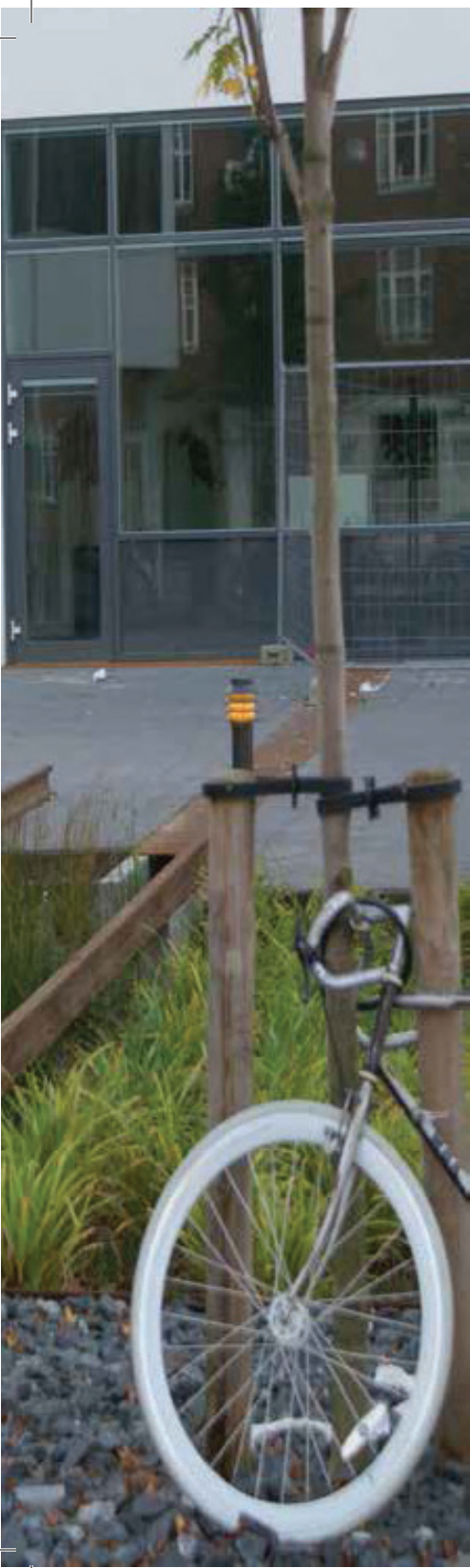


Educational Strategy

2015-2018



**Aalborg
Kommune**



Content

Preface	4
Status	6
Vision and goals	
Sub-goals	
1. Broad cooperation among educational institutions	10
Status	
Goals	
2. Innovative cooperation among study programmes and business	12
Status	
Goals	
3. STAY – work after completion of studies	14
Status	
Goals	
4. Development of study environment and housing offers – including CAMPUS	16
Status	
Goals	
5. Cultural and leisure offers with focus on students	18
Status	
Goals	
6. Globalisation and internationalisation	20
Status	
Goals	
Marketing the educational city	22
Appendices	24



Preface

Aalborg has undergone rapid growth in recent years. In 2014, the nearly 41,000 students in Aalborg accounted for approximately 20% of residents in the city. Aalborg can therefore rightly be referred to as an educational city.

During the period from 2012-2014, many students chose Aalborg as their educational city. It is our goal to continue to attract students from the Northern Jutland region, but also from the rest of the country. A high number of students in Aalborg, however, is not a goal in itself.

We want students to choose Aalborg because Aalborg can offer them the education of their dreams, but also because Aalborg Municipality is committed to working together with the educational institutions to give students the best possible quality education in an inspiring and inclusive study environment and with real opportunities for work on completion of their studies.

Our goal is for Aalborg to be the town where it is easiest to get a student job and internship, to cooperate with the business community etc. – In Aalborg, you can use what you learn. Aalborg wants to be Denmark's best educational city.

We have already come far...

Aalborg wants to go even further. We want to commit ourselves. We must actively contribute to the creation of alliances between the education and business communities that ensure that students receive a good education, but also a connection to the job market during their studies and thus far greater chances of getting a job upon graduating.

The strategy for education goes hand in hand with that of business regarding a link between knowledge and business, where close cooperation between practice and theory is one of the cornerstones in the strategic plan for education.

The educational strategy also aims to produce visions that, together with Aalborg Municipality's Youth Strategy, support all youth, even those who are least ready for an education, including people with mental and physical handicaps, beginning and completing an education. At the same time, the educational strategy should also build bridges to the youth strategy's goal of giving the greatest possible number of young people an education.

We have already established good cooperation – the creation of this strategy happened in close dialogue with the Municipality's partners: the business community, cultural, sporting and other associations, young students, educational institutions and city administrations, which we hope have already taken ownership of the strategy.



