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for the future

Benchmarking 2013 of Student Services in
HTW Berlin and Helsinki Metropolia UAS
8.10.2014

 Helsinki
Metropolia
University of Applied Sciences

 **htw.**
Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences



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Foreword and acknowledgements



In 2012 Hochschule für Technik und Wirtschaft Berlin (HTW Berlin) and Helsinki Metropolia University of Applied Science (Metropolia UAS) started the benchmarking of each other's processes, practices and results. The institutions share their know-how and best practices and at the same time strengthen their international cooperation in the spirit of the strategic partnership agreement signed in November 2011.

In the first stage the benchmarking targets were

- The management of tasks, systems for salaries and incentives for the teaching staff
- Quality assurance of teaching and the systems for student feedback
- Feedback from society, media, industry and other stakeholders
- RDI activities, support functions and project management
- Quality management system

For the second stage of the benchmarking project HTW Berlin and Metropolia agreed to benchmark in 2013 their respective student services - tutoring and mentoring included.

HTW Berlin and Metropolia had a joint Symposium on RDI and on Benchmarking in Berlin in October 10.-11. in 2013. The main results of HTW Berlin- Metropolia UAS Benchmarking of Student Services in 2013 are summarized in this report.

The benchmarking has been made possible by the strong commitment for co-operation between HTW Berlin and Metropolia UAS - formulated in the discussions between President-CEO Riitta Konkola and Director Tuire Ranta-Meyer in Metropolia and President Professor Dr. Michael Heine, Vice-President Professor Dr. Matthias Knaut and Vice-President Professor Dr. Klaus Semlinger in HTW Berlin. In addition to direct benchmarking objectives the project enhances the strategic cooperation between HTW Berlin and Metropolia UAS both in quality management of higher education and in multifaceted collaboration.

The results of the Student Services Benchmarking were born out from the work and texts of several HTW Berlin and Metropolia experts. Here we want to acknowledge the essential contributions from Dr. Heike Zillmann, Ms. Michaela Frana, Ms. Heike Hoffmann, Ms. Baerbel Kubenz, Dr. Riitta Kalima.

Matthias Knaut, Juha Lindfors, Tuire Ranta-Meyer

1 Description of the Benchmarking Project

In the second stage of the project the international benchmarking is continued by comparing Metropolia's student services with the corresponding services in the HTW Berlin campuses. The benchmarking focuses on student affairs services, student counseling (teacher and student tutoring), student welfare services, career and entrepreneurship services and alumni relations.

The student services are organized and named according to the needs, tasks and goals of each university. Also the different environments, challenges and traditions of the two institutions give rise to some differences in the services. Still in general both universities have quite similar areas for student services

Helsinki Metropolia UAS:

- student affairs services
- student counseling
- student welfare services
- career services
- RDI services
- alumni relations

HTW Berlin:

- student services
- counselling services
- social counselling
- career service centre
- entrepreneur centre and start-up competence centre
- alumni

Contents of the Report

- Student Services in HTW Berlin and in Metropolia
- Student Well-being
- Student counselling
- Entrepreneurship and RDI
- Career Services
- Alumni
- Benchmarking Student Services: best practices, conclusions

2 Student Services in HTW Berlin and in Metropolia

2.1 Student Service Center in HTW Berlin

Student Service Center in HTW Berlin

Student Services in HTW Berlin are organized by the Student Service Center on the Campus Treskowallee and most of the services are offered through the Student service portal or by e-mail. Any enquiry or request is forwarded automatically to the right place. A student can also meet the student services personnel (two employees and students) by visiting the Student Service Center during office hours.

- The services provided by the Student Service Center of HTW Berlin include:
- Student Services Hotline
- General Course Guidance and Psychological Counselling
- Applications, Admissions, Enrolment and Re-registration
- Examination Issues and Current Progress
- Accreditation of prior study when switching to a new programme and/or university

2.2 Student Affairs in Metropolia 2013

Student Affairs belongs to Metropolia's shared services, which have a concentrated management and decentralized services. The aim is to treat all students equally.

