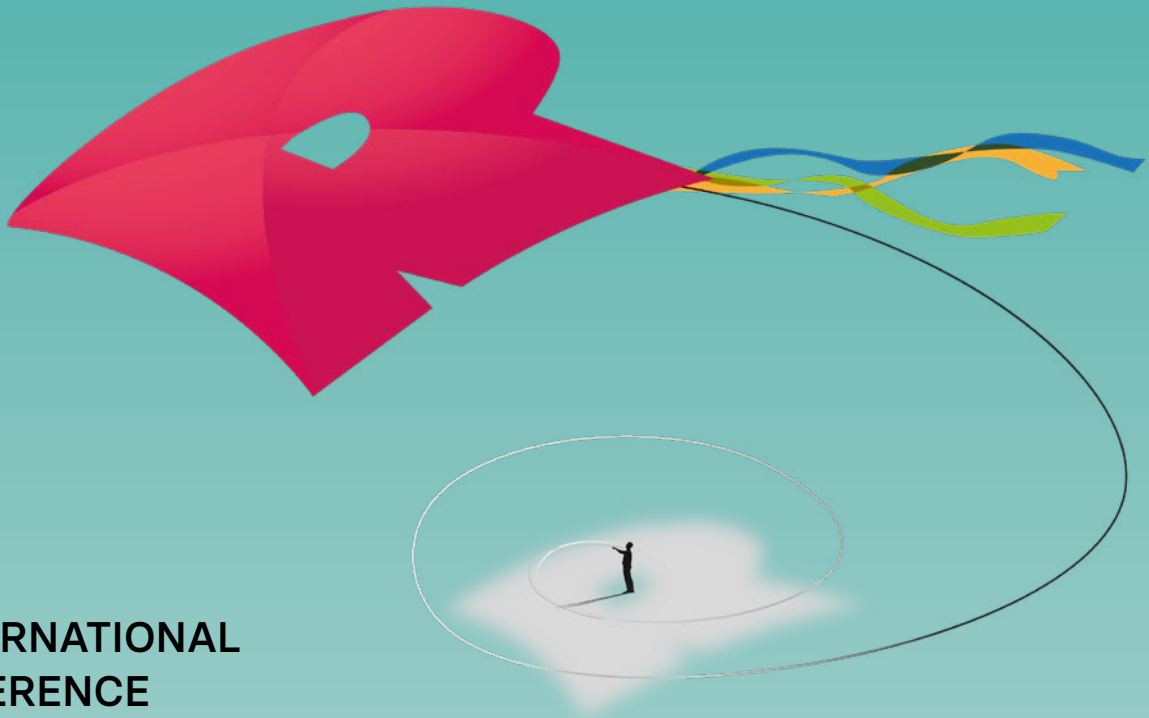




Universidad
de Navarra

LAST UPDATE:
SEPTEMBER 28



V INTERNATIONAL
CONFERENCE

Building Universities' Reputation

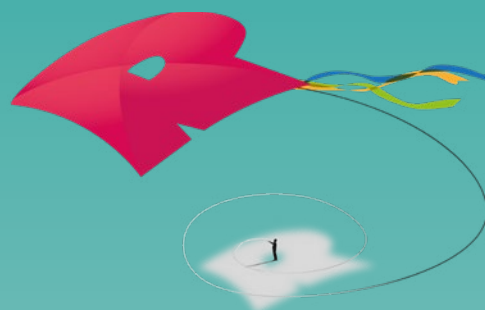
Flying High

Reputation and Rebuilding the
University for a Post-Covid World

14, 19 and 21 October 2021

V INTERNATIONAL CONFERENCE

Building Universities' Reputation



Flying High

Reputation and Rebuilding the
University for a Post-Covid World

14, 19 and 21 October 2021



DAYS

Thursday, 14 October; Tuesday, 19 October; and Thursday, 21 October 2021



SCHEDULE

6:30 to 7:30 p.m. (CET)



ORGANIZED BY

The Center for University Governance and Reputation (University of Navarra)



FORMAT

Webinar (Zoom)



LANGUAGE

English-Spanish interpretation will be available



Building Universities' Reputation (BUR) is an international conference that has been organized by the University of Navarra's Center for University Governance and Reputation since 2015 to **share experiences and reflect on the ways universities can cultivate their reputation, connect with their target audiences and contribute to the common good.** The Conference has brought together hundreds of academics and professionals from the world's best universities and has inspired research projects and publications on university governance, strategy and reputation.

* The Center's blog

<https://universityreputation.es/>



The pandemic has left society confused, unprotected and in need of a boost in confidence. The credibility of institutions has been questioned and the university is no stranger to this problem. The new edition of the Building Universities' Reputation International Conference will offer **proposals for rebuilding reputation and regaining trust**.

