

PRESIDENT'S FOREWORD



BSRUN for the friends of the Baltic Sea region

We have now a very successful Plenary Meeting and two good Annual BSRUN Forums behind us, first in Warsaw in October 2016 (back to back with the Forum) and then again in Riga in October last year. We have also been happy to notice the increased interest of our members in hosting future events. At the moment our membership is approximately half and half between EU and non-EU which gives us a very balanced basis for future deliberations.

In 2017 we organised an interesting event on Student Life at Universities - Culture, Sport, Dormitories etc. at the Saimaa University of Applied Sciences in Lappeenranta on 11-12 December. A follow-up event on University Campus Management (also with student input) will be organised at Pskov State University on 28 February-2 March 2018. University Real Estate Management has proved to be a very popular topic which we have already touched upon at earlier events using as an interesting example the expert advice and international experience of the University Properties of Finland Ltd, too.

Cooperation with Belarus will be discussed at a joint event with the FOSTERC Erasmus+ project in Minsk at the Belarus State Economic University (BSEU) on 21-22 March 2018. In addition to the results and work of the projects so far, we will be examining experiences of university cooperation with Belarusian partners. The membership application of Berlin School of Economics and Law was approved at the Warsaw Plenary Meeting

together with that of Saimaa UAS. The strong commitment of our new members can be seen by the fact that also our Berlin member is willing to host their first event already in June 2018 on Foreign Language Studies and Language Centre Management. The Annual Forum of 2018 will be hosted by UNECON in St. Petersburg on 7 June on Implementing University Strategy and Mobilities which we already took up at the Riga Forum. Our three members in Gdansk are involved in the planning of two prospective events: one linked up with the 25th anniversary of the Intercollegiate Faculty of Biotechnology of the University of Gdansk and the Medical University of Gdansk and the other on the governance and management of universities examining the proposed new higher education legislation in Poland including the composition of the decision-making bodies.

The year 2018 may become one of the most active years in the history of BSRUN. In addition, we intend to be active in project applications both assisting our members in putting together partnerships and applying on behalf of BSRUN. BSRUN will only manage in the future with committed members who are friends of the cooperation in the Baltic Sea region. I myself and both secretariats look forward to receiving feedback from you on the best possible avenues for the future both directly and through the Steering Committee members. Finally, I would like to thank you for your continued support and would also like to take this opportunity to wish you all the best in your work and private lives.

Yours sincerely, Kari Hyppönen

Announcement

Future BSRUN Events

Seminar on the problems of University Campus Management, Pskov, February 28 - March 02



At present time the question of creation and maintenance of university campus is an integral part of university, regional and international agenda. It is connected with the necessity of higher education quality improvement, to the problems of export of educational services, to the changing role of the universities in sustainable innovative region development.

We invite you and your colleagues to take part in the seminar on the problems of University campus management which will be held in Pskov State University in February 28 - March 2 2018 with the support of Baltic Sea Region University Network (BSRUN) and Association of Vice-Rectors for International Relations of the Northwest HEIs (AVRIR).

Representatives of Russian and European Universities will share the experience of their university campus development, discuss international (European) quality standards, requirements to the campuses and the prospects of development, show models of financing for creation and maintenance of the campuses, university property complexes, including efficient tools of public-private partnership, present best practices of dormitory management.

The deadline for the registration is February 14, 2018.

[Click here for more information.](#)

Conference «University Cooperation with Belarus in the Baltic Sea Region» Minsk, March 21- 22

At the EuroFaculty event in Potsdam 4-5 October 2017 cooperation with Belarus was touched upon also based on previous BSRUN action including our event on the experiences of the EuroFaculties for the future in Belarus and the FOSTERC project.

Conference «University Cooperation with Belarus in the Baltic Sea Region» will continue these discussions. BSRUN should give the floor also to CBSS like the last time and possibly to some other suitable partners, too.

Key topic for discussion: best practices of cooperation between Belarusian universities and HEIs from Baltic Sea Region (Finland, Poland, Russia etc.)



[Click here for more information.](#)

Announcement

Future BSRUN Events

«Foreign Language Education and Language Centre Management» Berlin, June 14



Hochschule für Wirtschaft und Recht Berlin (HWR Berlin), the Berlin School of Economics and Law, is pleased to host a seminar on Foreign Language Education and Language Centre Management under the auspices of the Baltic Sea Region University Network.

Given the internationalization in higher education and the globalization of professional life, foreign language proficiency is increasingly important. Universities define new goals for language education, they explore innovative learning and teaching methods and refine their course programmes. In connection with their internationalization strategy universities require new quality assurance mechanisms for language teaching or they establish a university-wide language policy.

In this light, university language centres face many new challenges and opportunities. Similarly, universities which previously organized their foreign language education decentrally, such as HWR Berlin, may strive for centralization in order to implement university-wide quality standards and to organize language teaching more efficiently. Typical challenges for both emerging and

existing language centres include: Which languages should be taught in order to enhance students' employability? Which services should language centres provide and which ones exceed their capacity? How can they best be embedded within the university and how should they be run?

