

STUDENT ENGAGEMENT CHALLENGE 2023

27.4.2023 – Isa Stucki



EXTRA CURRICULAR ACTIVITIES FOR STUDENTS

Life is more fun when there is more fun! 😊

Extra courses

Assistance in courses (more experienced students teach less experienced)

Student association work

Tutoring

Working in the university governance





STUDENTS IN UNIVERSITIES

Exciting time in life - full of possibilities

Alone in the beginning - they don't know anyone or anything

Curious – A need to gain knowledge and networks that are relevant for their future

Overwhelming - too many possibilities

Picky

Busy - Strick study schedule (1cr- 27h of work – 15cr /period - 405 hours of work in 6 weeks)

Community



RELEVANCE

Relevant skills and networks in their life now and in the future work-life

Meeting their interests

Innovations, entrepreneurship, sustainability, leadership, AI etc.

Community

Shareholders



ROLE MODELS IN A BIG ROLE

Older students

Corporate rolemodels

Teachers

Professors

Influencers



RELEVANT COMMUNICATION CHANNELS

Face to Face communication

Lectures – teachers, guest

Events

Parties

Lunch

Mouth to mouth

Digital channels

Telegram etc.

Student organizations



STUDENTS WANT TO TAKE PART AND BE PART OF SOMETHING

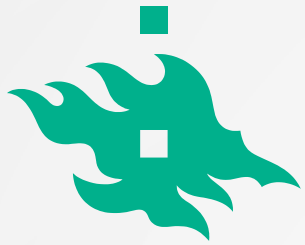
What do students need to know?

How? - much time it takes what do they need to do?

Why? – relevance – own interest – credits - money

With whom? – friends or other relevant people

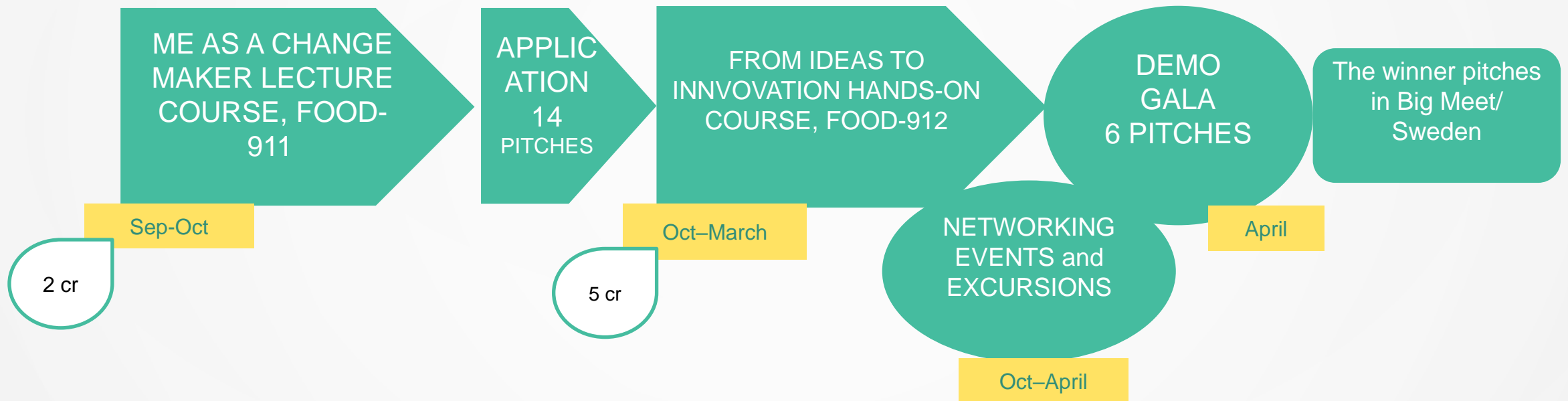
When? – “Next Year?” – they need to know when to take part –
planning



Viikki
FOOD
DESIGN
FACTORY

PRE-GERMINATOR PROGRAMME 2022–2023

- Pre-Germinator consist of four parts, two of them are courses that starts in the 1st period in 2022.





HOW TO ENGAGE STUDENTS?

Ask questions – be active – communicate



THANK YOU!

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