies.

TU/e elements for improvement Masters

Element	To be improved
Central information point	Connecting all information channels (tone of voice) In the Netherlands international students often end up living in a studio. At home they are used to living with others together and often even share their bedroom. It would be great if living together in an apartment/house that isn't necessarily registered as a student house (governmental decision).
Support in finding accomodation	
Front desk	A welcoming place to walk in and ask questions
	Front desk IO is missing during the master kick off
	Central desk during the master kick off
International classroom/workspace	Offer teacher support on this topic

Next steps TU/e:

Nadia Hagen & Erik de Jong are developing an implementation plan

Including concrete proposals to improve TU/e's Welcome Process for Masters & PhD's

Using other Universities knowledge

Some general tips about InComm



Tip! Re-use ideas from
your neighbours

WELCOME!

InComm

Collective Intelligence Conference

2-9 Feb 2021

Creating an
= **INCLUSIVE**
CLIMATE =



...drafting the ideal customer journey...



KA-SCHMITZ-DE



Example: Graz Welcome Center



Example: PhD Open Days IST



Example: PhD Open Days IST

Tip! Use the InComm+
Tool to design your own
welcome journey!





www.incomm-project.eu



Tip! Use the InComm+
Journey for a conference...

InComm Customer Journey

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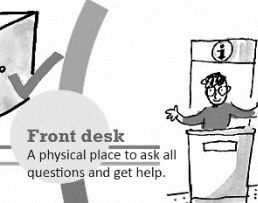


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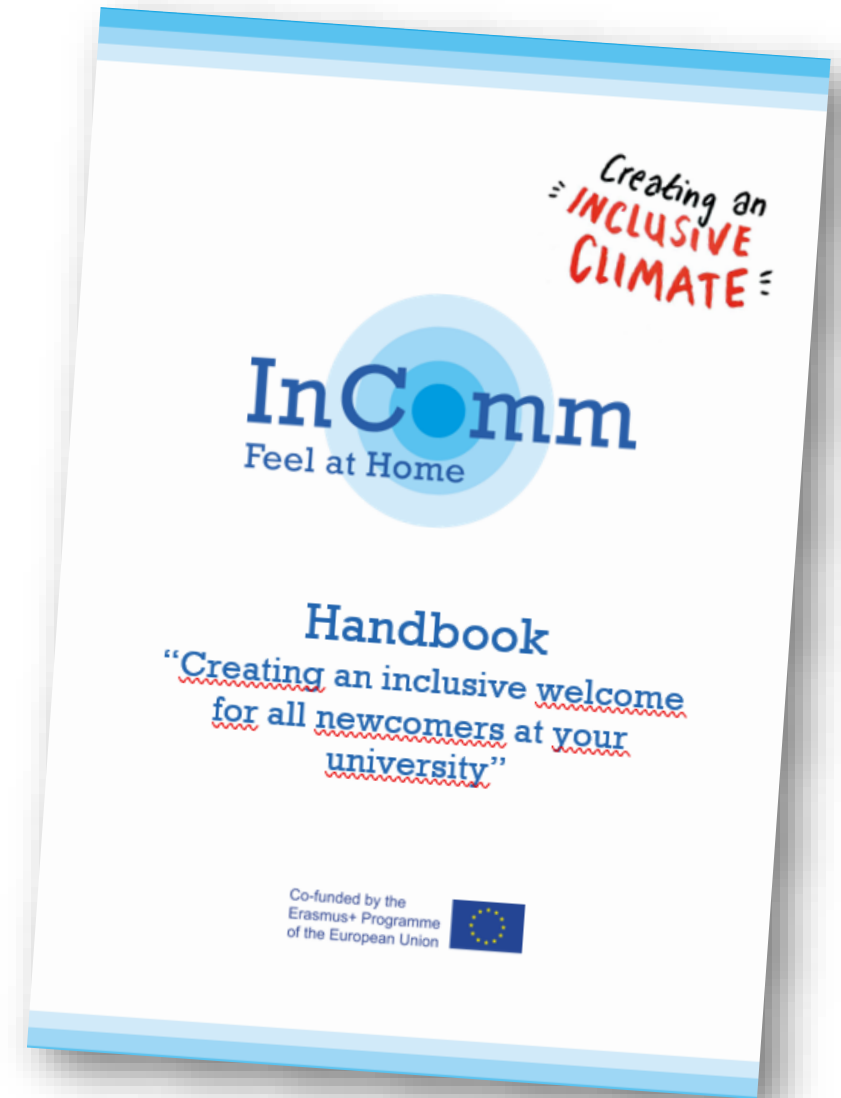
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Career center
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Tip! Read our
handbook!





Thank you!

www.incomm-project.eu

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15:00 Parallel 1: Working on it!

Exchanging best practices, building networks, getting inspired

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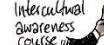
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A physical package with the essential information and goodies.



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.



Front desk

A physical place to ask all questions and get help.

Onboarding



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.



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





#1:
Catalogue Of
Best Practices



#2:
Customer
Journey



#3:
Training
Modules



#4:
InComm+
Tool



Ok... a bit more about
how to work on that a bit
later



Question: what makes an international community?





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?