HWR Berlin is pleased to host a seminar on Foreign Language Education and Language Centre Management in order to exchange experiences and expertise within the BSRUN. We particularly invite university language centre directors, academic staff members with experience in language centre management and specialists in foreign language education in a university context to submit contributions on one of the **following topics**:

1. Foreign language education in a decentralized university structure;
2. Language centres as businesses: best practices in financial and personnel management;
3. Current trends in university language centres: which languages, which services?

[Click here for more information.](#)

Seminar «Student life at Universities – Creating a new story of student services»

Lappeenranta, Finland, December 11-12, 2017



The seminar in Lappeenranta for two days has united the students from different universities and countries. The seminar was attended by 14 students from Estonia (Estonian University of Life Sciences), Finland (Saimaa UAS and Lappeenranta University of Technology (LUT)), Latvia (University of Latvia) and Russia (NWIM RANEPa, Pskov State University and UNECON).

After the first part of the seminar with presentation of Student Unions of Saimaa UAS and LUT students were divided into four international groups to discuss actual student demands in the universities campuses, dormitories. As a result student prepared joint proposals and presented them next day during 11th Finnish-Russian Seminar for Higher Education Cooperation «Creating a New Story».

During cultural programme students were introduced to Finnish way of life, typical dishes and unique Finnish sense of humor. Representatives of Saiko Student Union did their best to show traditions and routine of Finnish way of life.

Students' feedbacks:

Anastasiya Ilyuschenko, UNECON

«Warm welcome, interesting cultural programme and fruitful cooperation with participants. Probably the dormitory could be better but we came specially to discuss it!»

Maria Bondarenko, Pskov State University

«I would like to thank you for given us an opportunity to participate in such seminars and workshops. It was the great experience to be in Finland and to get to know the people from other countries and get acquainted with student's life and activities in other universities. Such kind of meeting is a perfect opportunity to find out new ideas, to exchange the experience and to start moving further to rich our goals. I hope it was not the last meeting of us and we are looking for new events in the immediate future in Pskov State University».



Baltic Leaders



Vladimir Shamakhov, Director of the North-West Institute of Management, branch of RANEPa (NWIM RANEPa)

- How did you start your career?

- Like all young people in the Soviet Union, I went to study. I graduated from Leningrad Higher Marine Engineering College after admiral S.O. Makarov and then I voluntarily moved to Kamchatka region within post-graduate work assignment and there my professional experience began. First I was employed at Ust-Kamchatsk airport, then I was elected as a secretary of Komsomol (Young Communist League) organization and later became a Secretary of Komsomol District Party Committee. Soon after I went to Moscow to receive second university degree and then returned to Leningrad where continued public work.

Nowadays a lot of people have adverse attitude to Komsomol activity. In fact this organization was a real school of leadership which successfully worked nationwide. The most active and initiative young people could pursue their ambitions in this field. It was a real project management which is very popular today. I think that Komsomol experience should be studied. For modern youth it could be useful in many ways.

An interesting period in my biography was also my work in the custom service. I had been a deputy head of the North-West Department of the State Custom Control since its foundation. In 2004 I was appointed as the first deputy head of the Federal Custom Service of the Russian Federation. This is the only Department in Russia which deals with restraining and punishment as well as development measures. It is hard but very interesting.

For a few years I had been working in the Government of Russia and in business sphere, but the top of my professional career became educational institution governance. I like this work very much. It has practically all elements of management activity: you have to solve financial issues, deal with strategic planning, be aware of the law and have leadership skills in order to be a leader for the team, especially for the young generation.

- Name please five things about your institute you're proud of.

- We are proud of the fact that for six years already our institute has the highest level of competition for state-financed places in Saint Petersburg. There were 74 applicants for one position last year. Meanwhile, quality of enrolling students increases all the time. It means that our education is valued. It is highly demanded among applicants and their parents.

- What is your most significant achievement at the level of university management?

- We've managed to create a team atmosphere, where almost all academic and administrative staff understand that it is necessary to go forward, to be in demand on the market and meet modern challenges of our time. It's worth to mention that Soviet professors had only one goal - to teach students on high level, other issues were government responsibility. Nowadays this has changed and we should be competitive, we should earn money for further development of the institute and our welfare and never wait for government financing. Not all people understood it, but, generally, breakthrough in human minds and attitude to this process has happened. That very breakthrough helped us to be successful over the last years.

- Do you feel that your institution stays in Baltic region when everyone wants to be integrated into European or global educational system?

- Those are not contradictory things. We stay in the Russian Federation, in St.Petersburg, but we feel ourselves as a part of Baltic region. We are friends with our partners, but this doesn't block the way to the globalization for any of us. We have partners in America, Australia, Asia and all over Europe. This is a normal process.

- Do you think that cross-border cooperation can be useful? What kind of international experience do you feel important to absorb?

