



**AALBORG UNIVERSITET**

Udkast

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**Minutes of the employer panel meeting, Medialogy**

Friday, 29. november 2019

Rendsburggade 14, Aalborg

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Date: 29-11-2019  
Case no. 2019-412-01348

**Participants:** Michael Schmidt, Dripta Roy, Bjørn Flindt Temte (Skype), Sune Wolff, Simon Lajboschitz (Skype), Luis Emilio Bruni, Kasper Rodil, Hendrik Knoche (Skype), Martin Kraus, Claus B. Madsen, Sebastian Boring Nis Ovesen

**Cancellation:** Camilla G. Christensen, Claus Holm

**Other participants:** Anne-Marie Rasmussen (minute taker)

**Referat**

<b>1. Approval of the agenda</b>
Approved.
<b>2. Welcome and introduction</b>
<ul style="list-style-type: none"><li>• Presentation of the employer panel</li><li>• What is an employer panel?</li><li>• Mandate/rules - <a href="#">here</a> (in Danish only)</li></ul> <p><b>Presentation:</b></p> <p>We opened with a presentation round. 3 members participated via video conference. The rest were in the Create meeting room.</p> <p><b>What is an employer panel?</b></p> <p>Nis Ovesen, head of studies, gave a presentation (see enclosed slides) focusing on the Aalborg University (AAU) PBL model, collaboration with the industry, and the international ranking of AAU. After this the role of the employer panel was described. Finally he used <a href="http://www.menti.com">www.menti.com</a> to allow the panel members to write what they believed to be the three most important Medialogy competences. Some of the key words that came up were: teamwork, facilitators, technical confidence, iterative design, media, users, problem solving, agile digital etc. During lunch, we had a small debate about some of the suggested competences.</p>
<b>3. Short introduction to the Medialogy educations</b>
<ul style="list-style-type: none"><li>• Presentation by the chairman of the Study Board</li></ul> <p>Claus B. Madsen, chairman of the Study Board of Media Technology, gave a short introduction to the Medialogy educations (see enclosed slides). First focus was the competence profile. The next slide showed where the Medialogy students are placed in relation to UXD/XD and the Software Engineer / Computer Scientist roles. The topics in the bachelor program were presented by each semester. We were</p>



also informed about the intake figures for both 2019 and 2016 for the bachelor program, showing how dimensioning has reduced the intake.

Master in Medialogy - we were informed about the specializations and the semester topics. The intake figures for 2019 in both Aalborg (AAL) and Copenhagen (CPH) were presented. In AAL 71% of the intake are students with legal rights, in CPH it is 32%. The competition among master programs in CPH is much higher compared to AAL.

The Medialogy master study plan is currently under revision and the process will be completed fall 2020. The actual MED9 semester shows that roughly 33% of the students participate in DADIU, 33% in POSEO (project oriented work in an external organization) and the remaining 33% stay and do a regular AAU project. We also experience that some students want to study abroad.

**4. Employability**

- Presentation by the Head of Studies 13.00-13.15
- Group discussion 13.15-14.15
  - What is the Medialogy job market?
  - How do our graduates get their first job faster?
  - What are the graduates' most important competencies?
  - How can we improve the graduate profile?

Head of studies presented some figures regarding employability. See the slides. We have made some initiatives – mentioned in the slides, and also mentioned here:

- Collaboration with the AAU carrier center on MSc level
- Carrier VIP in both AAL and CPH
- External investigation of slow transition to job market (project called: "IS IT A BIRD")
- Industry collaboration on multiple semesters
- Upcoming curriculum revision

From the external investigation the preliminary findings are that the Medialogy content and narrative can be confusing, and that the relation between the education and the industry is not strong enough.

We had a debate about how the graduates get their first job faster, what the job market is, what the graduates' competencies are and how can we improve the graduate profile.

One major issue is that the industry might have problems figuring out what the graduates are able to offer jobwise.