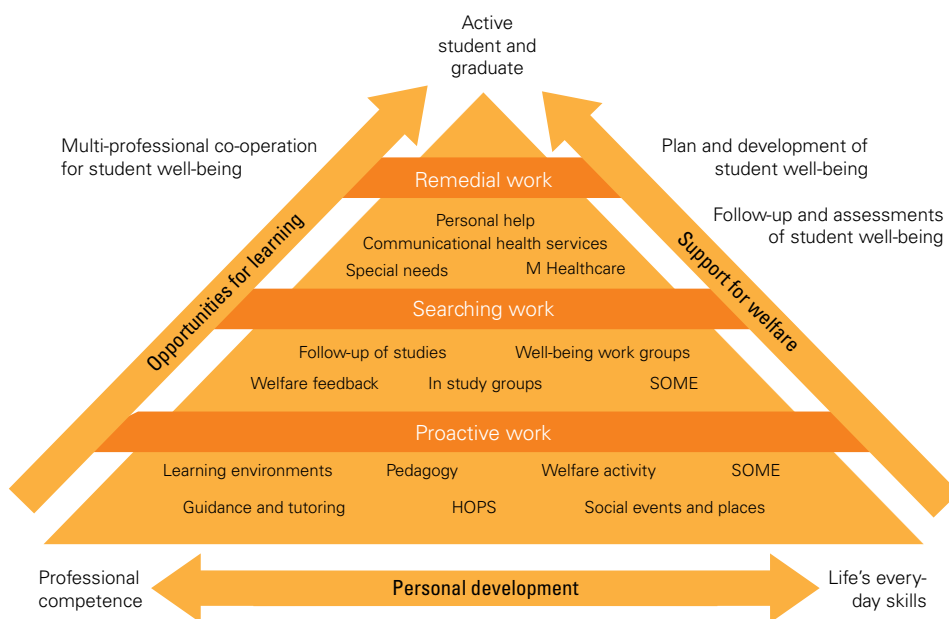
Student Affairs of Metropolia include:

- Admissions Office
- Student Affairs Offices (6 sites)
- Student Financial Aid Services

Admissions Office is responsible for carrying out the processes of selecting students and for the preparation of Metropolia's admission criteria for studies leading to a degree and professional specialization studies. Admission criteria for joint application and separate admission processes of universities of applied sciences are prepared in faculty and/or field-specific teams, which include representatives of the field in question and of the Admissions Office. The vice-president presents the admission criteria for the Board of Directors, which accepts the admission criteria. Student Affairs Offices are located on six campuses and help students in their everyday needs during their studies:

- giving out information to students and staff
- maintaining WinhaPro, the student administration system (study right, personal details)
- study-related documents (study certificates, transcripts of records, student discount forms for public transport, Kela meal subsidy cards)
- information on financial aid for students
- information on study right (discretionary extension, restoration of study right, changes in enrolment status) and processing of the documents
- documents for new students and orientation of new students, user names
- degree certificates, Diploma Supplements, certificates for professional specialization studies
- information on students' accident insurance
- co-operation with degree programmes and other services depending on the office, e.g. organization of re-examinations and entrance examinations
- internet service for ordering study-related documents at <https://opintotoimisto.metropolia>

In Metropolia Student Financial Aid Services prepares matters related to student financial aid and advises students.



WELL-BEING FOR METROPOLIA STUDENTS

2.3 Student wellbeing in Metropolia

Metropolia promotes and encourages student well-being in all areas of life through providing support in studies, learning and professional and personal development. The aim is a working culture that promotes comprehensive life management, with a focus on people caring for each other and a feeling of togetherness. Every student and member of the staff in Metropolia contributes to student welfare through their own actions Metropolia has a multiprofessional student welfare work group that plans, coordinates and evaluates welfare activities in Metropolia, with annually designated emphases. Each Metropolia department has its own student welfare work group to promote the well-being in its Degree Programmes

- Counselling psychologist: Guidance and counseling for life's challenges and difficulties in studies.
- Student wellbeing advisor: Helps and supports throughout path of life, support students in issues of social, economic and personal life management.
- Student health nurses: Individual health meetings and inspections, counseling regarding e.g. vaccinations and life style choices.
- College chaplains: Offer support and professional competence in religious and ethical matters and work for the welfare of the both students and staff, regardless of any particular religious affiliation or none.
- Crisis help line: Provides for mental first aid and crisis situations on teaching days from Monday to Friday at 8 - 16 during semesters.
- Student union METKA: Community for all the students of Metropolia. METKA's job is to keep up and develop student culture and community spirit in Metropolia through tutoring, sports services and culture and event production. The Student Union watches and protects the rights of all the students in Metropolia with a legal status and task
- Social Evenings: Open to all and free of charge, offering students a chance to be together
- Skills for Life –course: Promotes life management, wellbeing and ability to take care of oneself
- Megora: A meeting place, arena for events, communal living room.

