



EduFutura: "Increasing the English Language Offer"

EduFutura's place in the landscape of supporting successful internationalisation in Jyväskylä in relation to the Talent Boost Programme and International Jyväskylä

Michael Ormshaw – Asiantuntija and Talent Hub Project Manager

JYU

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Contributing factors:

1. TALENT BOOST - Objectives
2. TALENT HUB - Actions
3. INTERNATIONAL JYVÄSKYLÄ - Services
4. EDUFUTURA - Education

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Question 1: What does Talent Boost hope from EduFutura?

Question 2: How do we expand the course offering in English so that it meets Talent Boost's needs?

To answer these question we need to look at:

- What is Talent Boost?
- How is this reflected in the Talent Hub being developed here in Jyväskylä and Central Finland?
- What is the remit of EduFutura?
- How is EduFutura going to contribute to the success of Talent Boost and International Jyväskylä?

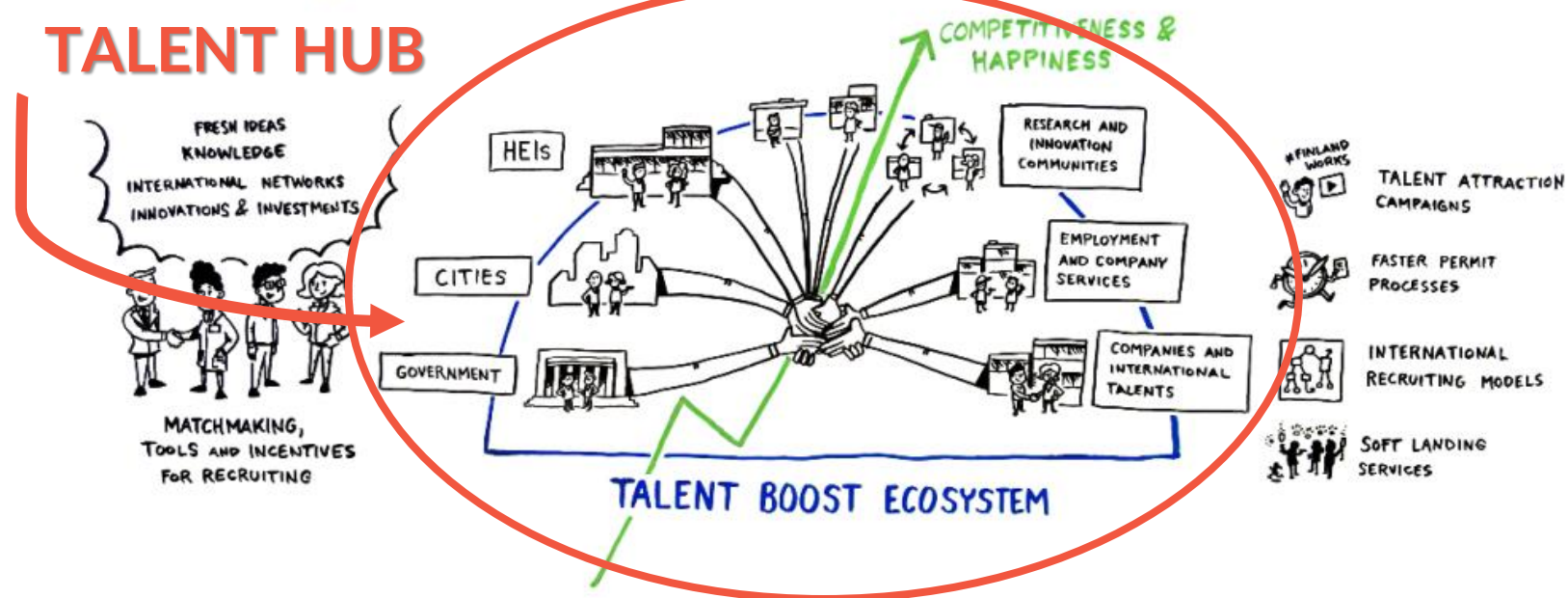


Talent Boost an overview

