



Universidad
de Navarra



BUILDING UNIVERSITIES'
REPUTATION



UNDERSTANDING THE STUDENT PERSPECTIVE: KEYS TO A REPUTATION STRATEGY

2ND EDITION "BUILDING
UNIVERSITIES' REPUTATION" CONFERENCE

30-31 MARCH 2017

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SAVE
THE DATE

PLENARY SESSIONS



Meeting student expectations: Key for university reputation

Marijk van der Wende
UTRECHT UNIVERSITY



University Social Responsibility: University reputation and response to social demands

Reyes Calderón
UNIVERSITY OF NAVARRA



Global universities and reputation: internationalization at home

Hans de Wit
BOSTON COLLEGE



Institutional governance and reputation

Mónica Herrero
UNIVERSITY OF NAVARRA

OTHER SPEAKERS



Louise Simpson
W100



Jan Sadlak
IREG



Lorraine McIlrath
NATIONAL UNIVERSITY
OF IRELAND GALWAY



Robert Morse
US NEWS



Dasha Karzunina
QS



Riri Fitri Sari
UI GREENMETRIC RANKING

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OTHER TOPICS

The employer's perspective:
Is university reputation a plus for graduate employability?



The virtuous circle of investing in the community: the paradox of service learning



Core curriculum: Educating the whole person



Alumni networks: allies for institutional reputation



Communication strategies with students



Marketing and higher education: a complex relationship



Becoming in-tuned with students: listening, understanding and engaging



Best practices in social and environmental responsibility



How do rankings interact with student expectations?



Student choices, student voices



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IREG

IREG Observatory
of Academic Ranking and Excellence



Conferencia de Rectores de
las Universidades Españolas



Asociación de Directores de Comunicación