

# How do we embed competency development for lifelong learning in higher education institutes?.

## Participants:

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# Questions

- Who do we need to engage?
- What do we need to say to them?
- What are the hurdles to engagement?
- How do we know we've succeeded?

# Current situation and hurdles:

- **Diverse situation in Europe**
- **Lack of incentives/obligation** to engage in CPD, especially in the area of life sciences
- **Some good single example:** UK, Heidelberg and Bern (MMD – Master of Medicines Development), Basel which can be used to drive the ‘reform wave’
- **Stakeholders’ interests** are still wide apart regarding conditions (short-term of industry versus long-term strategies of universities)
- Lack of **entrepreneurship and post-graduate/CPD leadership** within universities
- Universities need long-term financial **security** – secured influx of students for at least 5 years
- **Sustainability** issues

# Who do we need to engage?

- National professional societies and association
- EFPIA and other industry bodies
- European Commission
- EUA
- Post-graduate Deans
- In Germany: German Rectors Conference
- Etc.

# What do we need to say to them?

- Highlight mutual benefits when interaction with industry or other outside organisations through **case studies** (Pick and **show-case** of ‘winners’ (UK probably in the lead))
- Promote a **unifying view of competence development**
- Remind **universities of their roles as employers** – they are also responsible for the development of their academic staff
- **Learnings** from other models (other disciplines or the CME model)

# Suggestions and recommendations

- Independent **brokerage** is needed to bring the right people together (both at operational level but also at strategic level) – e.g. independent post-graduate academies or professional associations etc.
- Models of **risk sharing** should be investigated – risk sharing between universities, industries, individuals
- Registry/pool of industry specialists interested teaching at universities
- **Commitment of all participants** to form a task force
- **Cases** need to be found
- For sustainability learn from others (model of the Business Schools)
- Remind universities of their roles as employers – they are responsible for the development of their academic staff
- Initiate **social media** campaigns to influence policy