The Medialogy word as a brand is diffuse. It is a good education to becoming a generalist.

The figures cannot provide information about the students doing innovation and entrepreneurship. More focus on object oriented programming or business intelligence could be beneficial.

During carrier development it is important that AAU teach the students to present themselves through portfolios or other profiling methods. It is also important that they know how to reflect the competences in to the needs of the industry. We see students with both introvert and extrovert behavior – it is important to have focus on both types of students. The students that have success getting a job are good at explaining what they have learned through the educational program. The self-esteems of the students sometimes changes when the students have been out in the Industry.



Chairman of the study board asked how the candidates were hired in the industry.

Most were hired through internship. The industry highly appreciates the candidates experience with group work/team work in the AAU programs. Most company's look for employees that have a multi skill set that they can work with. In some cases the candidate rang the company before sending the application and it could be beneficial that the company know about the interest and the skills before receiving the application. It can be an advantage if the job application and CV documents are a bit different compared to all the other applicants.

Profiles in LinkedIn were debated – it is possible to find some of the topics there. The employer representatives indicate that LinkedIn is the major tool for recruiting for the companies. The students should start using this to build their portfolio and network. Beneficial for the study, when the competence profile needs updated.

**5. Collaboration with the Industry**

- Presentation by the Chairman of the Study Board 14.15-14.20
- Group discussion 14.20-15.00
  - What are the preferred collaboration formats?
  - How do we strengthen the collaboration throughout the education?
  - How do we communicate better with industry?

Chairman of the Study Board presented the prepared slides regarding collaboration with the Industry. We have 3 collaboration instruments. Through project work. Students in POSEO and finally DADIU.

We find that it is a challenge, that the external collaborators might not be actual potential future employers.

The POSEO is carried out either that the student finds the external organization or the supervisor/semester coordinator has the contact with the external organization.

Head of studies had prepared 3 questions for debate:

- What are the preferred collaboration formats?
- How do we strengthen the collaboration throughout the education?
- How do we communicate better with the Industry?

Head of studies would like to have more focus on the project catalogue and will work with it in the near future.

The Industry would like to have the possibility to have interns in all semesters. It is however beneficial that the students are late in their education, where they are more mature and experienced. The industry would like to invest time in serious projects. A spring semester could also be better because of more room or more time for the company. The duration of the POSEO works best for a full semester or even longer. Not short time. Head of studies informed that the bachelor students have legal right for the master program for 3 years now compared to 1 year before. Maybe the bachelor project could have interest for the industry and then the student could start in the Medialogy master later. By this the student could get more project work in collaboration with external organization between the programs. For some companies it is not always a claim to see a master's degree because some applicants can have other remarkable skills.

Project collaboration is important at all levels. We had a debate about how to write the project proposals – good collaboration with the industry and secure that the students get quality in their own education. It is important to have meetings with the industry to translate the need for the POSEO and make the students understand the importance.

We also debated how to address a big company like Grundfos. Maybe we should consider to have VIP dedicated to being responsible for external collaboration contact.



We have a Medialogy career network Linked-in profile (Medialogy Career Network). It is important that the companies join this group.

## 6. Completion and evaluation

Head of studies wrapped up the meeting and asked if the meeting had been meaningful and if we could do anything to improve the format?

The participants felt the meeting was really meaningful. For next time it would be beneficial with some very specific topics AAU wanted to have feedback on.

Head of studies confirmed that a late spring 2020 meeting is planned, where focus will be on getting feedback on drafts of the new Medialogy study plan.

The meeting was also fruitful for the department. Especially the debate about employability and on continuing the good collaboration with the companies/Industry. Perhaps even more research based collaboration.

Chairman of the study board approved the collaboration and points out we may need to continuously adjust the composition of the employer panel to get as balanced view of the industry. Perhaps contact the "branche-organisation" as networking partner. A recruitment person (HR staff) from the Industry could also be beneficial on the board.

Thank you for your participation.