For three days, experts from different countries will contribute their experience and reflect on how **universities can strengthen their educational purpose and become benchmarks for generating knowledge** as a means of discrediting post-truth culture.

PROGRAM

THURSDAY, 14 OCTOBER

THE PURPOSE OF THE UNIVERSITY

Critical Thinking for Civilized Coexistence

Moderator:

José María Torralba

Director of the Core
Curriculum Institute at
University of Navarra

6:15 p.m. (CET)

Welcome and introduction
to the Conference

6:30 p.m. (CET)

Lecture



Jonathan Haidt is a social psychologist at New York University's Stern School of Business. Haidt has co-founded a variety of organizations and collaborations that apply moral and social psychology toward that end, including HeterodoxAcademy.org, OpenMindPlatform.org, and EthicalSystems.org. Haidt is the author of *The Righteous Mind: Why Good People are Divided by Politics and Religion*, and *The Coddling of the American Mind: How Good Intentions and Bad Ideas are Setting Up a Generation for Failure*, and any more.

In recent times, university education has become entangled in debates that have stifled intellectual thought and all attempts to explore new ideas. Trigger warnings, comfort zones, the sense of incredible fragility and the fear of offending others have extended a cloak of silence that threatens the university's very purpose. It is urgently necessary for universities to encourage their students to engage in pluralistic critical thinking and promote harmonious relations based on a commitment to the truth.

Keywords: thinking, academic staff, dialogue, common good, pluralism, polarization, populism, intellectual debate, comfort zones, trigger warnings

PROGRAM

TUESDAY, 19 OCTOBER

RECONNECTING WITH STUDENTS

New Links for Relations with Meaning

Presented and directed:
Charo Sádaba

Dean of the School of
Communication at the
University of Navarra.

6:30 p.m. (CET)
Round table



David Estok has been Vice-President, Communications, at the University of Toronto since 2015. David Estok was Vice-President, Brand Marketing and Communications for SickKids Foundation.

Edward Brooks is the Executive Director of the Oxford Character Project at the University of Oxford. His research lies at the intersection of virtue ethics, character and leadership development.

Charo Sádaba has been dean of the Faculty of Communication at the University of Navarra since 2017. As a professor of Advertising, she teaches in the areas of Digital Communication, Advertising and Marketing both undergraduate and graduate.

The pandemic has revealed the fact that the university is a community of fragile connections. Students have witnessed the shrinking of the university's social and emotional dimensions and the university itself has been engulfed in a profound crisis. Strategies and projects are needed that bring back students' belief in university education. How can universities rethink their relationship with students? What new forms of academic commitment and communication can we learn to begin the conversation with students again?

Keywords: communication, character, students, social and emotional dimension of the university, comprehensive education, personality

PROGRAM

THURSDAY, 21 OCTOBER

TEACHING WITH SCIENCE

Public Discourse for Context Rebuilding

Moderator:

Rafael Sarralde

General director of
the Spanish edition
of The Conversation.

6:30 p.m. (CET)

Conversation

**INTERPRETATION WILL
NOT BE AVAILABLE**



Juan Ignacio Pérez Iglesias is a full professor of Physiology at the Universidad del País Vasco and was the Rector of the university from 2004 and 2008. He has been the Director of the Scientific Chair since it was created in 2010. He is also the President of Jakiunde, the Basque Academy of Sciences, Arts and Letters, and of the Advisory Committee of the Spanish edition of The Conversation.

Ramón Salaverría is a full professor of Journalism at the University of Navarra. He has been teaching and doing research on digital media for more than 25 years. In the 2014-2015 academic year, he was a visiting scholar at the Moody College of Communication of the University of Texas at Austin (United States). He has taught courses and spoken at conferences in more than 30 countries.

We are witnessing a progressive decline in public discourse that is threatening democratic coexistence. Teaching scientific knowledge is a key means of fighting disinformation and awakening civic awareness among students. Universities are called on to defend paradigms and develop initiatives that rebuild contexts and provide people with resources to help them handle the threats of manipulation and post-truth.

Keywords: truth, knowledge, science, dissemination, trust, democracy, citizens, public opinion, disinformation, post-truth

CONTACT

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MORE INFORMATION

<https://www.unav.edu/en/web/building-universities-reputation/inicio>

THE BLOG OF THE CENTER FOR
UNIVERSITY GOVERNANCE AND REPUTATION

<https://universityreputation.es/>

ORGANIZED BY

The Center for
University Governance
and Reputation



Universidad
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CENTRE FOR REPUTATION LEADERSHIP



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