3 Student Counselling

3.1 Student Counselling in HTW Berlin

The HTW has an office for general course guidance where prospective students, applicants and students can obtain information regarding their studies or anything pertaining to student life. The advisors for specialised counselling from the individual study programmes can offer advice to prospective students, transferees from other universities and HTW students regarding issues concerning their specific study programme, deciding on classes, the recognition of academic credits after transferring, and much more.

HTW has compiled a collection of information that will help with questions about studying as a parent. There is a representative for disabled and chronically ill students of the HTW, as well as other contact persons and information on studying with disabilities.

The "Studentenwerk" (student services) of Berlin offers free social counselling as well as psychological or psychotherapeutic counselling for students, also in English.

AStA, the student union, offers counselling support for students in all matters pertaining to their studies. It also runs the semester ticket office and issues the International Student Identity Card (ISIC).

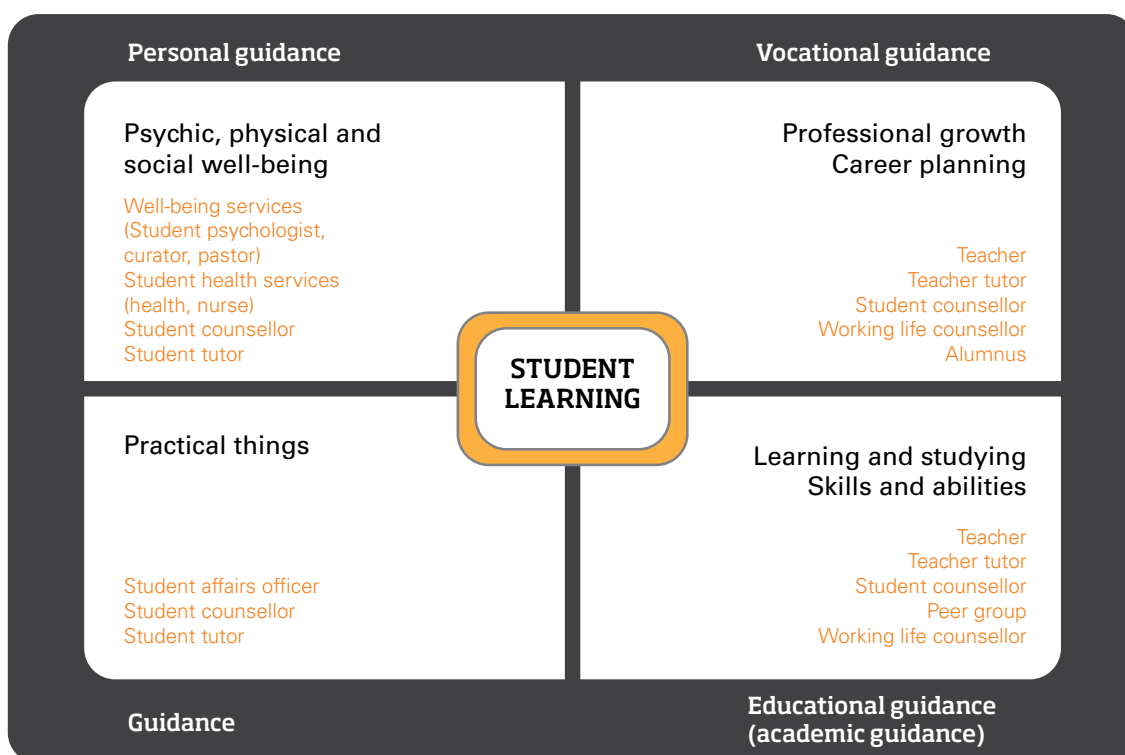
The student union represents the interests of students at the university and tends to the concerns of students of the HTW. This is done in different ways:

- The student union is a judicial and extrajudicial representative of student interests in respect to any legal matters with the university administration, professors and central institutions, as well as the media, politics, state government, business partners such as BVG public transport and more.
- The student union also offers various services and counselling.