TALENT BOOST – ATTRACTING AND RETAINING INTERNATIONAL TALENT



TALENT HUB



WWW.TALENTBOOST.FI

The Objective of our Talent Hub in Relation to the Talent Boost Programme

The TB Objectives

1. Finland (Jyväskylä) becoming an internationally attractive place to work, study, carry out research, and invest.
2. Employers willing and able to recruit international talent.
3. The expertise of international specialists driving the internationalisation and renewal of Finnish companies and organisations.

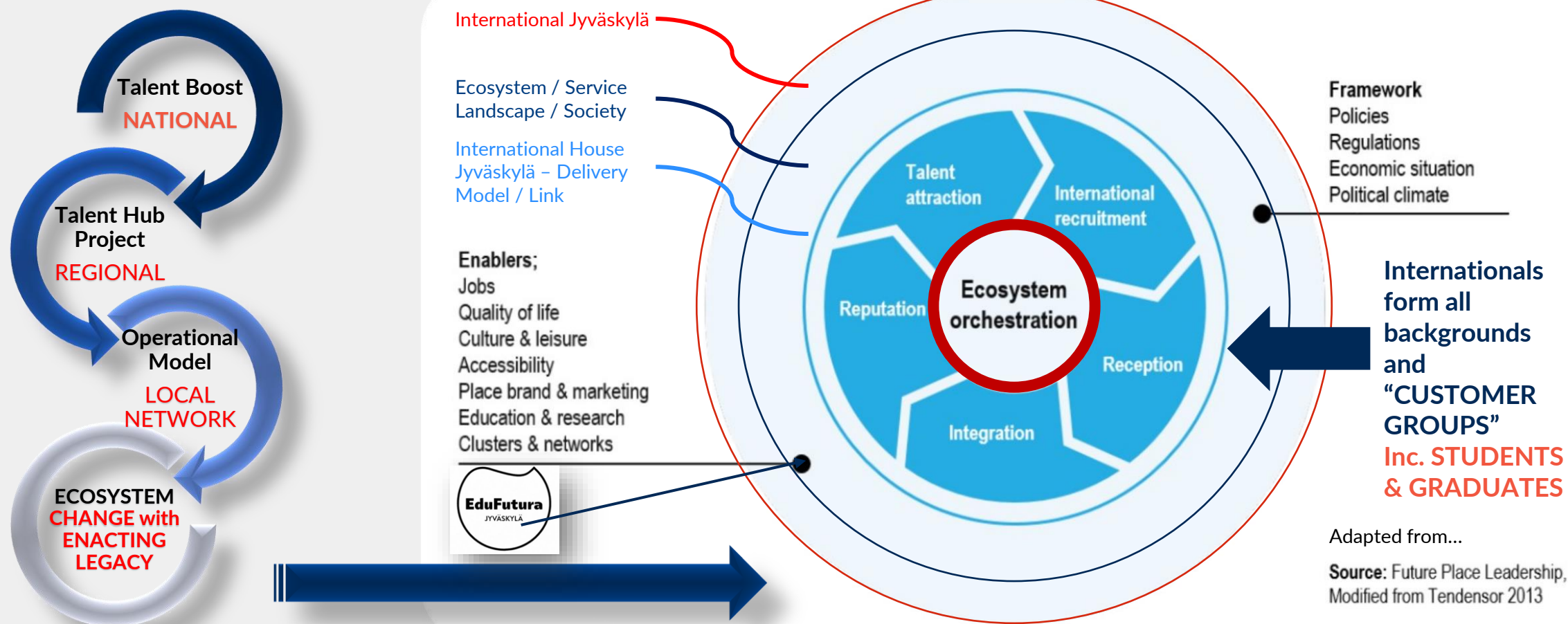
The TH Actions

1. Create and maintain an ecosystem to support foreigners (**international students being one group**)
attitudes - culture - values - services - infrastructure - resources - strategy - education/training - employment
2. Create and maintain links and pathways between the employers and employees. Lower thresholds - future skills development for both target groups.
3. Long term viability to create genuine legacy and systemic change. **Self-perpetuating ecosystem to make future-proof.**