Chairman of the Education Council
Lasse Frimand Jensen

Thanks to all of you who have contributed to the educational strategy. We look forward to continued good cooperation, when the strategy for the coming period is converted into concrete action.



Councilman for the Health and Culture Administration
Mads Duedahl

Aalborg Municipality defines students as:

All students/pupils registered in a qualifying youth, business or higher education study programme. The concept of "student" in the educational strategy will, therefore, include pupils in youth studies, as well as students in short or long higher degree programmes.

Status

During the time that Aalborg Municipality has worked to develop as an educational city, there has been exemplary growth in the number of students in Aalborg (see Appendix 1). Many partnerships have been established between the Municipality and educational institutions, just as cooperation with the business community has intensified and become more goal-oriented.

The educational strategy plays a double role. It aims to attract students to the city, but also keep them here once they have completed their studies. Both those students who come from Northern Jutland and those who have come to Aalborg because of the unique study environment the city has built up together with students in recent years.

Therefore, this strategy focuses not only on how the students in Aalborg can acquire qualifications that can benefit Aalborg, but also how Aalborg can serve as a locomotive for educational policy in the North Denmark Region.

The vision for the educational strategy, therefore, contains a regional perspective. Aalborg Municipality also expects closer cooperation with both the 10 other municipalities in the region and with the North Denmark Region when the strategy is converted to concrete action.

The educational policy should also be seen in conjunction with other strategies in Aalborg Municipality with which it shares common borders or interfaces. This applies primarily to the business plan, cultural policy, leisure policy and youth strategy, but also Aalborg Municipality's strategic work regarding internationalisation and SMART city. Educational strategy measures will therefore be coordinated and adapted to the activities launched for young people and students in the other strategic areas in Aalborg Municipality.





Vision and goals

Based on the experience gained from the implementation of the 2012-14 Educational Strategy, Aalborg Municipality's vision and goal for the educational strategy work are the following:

Vision:

To make Aalborg Denmark's best educational city.

The study environment should be attractive for the students during their study period and motivate them to pursue a business career in the region after finishing their studies.

Goal:

For 20% of all Aalborg residents to be students, corresponding to the 2014 level. The Municipality, educational institutions and the business community work together to create the best educational offer possible, in terms of quality, to all students in the city.

To achieve the vision and goal of a striking profile as an educational city with a high level of quality for those students, five sub-goals have been set, which are milestones in the implementation of the educational strategy.



Sub-goal 1:

Students should gain experience entering into work relationships on the job market during their study period. By 2018, all students should, as part of their studies, participate as much as possible in: internships, study jobs or project work with a company in the region (public or private), where relevant with complementary volunteer work.

Sub-goal 2:

Innovative entrepreneurship should promote development on the Northern Jutland job market. By 2018, at least 25% of companies established by new graduates should still exist in the Northern Jutland business community two years after establishment.

Sub-goal 3:

The study environment should be developed – inclusively.

In 2018, 50% of the students should be users of or active participants in the development of the city's clubs and cultural and leisure associations while they are studying in Aalborg.

Sub-goal 4:

Those students who leave the city after completing their studies should be ambassadors for the city. In 2018, at least 75% of the graduates who leave Aalborg should acknowledge that they will recommend other young people to move to Aalborg and study there.

Sub-goal 5:

The greatest possible number of students should remain employed in Northern Jutland after completion of their studies. In 2018, 65% of all students should find employment in Northern Jutland no later than one year after finishing their studies in Aalborg.