- Cross-border cooperation is absolutely important for good neighbourly relations and common, comfortable space. After all, this is a cheaper model of student and academic staff exchange. Our cross-border partners (Finland, Norway, Latvia, Estonia, Turkey, and Hungary) have successful educational programs. We are interested in cooperation and joint projects development. For instance, we have arranged internship with foreign partners for municipal employees for two years already. This is invaluable experience. Internship participants fulfill those functions, that each of them had in familiar working environment.

We like how Finland creates interaction between government and society also through education. We consider the opportunity to use this experience in Russia, at least in St. Petersburg and in the North-West. The

Baltic Leaders



activity of training centers for implementation of electronic government model in Estonia is a useful experience. We also plan to create such center in our institute.

Besides, we not only draw experience from our partners but also share our experience with them. The amount of foreign students, post-graduate students and academic staff in our university grows every year. A lot of specialists from China, Turkey and other countries come to our university to study Russian practice in the following fields: social problems, pension fund activities and other authorities.

- When you travel to partner universities what impresses you the most?

- Open and relaxed atmosphere in these universities. The most part of educational process is built on trust rather than strict regulatory formulas. Such atmosphere has a positive influence on the quality of education.

- What are your goals for the next year?

- We want at least save what we have now, and this is not as easy as it seems. Everyone, who deals with competition, knows that to save titles won before is more difficult than to win them again.

2018 is the Year of IT transformation in the institute. It covers all activities of the university. Earlier we had to make a lot of efforts to provide classroom equipment, but now we will contribute to the content of scientific and educational activities.

Next year we're planning to open Presidential Academy Lyceum, where we will select, on the basis of a competitive

examination procedure, active and motivated pupils from the whole city in order to allow them prepare themselves for future career where they will serve the society and the country. The other innovation will involve our students. There will be created a military training center in the institute in 2018, where young people of call-up age will be able to enroll in military service in one of the leading Saint Petersburg Military Academy and at the same time continue their studies. NWIM alumni will have sergeant titles and as a result all grounds for the job in civil service.

- What are three most curious facts in your management experience?

- Six years ago, when I was the head of the Academy for the second time, I realized that it's time to change the key model of the university - relationship between professors and students. Previous model came from the Soviet higher school: professor is the head, student is subordinate. I think that this educational model is unable to raise the quality of education. I raised the question before my colleagues: "Is a student for a professor a subordinate or a partner?". We had heated debates after that. Finally, the model "student-partner" reflected a marginal victory. Based on this model we began to build the strategy of the university.

It is worth to mention that after having changed the model of students and professors interaction students began to like learning. Then I decided that we should increase tuition fee from 1,5 to 2 times. I was assured that it wouldn't work out and the amount of enrollees will decrease, but I took responsibility for this decision. Surprisingly with such high tuition fee we had even more students than usually. This fact showed that there is no direct connection between level of tuition fee and amount of applicants.

The third fact is connected with my background, shoulder straps of general. A lot of people think of me as an authoritarian leader. I think that there is no other way in the model of vertical subordination. But it doesn't mean that severness should be everywhere. I'm a follower of openness, mutual trust and respect in social, youth and scientific life. That is why we have student council in our institute; we were one of the first in the city who gave student council the right to influence the quality of education. In addition, student council deals with transfer of students from fee-based training to state financed education. There is no administrative resource in this matter. Such combination of authoritarianism with openness is paradoxical, but effective.

Member Profile

[WWW.
ug.edu.pl](http://www.ug.edu.pl)

University of Gdansk



THE LARGEST IN THE NORTH

You are welcome to join our dynamically growing university with nearly 50 year-long tradition, already the largest Higher Education Institution in the Pomeranian region. You will find 74 fields of study and 221 majors in the offer. Signed agreements with over 100 international partners to exchange knowledge and expertise allow you to find global employment opportunities or benefit from international mobility in EU and beyond.

AMONG THE TOP 10

University of Gdansk ranks in the Top 10 Polish universities in such fields of study as Quantum Physics, Biosciences, Business, Law and Administration, Intercultural Psychology and Education. The work of UG scientists in 35 international and 262 country research projects contribute to UG reputation in the knowledge network. You may check one of 4 model projects funded by EU Research and Innovation program Horizon 2020.

RAPID EMPLOYABILITY AND SERVICE TO YOUR AMBITIONS

As our student you can meet the prospective employers at our special fairs. UG partners with the most innovative companies in Gdansk such as Amazon, State Street,

by business parks and growth hubs. Olivia Business Centre e.g. houses over 110 global companies and many startups. University of Gdansk ranked 2nd place in the wages ranking among the Polish master degree graduates. The average hiring salary of graduates is €1,200.

UNIVERSITY WHICH OWNS A SHIP

Oceanography, aqua-culture, sea-born trade and other marine-related expertise is developing because Gdansk is situated at the Baltic coast. The competitive advantage of UG comes from excellent stations such as the Hel Marine Seals Station and the Bird Migration Research Unit. UG even has a research ship called Oceanograf with the equipment that makes it a floating laboratory.

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