INTERNATIONAL JYVÄSKYLÄ




WHAT? -The “Talent Hub Ecosystem”... From National “Vision” to Local “Action”



The Talent Boost Programme and Talent Hub Project Measurables

Using the TB Measurables to Guide our Actions

1. In accordance with the Government Programme's aims, speeding up the residence permit process for applications based on work or studies to one month and creating a two-week fast track for specialists, growth entrepreneurs and their family members.
2. Promoting measures to **attract and retain international talent**, and to help their families settle in Finland
3. **Advancing the employment** of international students and researchers in Finland.
4. Creating a model for **international recruitment**.
5. Using international talent to **attract investments** and to support the growth and internationalisation of companies and R&D activities.
6. **Preventing the exploitation** of foreign labour.
7. **Increasing receptiveness and diversity in the workplace.**



EduFutura (JAMK, JYU, GRADIA providing effective training and education to help achieve each of these goals and measures.



The Talent Hub Concept in JKL

What is it?

- An operational model?
- An ecosystem?
- A service delivery framework?
- A professional network?
- A consortium?
- A customer service model?
- An auditing and evaluation tool?
- A physical place?
- A think tank?
- D I E assurance?
- Etc...

Outline

The Talent Hub encompasses all of these things

To enact and manage a **MULTI-AGENCY** solution to the highlighted problems.

A City/Regional approach to meeting the 3 set objectives and the 7 TB programme measures

High level goals

A multi-dimensional framework onto which all regional activities can be situated and managed in a collaborative and cooperative way...

Ensure:

- **Service** (not Bureaucracy)
- **Efficiency** (for providers)
- **Clarity** (for customers)
- **Legacy** (for the future)
- **Accessibility** (for all)
- **Accountability** (for leaders)
- **Agency / ownership**

Guided by the Talent Attraction Management (TAM Model)



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Third Sector / NGO

High level goals

A multi-dimensional framework onto which all regional activities can be situated and managed in a collaborative and

INTERNATIONAL JYVÄSKYLÄ

MEMBER OF
EduFutura
JYU/JAMK

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- D I E assurance?
- Etc...

BUSINESS
& Industry

Entrepreneurs,
Leaders, Ind.
Bodies

Bodies

- Service (not Bureaucracy)
- Efficiency (for providers)
- Clarity (for customers)
- Legacy (for the future)
- Accessibility (for all)
- Accountability (for leaders)
- Agency / ownership

Guided by the Talent Attraction Management (TAM Model)



HOW - A Talent Hub operating in and for Jyväskylä. The existing landscape – Enabling a SKILLED WORKFORCE





HOW – International Jyväskylä operating **in** and **for** the region. The existing landscape – Enabling a multi-cultural society & SKILLED WORKFORCE

The Talent Hub ecosystem and International Jyväskylä operating model will ensure collaboration, cooperation and co-existence in the broad landscape of service provision, support, innovation. Working in harmony and support of each other.



International Jyväskylä grows and develops to become a self-sustaining environment remaining in-tune with and reflecting the needs, requirements and expectations of the international community.



A SYSTEM APPROACH - “Boosting” the internationality of Jkl in practice, and successfully supporting the population...

The Talent Hub Project builds links and collaboration in each of the areas of support and key workstreams with partners and collaborators and associated projects.

The overall aim to build, develop, and maintain PROFESSIONAL, EDUCATIONAL, CULTURAL, SOCIETAL **pathways** for internationals, to promote talent attraction and retention through effective support.

