Utrecht University
Working towards a better world

Monique Mourits
Director Communications & Marketing
We are a wide-range, international research university of high standing. Established in 1636.
Research

**ACADEMIC OUTPUT**
- 7,400 publications
- 570 dissertations

**NOBEL PRIZES**
- 12

**SPINOZA PRIZES**
- 19
Education

BACHELOR'S PROGRAMMES
50 Dutch
12 English

MASTER'S PROGRAMMES
50 Dutch
99 English

ALUMNI
171,000
People

**STAFF-MEMBERS**
7,000

**PROFESSORS**
600

**FACULTIES**
7 + 2 teaching institutes

**STUDENTS**
31,000
- 20,000 Bachelor
- 11,000 Master
- 2,510 International
- 100 Nationalities
Reputation and Brand research by Illuminate Consulting Group
UU Publications vs Citations vs Reputation (2007-18)

- **Leiden P Impact**
- **NTU (11 year Citation)**
- **QS Academic Reputation**
- **Leiden P International Collaboration**
- **USNWR Non-Normalized Ci**
- **USNWR Global Research Reputation**

Graph showing trends from 2007 to 2018.
Key Findings

• UU is a respected university. It is believed to be a solid and contentious contributor to science, research and teaching.

• UU’s brand and global impact do not match its scientific output and actual capabilities.

• UU is missing high impact stories, a systematically planned out global footprint and a culture which actively puts UU first.
Key Findings

• UU will have to consider a cultural adaptation to today's global university landscape: Branding, system and data-driven engagement models, and rankings strategies are not in conflict with an academic mission – they in fact serve as crucial enablers.
We established a branding policy and are implementing; from 98 ‘brands’ and logo’s we found in our university, we are on our way to only one Utrecht University brand
We made a strategy on international media relations; and started increasing the amount of countries in which UU is visible
Alumni abroad

We invested in mapping out our alumni more and more. This resulted, among other things, in volunteers abroad who are active and committed to UU.
International student recruitment

We invested in intensive and personal international student recruitment. For example through this tool with which international students can talk to current students and ask questions.

Thomas
Methodology and Statistics for the Behavioural, Biomedical and Social Sciences MSc

Chat with Thomas

I COME FROM
England, UK

PREVIOUS STUDIES
Psychological Theory and Practice

ABOUT ME
Although crazy about data science and statistics, I am a passionate ab...

Read more about Thomas...

Shuyuan
Media, Art and Performance Studies MA

Chat with Shuyuan

I COME FROM
Xinyang, 河南省中国

PREVIOUS STUDIES
Creative and Cultural Industries: Curation, Exhibition and Events

ABOUT ME
Hey, this is Shan, I am 22 years old and currently a first-year studen...

Read more about Shuyuan...
We started claiming his success better. And that of others.
And there was the dream of starting a serious ranking project.

But, well....
Time for a Paradigm Shift?

Dr. Elizabeth Gadd @LizzieGadd - 2 sep.
The best at what?

Phil Baty @Phil_Baty - 2 sep.
The best universities in the world, all around the world. THE 2021 @timeshighered World University Rankings are now live on thenwur.com #THEuniRanking #THEWAS

<table>
<thead>
<tr>
<th>Country</th>
<th>University</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>University of Oslo</td>
<td>1</td>
</tr>
<tr>
<td>Republic of Ireland</td>
<td>Trinity College Dublin</td>
<td>2</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>Lomonosov Moscow State University</td>
<td>3</td>
</tr>
<tr>
<td>South Africa</td>
<td>University of Cape Town</td>
<td>4</td>
</tr>
<tr>
<td>Taiwan</td>
<td>National Taiwan University</td>
<td>5</td>
</tr>
</tbody>
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We @TilburgU drafted a letter that you can use to apply for the timely and exciting position of International Rankings Officer @TilburgU - Please distribute widely and APPLY for this dream job 😄 Let's never stop the academic rat race! DM me for a copy ❤️

Tweet vertalen
Are we jumping through hoops for the ranking?

What do we want to be judged on? What is of value for a university that wants to contribute to a better world?
Towards Open Science

Past
- Open Access
- Fair Data & Software
- Public Engagement
- Rewards and Incentives

Open Science Programme

Future
- Transparency
- Distinction between academic and support staff reduced
- Multidisciplinary and inclusive teams
- Open access of output
- Teamwork
- Leadership
- Involving society
- Open evaluation criteria
- Co-operation instead of competition
- Sharing data and code

Science for a Better World

Society
- Science
Impact

Social impact
- Local/regional environment ('community')

Public engagement
- Citizens / general public

Impact on public policy
- Societal parties including politics and policy makers

Scholarly impact
- Peers

Pedagogical impact
- Chain of education

Economic impact
- B.V. The Netherlands, enterprise & entrepreneurship

Impact in professional practice
- Business sectors
How a 17th Century University Is Trailblazing Interdisciplinary Collaboration

This Award-Winning Professor Urges Scholars To Strengthen Resilient Societies—and Even “Change the Rules of the Game”

By Willow Older

Economic historian Bas van Bavel received the Netherlands’ prestigious NWO Spinoza Prize in 2019. Source: Utrecht University.
NETHERLANDS

Utrecht plots new way to tackle societal challenges

Jan Petter Myklebust  16 February 2018

Together with its partners, Utrecht University has made plans to tackle 14 key societal challenges, for which purpose it will allocate €26 million (US$32 million) over the next four years. Fourteen multidisciplinary hubs were selected by the university board after an application round with intense discussions on strategic priorities.
“Ich wünsche mich, dass in Zukunft für eine gelungene Lehrveranstaltung genauso gratuliert wird wie für einen publizierten Artikel.”

Manon Kluijtmans

Frankfurter Allgemeine (August 2020)
“Nur ein Prozent des Plastiks im Meer treibt an der Oberfläche. Der Rest liegt vermutlich auf dem Meeresboden oder wurde irgendwo angespült. Wie schnell es absinkt, wohin es treibt und was es im Ökosystem anrichtet, ist weitestgehend unerforscht.”

Erik van Sebille
Welt, February 2019
Background information

On how Utrecht University plans to tackle 20 key societal challenges
https://www.uu.nl/en/research/profile/collaboration-within-hubs

On open science activities at Utrecht:
https://www.uu.nl/en/research/open-science

On the novel national protocol for Research Evaluation:

On recommendations for an open science policy platform of EU
https://ec.europa.eu/research/openscience/pdf/integrated_advice_opspp_recommendations.pdf#view=fit&pagemode=none
Open for debate:
m.mourits@UU.nl