



### Example: France

- 84 universities
- more autonomy for universities (LRU, 2007)
- Opération Campus: 5 billion euro in 12 campuses
- estimated 30% of all university buildings is in (very) bad condition
- goal is to create 'centres d'excellence' to compete internationally
- financial injection represents only 1% of annual resources
- case Paris:
  - stimulate collaboration between 8 Paris universities
  - invest in student housing: add >12.000 units
  - use synergy university-city: 'univer-city'
- extra money for 9 more universities (260 million to share)

### What's next?

#### Sharing knowledge in European network

- generate collective data & tools to support policy makers
- many countries have informal or professional organisations to share management information, for instance:



HIS



Akademiska Hus



HEFCE / AUDE



'HOI'

collect and compare  
strategic – financial - functional – physical  
management information for campus decisions



→ NEXT BOOK – “Managing the European campus”

### Role European University Association EUA

- putting campus (management) on the strategic agenda
- gathering data in European network
- use 'crowd sourcing' and 'crowd funding' (EU universities)
- to generate collective management information
- compare campus management models (campus ownership)
- result: publications / benchmarks / tools

→ supporting campus decisions of EUA members



### Questions for workshop participants

Informative

1. Your role in campus management?  
[policy maker, responsible for campus management, researching the campus]
2. Ownership of your campus? [university or other party]
3. Campus strategy part of your university strategy?

For debate

4. Your opinion about the importance of (a) the campus and (b) innovative campus management

What's next?

5. Role EUA in researching and comparing campus management in different countries? [would you be interested / participate?]


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### META CONCLUSIONS

1. THEORY
  - managing the campus is complex task
  - affects all university performance criteria
2. PRACTICE
  - trends are international
  - “to share or not to be”
3. MODELS
  - align university & campus strategy
  - combining traditional, network & virtual campus

→ Share information in European (EUA) network