Officers of the student union are elected by the student parliament ("StuPa"), the rulings of which are also binding for the student union. At the departmental



A HOLISTIC STUDENT-CENTRED MODEL OF GUIDANCE IN HELSINKI METROPOLIA OF APPLIED SCIENCES



level, student councils tend to students' interests. The student union offers the following counselling services:

- Counselling for foreign students
- Consultation about social issues
- General course and university counselling
- Free legal advice from an attorney at law

3.2 Student Counseling in Metropolia

Student Counseling Model of Metropolia

Metropolia has a decentralized model of student counseling, which means that student counseling is not

concentrated e.g. in Student Affairs. Degree Programmes, Student Affairs and Student Union METKA all participate in student counseling.

Tutoring in Metropolia includes peer tutoring and teacher tutoring. In peer tutoring older students tutor new students. Student Union METKA is responsible for peer tutoring together with Degree Programmes. Metropolia has a shared model for peer tutoring. Degree Programmes are responsible for teacher tutoring. Mentoring in Metropolia means that the student receives advice and support in professional development from an expert of the field active in the working life.

4 Entrepreneurship and RDI



4.1 Entrepreneurship education and Start-up support at HTW Berlin

The HTW's Entrepreneur Centre offers interested HTW graduates and all external interested parties excellent spatial and infrastructural conditions at its 2,000-sqm premises, which can be hired at reasonable rates. The Centre also offers consultation and services, and can accompany a student throughout a business start-up. The services include:

- consulting services and help through a business plan
- rental of office space
- use of HTW infrastructure (labs, equipment, library)
- advanced training classes and start-up workshops specially for entrepreneurs

The HTW's Start-up Competence Centre builds a bridge between academia and independent entrepreneurial occupation. Those who have decided on starting up their own business during or after their studies will be supported by the Start-up Competence Centre with the following services:

- entrepreneurship education
- consultation and coaching on start-up idea
- support putting together a business plan
- use of the Business Start-up Lab
- procurement of contact to institutions, public authorities and companies

Since 1997 HTW Berlin has had about 150 start-ups and presently there are 55 young firms growing up in software engineering, IT, web-services, consulting and engineering.

4.2 Innovations and Start-Ups in Metropolia

Students in Metropolia can take part in RDI by working as a personnel or as a trainee in RDI project, through their Thesis work, when it includes theoretical or empirical research, development or planning project or an artistic section and sometimes their work placement may contain RDI aspects.

Every student completing a Bachelor's degree participates in an innovation project (Minno-project, 10 ECTS) that focuses on practical subjects from

working life. The projects aim to find new, practical solutions to meet the needs of today's working life. Students from different degree programmes brainstorm and carry out each project together with representatives from businesses and workplaces. Innovation projects create new processes, products, services and events

Metropolia's Innovation Space is the place to contribute your idea, help with other ideas, announce that you wish to participate in future or ongoing projects or just browse through the completed projects to learn their lessons. Minno -system is a place for "Open Hardware" projects. "Open Hardware" is a new way of innovating in a highly specialised work society. When you have an idea that might require specialised knowledge from more than one field, instead of starting to study for your cross-curriculum projects yourself, you can just contribute your idea here and, in time, students, teachers and innovators from around the world may help your project along with their experience and knowledge.

Product Track Service is a free of charge expert evaluation service, financed by the Foundation for Finnish Inventions. The great goal is to find all promising ideas and inventions with potential for growth and international business and to refine them into an international business together with the inventor. Ideas and inventions considered as promising are referred via the innovation process of Metropolia and forwarded to be developed further at e.g. ELY (Centres for Economic Development, Transport and the Environment). Since May 2012 At Metropolia Product Track, circa 150 recognised ideas and invention concepts, resulting in 23 evaluation projects and 6 startups or startup concepts



5 Career Services

5.1 Career Services in HTW Berlin

The Career Service Centre of the HTW Berlin can be contacted by students, graduates and recruiting companies alike.