Signposting
and support
pathways

Cultural
Awareness
and Support
Structure

Social
integration -
knowledge
and skills

Employment -
Finnish
workplace
experience &
skills

Entrepreneurial
support,
pathways and
networks

Edu. &
Academic
career
support –
Family
support

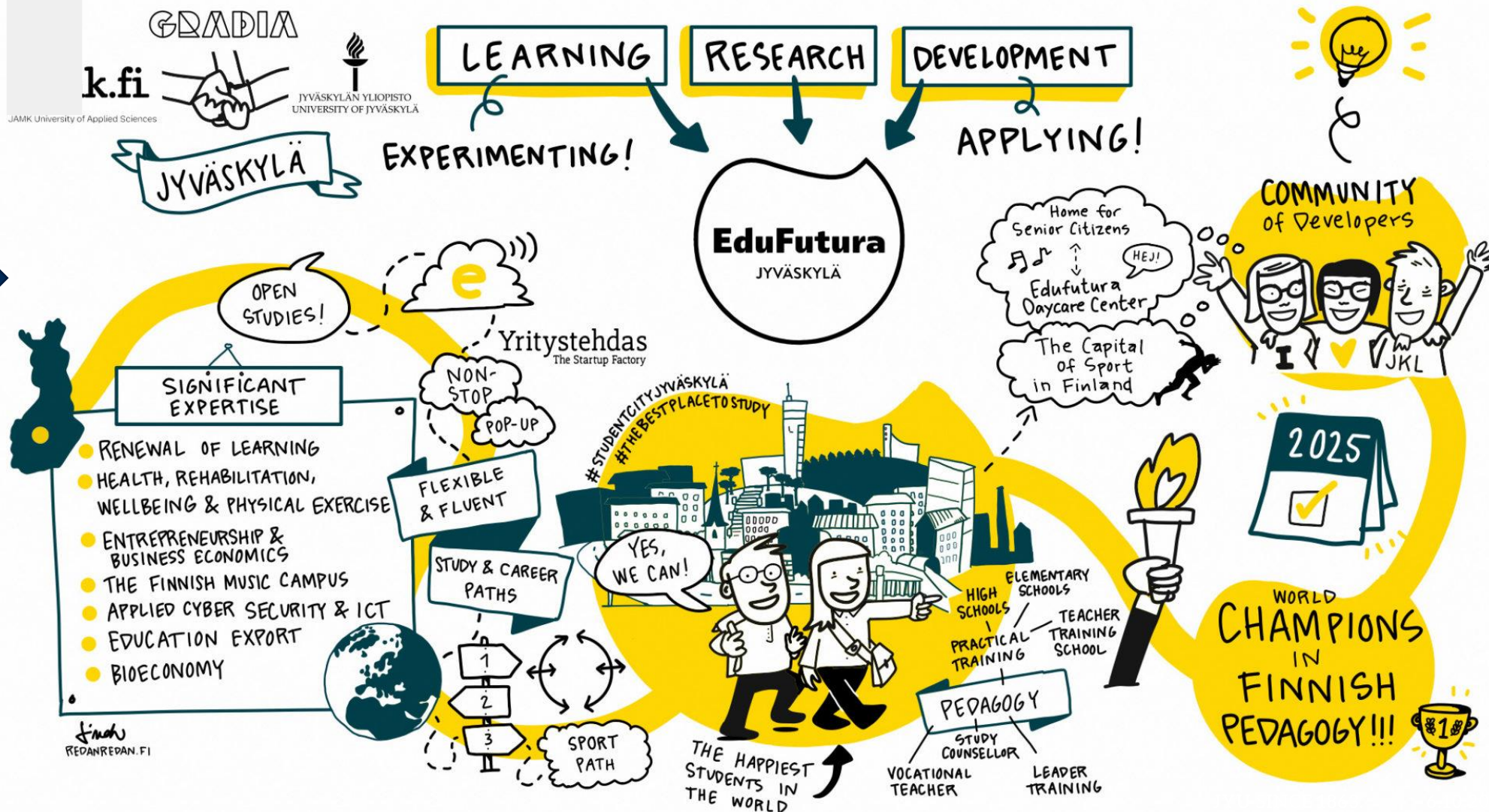
Professionals,
students, partners,
spouses, children,
family members





So... Where does EduFutura fit in this "International Jyväskylä" ecosystem?