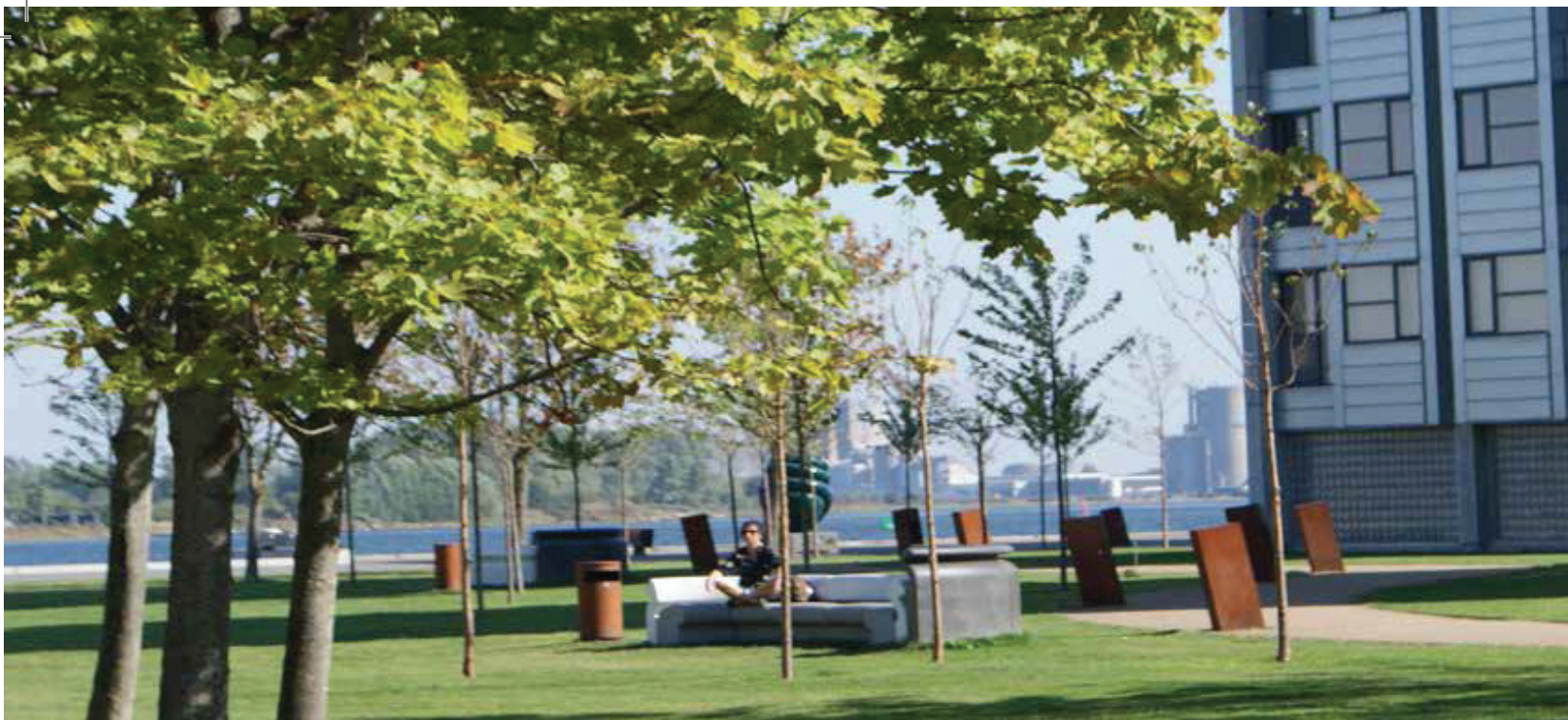
The subgoals are expected to be met in 2018 by the end of the period for the educational strategy.

During the period 2015-18, assessments will be made of the status of goal fulfilment. At the start of the period, the current status of the subgoals will be assessed.

Focus areas of the educational strategy

The sub-goals and objectives can only be accomplished through joint coordination among Aalborg Municipality, the educational institutions, students and the business, culture and leisure communities in Aalborg. The six focus areas of the educational strategy have been identified in dialogue with the strategy partners.





The six focus areas are:

1. Cooperation across educational institutions
2. Innovative cooperation between educational programmes and business
3. STAY – work after completion of studies
4. Development of student environment and available housing – including CAMPUS
5. Cultural and leisure offers with focus on students
6. Globalisation and internationalisation

The six focus areas will form the basis for the activities that will be launched under the auspices of the Education Council.

The catalogue of ideas for specific initiatives in the different focus areas is provided in appendix 2: Action Plan Educational Strategy 2015-18.

In each six focus areas, an assessment will be made of how far we have come with each at the start of the educational strategy's functioning period and what goals have been set.

The Educational City of Aalborg concept is used throughout the entire educational strategy.

The concept covers the physical study environment in the city: CAMPUS, infrastructure, housing, cultural and leisure opportunities, but also the framework that the educational institutions set for the students' learning space and the opportunities the students have to get acquainted with the job market through their studies, e.g. in the form of an internship, student job or project collaboration.

The Educational City is the physical, virtual and educational framework for students in the city.



Broad cooperation among educational institutions

Status

Binding cooperation among the institutions and Aalborg Municipality is a necessity in order for Aalborg to be able to offer students a flexible and developing educational environment.

Aalborg Municipality has therefore entered into strategic cooperation agreements with Aalborg University (AAU) and the University College of Northern Denmark (UCN), respectively. These strategic cooperation agreements form the framework for dialogue and cooperation between Aalborg Municipality and the educational institutions on specific projects. The cooperation helps to identify where opportunities exist for broad cooperation in which, e.g. youth and commercial study programmes can be involved.

Tech College Aalborg and Aalborg Business College also have cooperation agreements with AAU and UCN.

Aalborg Municipality plays a role of facilitator in the development of the cooperation between the parties to the Municipality's education policy universe, including tying the Youth Strategy goals and activities to the inter-institutional collaborations. This role has been instrumental in bringing the educational institutions closer to one another and has resulted in concrete cooperation, for instance the Study Aalborg Event for the youth study programmes, "Afterstudy" activities (October) and initiatives under Aalborg Creative Taskforce.