- Students and graduates can obtain consultation and support during the transition from studying to working, or in their search and application for an internship.
- In a number of ways we also make it possible for companies to directly contact students and graduates, and assist them in recruiting endeavours directly at the HTW Berlin.

Career Services provides personal consultation for students throughout the application process for an internship or career entry by:

- helping and checking over application documents
- assisting in preparations for the job interview
- offering orientation on the job market, search for job or application strategies

Career service for companies supports the direct recruitment at the HTW Berlin by eg. filling internship or job entry positions with students or graduates of the HTW Berlin, offering a variety of ways to get in touch with students and graduates, and presenting the company as a potential employer. Career Services can publish a company's job offers on Notice Boards and in the Career

Newsletter, which is sent to 2,500 students and graduates once a week. Career Services can link a company-owned career website to the Career Service Centre Website.

Every year Career Service Center takes care of 300 individual consultations, 40 workshops, 50 presentations and trainings in study programmes, special occasions for international students in English, a winter school of two weeks, four Round Tables and ten events with employers.

The job portal handles yearly 1000 job offers and in addition Career Services has a Facebook-Fanpage with over 5000 fans.

5.2 Career Services in Metropolia

Until the end of 2013 Metropolia had joint services for students' career planning and job search. These included coordination of services, job ads and information forums and the following electronic services

- Metropolia's intranet
- Jobstep.net – recruitment system for the Finnish Universities of Applied Sciences
- Social Media applications (Facebook, Google+, LinkedIn, Twitter)

In addition there is a university-wide network with field of study specific services and functions for work placements and job ads, student guidance and events.

6 Alumni and Scholarships

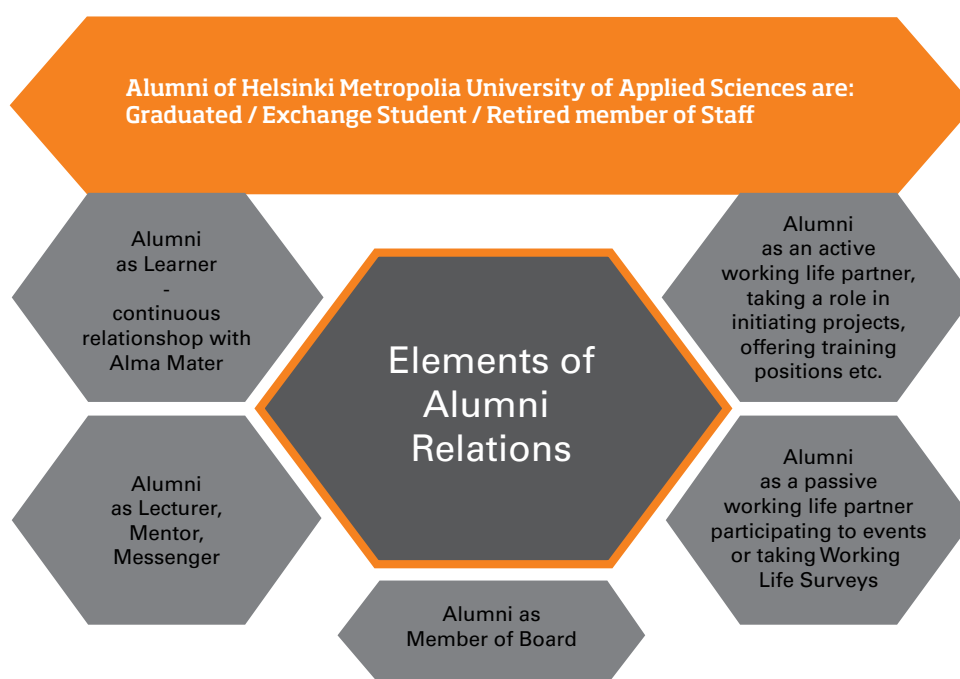


6.1 Alumni at HTW Berlin

Each semester nearly 1,000 students complete their studies at the HTW. HTW Berlin Alumni webpage facilitates the contact and is an important access point for these graduates, who have embarked on professional careers throughout Germany, in many European countries and in other corners of the world. HTW has a variety of offers available to graduates: continuing education courses and study programmes, lectures, workshops, foreign language courses and sport activities. Alumni can often participate at special conditions. The Alumni network provides with different possibilities of cultivating existing contacts at the university and establishing new ties. There are various associations and networks that promote collaboration and an exchange of information between graduates and members of the HTW community, as well as the business world at large. In addition, the Alumni Database enables the HTW to maintain contact with its former students and regularly inform them of current offers.