INTERNATIONALISATION OF
OVERALL OPERATION - THINK
INTERNATIONALLY





INTERNATIONALISATION OF
OVERALL OPERATION - THINK
INTERNATIONALLY

So... Where does EduFutura fit in this "International Jyväskylä" ecosystem?

For Student

Build your own study path at Jyväskylä! EduFutura allows you to build your own study path by choosing the contents and studies that interest you the most from the selection of each EduFutura institute. All studies are presented in the catalogue.

[READ MORE](#)

- HEALTH, REHABILITATION, WELLBEING & PHYSICAL EDUCATION
- ENTREPRENEURSHIP & BUSINESS ECONOMICS
- THE FINNISH MUSIC CAMP
- APPLIED CYBER SECURITY & ICT
- EDUCATION EXPORT
- BIOECONOMY

Finland
REDANREDAN.FI

For companies and working life

We are developing the working life and competence of the future. We predict the competence needs of the future and create entrepreneurship opportunities for the students.

[READ MORE](#)

RESEARCH

DEVELOPMENT

2
APPLYING!



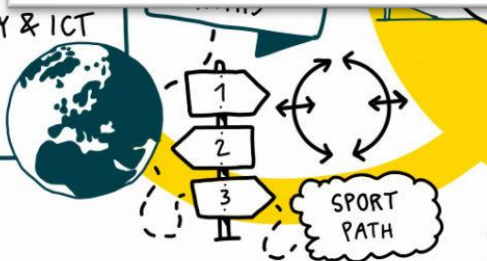
COMMUNITY
of Developers



The EduFutura community
networking between the
organisations. When we know

each other, we can create new ideas and solutions.

[READ MORE](#)



STUDENTS IN
THE WORLD

VOCATIONAL
TEACHER

LEADER
TRAINING

EduFutura
JYVÄSKYLÄ



Some facts when contemplating this question...

EduFutura

- Edufutura is designed to serve ALL students of Jyväskylä
- It is a pre-existing model of collaboration and a network of Educational professionals
- Its remit is to serve both domestic Finnish Students and International Students

Talent Boost

- International Students are a key target group, and customer group for Talent Boost – Jyväskylä
- A key hurdle in retaining “talent” is:
 1. Unsuccessful social and cultural integration – International student bubbles
 2. Not understanding Finland – culture, society, work culture, industry, family life, identity
 3. Insufficient Finnish language skills and ability upon graduation
 4. Insufficient workplace experience and understanding upon graduation
 5. Lack of a social and professional “network”