The Alumni-portal has 15 000 registered users, four Alumni-newsletters are sent every year and in addition HTW Berlin has a Alumni-Mentoring-program.

HTW Berlin students can apply for scholarships in the Deutschlandstipendium- system since 2011. HTW has the highest number of scholarships among all universities of applied sciences in Berlin.



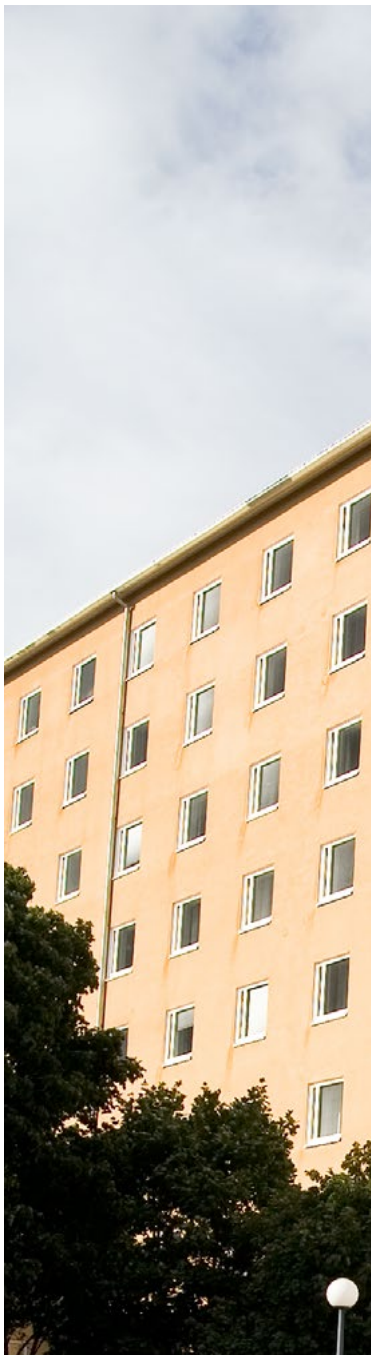
6.2 Alumni Relations in Metropolia

Every year, up to 2500 Alumni graduate from Helsinki Metropolia University of Applied Sciences. In the years of 2001-2013 Alumni Relations were run by Metropolia Alumni Association. Presently Metropolia has one person working full-time as Alumni Relations Coordinator. Every year the Alumni Survey gathers information on the position of alumni entering the labour market. This survey is conducted one year after the graduation and it measures variables such as time of unemployment, level of salary and satisfaction on the degree education.

Metropolia's tools for Alumni contacts include Alumni register and Alumni portal, Board of Alumni Relations, Alumni Networks (voluntary participation and word-of-mouth marketing purposes).

Metropolia Fund is a private foundation for the benefit of learning and research in Helsinki Metropolia University of Applied Sciences. Donations between EUR 850 - EUR 50 000 are income tax deductible for corporations. Metropolia Fund gives out tax-free grants and scholarships for research, study and travel to Metropolia students and personnel.

7 Best practices and improvements in Student Services



The results of HTW Berlin- Metropolia UAS Benchmarking of Student Services in 2013 can be used in the further development of each university's practices. Metropolia is presently in the process of concentrating its activities to four campuses by 2018/2019, and the HTW Berlin has operated already for several years on just two campuses - Wilhelminenhof and Treskowallee. Campus development gives Metropolia the possibility to strengthen also its student services and also increase contacts between students, staff, businesses, society, culture and sports.

Amongst the good practices one can mention the electronic services of the student affairs office in both universities. Secondly Metropolia has modern multi-faceted and multiprofessional model for student well-being and thirdly HTW Berlin has Entrepreneur Centre and Start-up Competence Centre with very good results in number of student start-up firm.

8 PERSONS IN CHARGE OF BENCHMARKING 2013

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