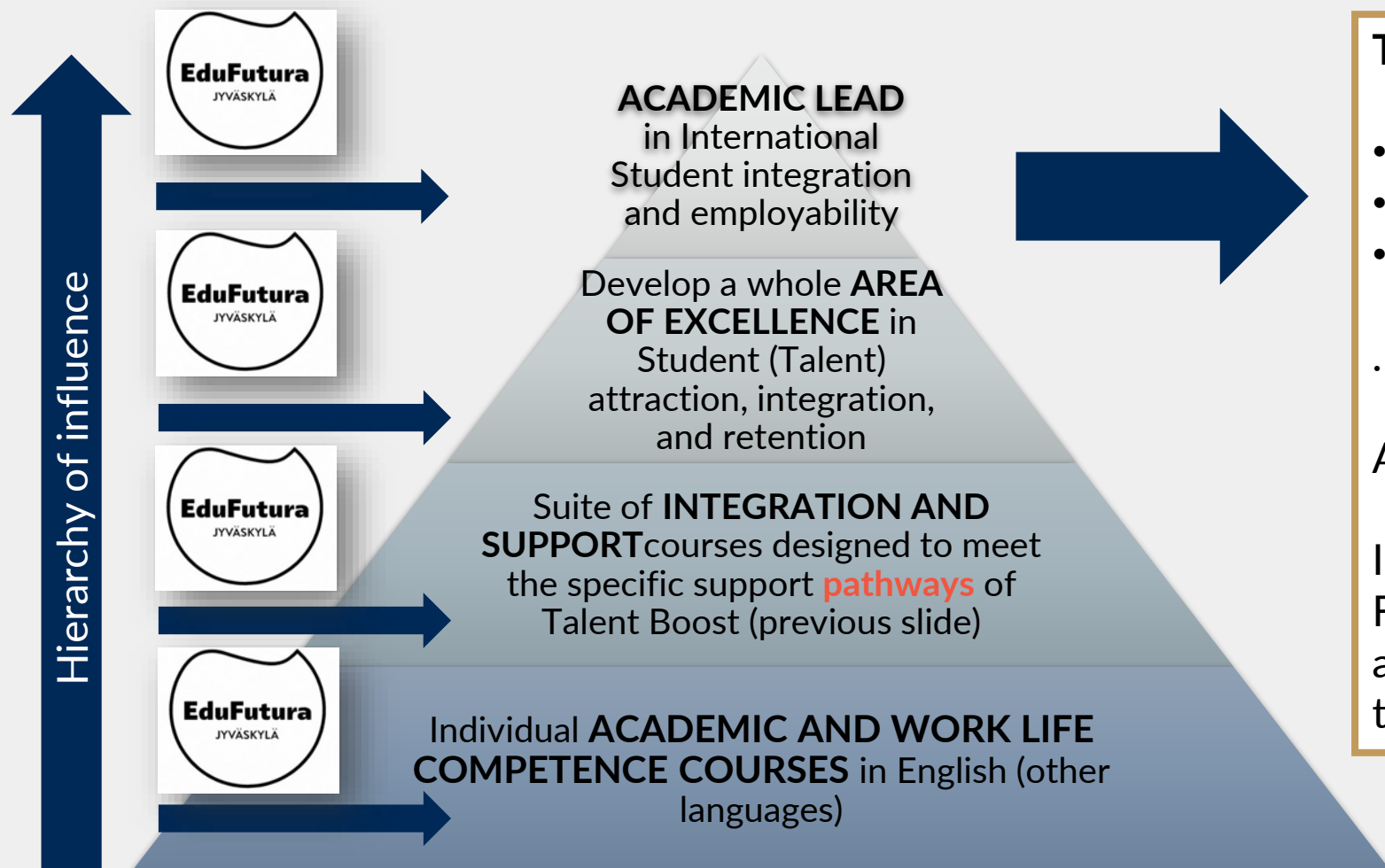


QUESTION: CAN EDUFUTURA HELP SOLVE ANY OF THESE ISSUES?



What EduFutura can do in relation to Talent Boost objectives

Possible ideas...



Talent Boost Objectives:

- Attraction...
- Integration...
- Retention...

...Of International Students

And also...

Internationalisation of Finnish Students – affect attitudes and culture for the better.



Internationalisation of existing course offer

New offer of more internationally focussed courses

A question for all of us: What is EduFutura capable of?

- To contribute towards a feeling of BELONGING
- To prepare the international student for working life – enhance employability – decrease anxiety
- To integrate the student into Finnish culture and society
- To help Finnish students be more internationally open and aware
- To promote industrial innovation and research by international students – Entrepreneurship
- To promote multi-nationality networking – internationals/Finns



JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

Thank you
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Questions and discussion

Now I throw the questions back to you:

What does EduFutura hope to do for Talent Boost?

How do we expand the course offering in English so that it meets Talent Boost's needs?