Today, AAU and UCN work closely together to provide the best educational offers to students, with the establishment of combined courses of study. This is done, e.g. to facilitate the transition from one study programme to another. This cooperation is of tremendous value to students. Aalborg Municipality will support the continuation and development of this cooperation going forward – particularly at a time when the winds of change in the field of education are blowing in another direction.

Goal

In Aalborg, the goal is: **Education for all.**

A wide variety of educational opportunities make the city attractive. This is best achieved when the variety of educational opportunities is determined in close cooperation/partnership among the different types of educations – vocational studies, youth studies, undergraduate and graduate programmes – and when there is the will to complement the variety with a combination of different types of education.

Aalborg aims to be “the world’s largest project group”. We must use each other’s skills – both within the individual education, but also across– educational institutions and levels. Aalborg Municipality will support the collaborative efforts. Implementation of projects in the city, where students from AAU, UCN and the vocational schools work together, is one of the goals for the cooperation. (Projects can be offered both by the Municipality and by private companies.)

Extensive counsellor cooperation among the Municipality’s guidance counsellors and the– educational institutions is a prerequisite for individuals to find the right access to the education system – even if it is not a straight path through the education system.

Cooperation among educational institutions in Northern Jutland is an important element in broadening the variety of education for students and thus creating a foundation for a boost in qualifications for the Northern Jutland labour market in the long term.

Close collaboration between the educational institutions and Aalborg Municipality must also be used to establish broad bridge-building efforts for youth requiring extra support in order to make an informed decision concerning their choice of education. In connection with the bridge-building work, support, e.g. in the form of mentors should be arranged, where appropriate. The partnerships between the educational institutions and Aalborg Municipality must further allow for youth who, for one reason or another, cannot complete a certain study program to be guided towards a more suitable education through internships and/or bridge-building work before they lose all interest in getting an education.

The interdisciplinary cooperation across educational institutions – partnerships within different paths of education aims to create more cohesive educational environments, benefitting both students and the development of professional environments. Aalborg Municipality will facilitate such cooperation.

Volunteer work should be an integral part of the youth education’s collaboration with companies, associations and institutions. The students should be introduced to volunteer work early on in their studies, as volunteer work allows them to build relationships that give them experience they can use when moving on in the education system and ties to the work market later on. Aalborg Municipality will make information about the volunteer work in the city available to the educational institutions and help facilitate the cooperation between the educational institutions and volunteer groups.

“We have an extremely solid cooperation among the educational institutions in the city and the region. This creates some unique opportunities – both for bringing together our current students across institutions, but also for building bridges throughout the entire education system and thereby guide young people in the educational direction that is right for them.”

**Inger Askehave, Pro
Vice-Chancellor at AAU**



Innovative cooperation between study programmes and business

Status

In Aalborg, innovation and entrepreneurship are on the agenda. BusinessAalborg runs a series of networks and business clusters in close collaboration with the business community, Aalborg University, the North Denmark Region and its municipalities and others from northern Denmark. This cooperation creates a unique platform for students to find work on the Northern Jutland job market after completing their studies.

BusinessAalborg offers, e.g. business advising for new graduates. In 2014, a record number of young entrepreneurs coming straight from the classroom and who wanted to continue work on their business concept took part in entrepreneur counselling.

The educational institutions in Aalborg – from vocational schools to higher education programmes – prioritise innovation and cooperation with the business community very highly as part of their potential for development.

Several different incubator environments have been established, including: Business Lift-Off at Aalborg Business College and Supporting Entrepreneurship at Aalborg University (SEA). Both offer students help in testing a business concept and how the idea can become reality.



Goal

In Aalborg, you apply what you learn...

Through close cooperation among the business community, the educational institutions and the Municipality, students are ensured a realistic relationship with the work life they will become a part of on completion of their studies.

Throughout their studies, students must feel that they are developing ties to the business community through internships, student jobs, project work or volunteer work.

Education in innovative processes and execution of innovative projects through the study programme must equip young people to start as entrepreneurs in the region after their studies.

Aalborg Municipality should create the framework for the development of an even stronger incubator environment, where students, through their studies, are given the opportunity to try out projects and ideas in real life.

To ensure the companies' knowledge of the students' qualifications and the students' insight into the business community's expectations, the companies should be involved to a greater degree as a natural part of the study programmes, e.g. at AAU and UCN.

That is why Aalborg Municipality, in a partnership between the Municipality, companies and the educational institutions, aims to be a catalyst for getting this process started.

In a collaboration between the educational institutions, the business community and the Municipality, Aalborg Municipality will initiate an "innovation week" in Aalborg, where all parties focus on innovation and innovative processes.

The interaction between production and knowledge is important – not least from the perspective of international competition. AAU on Demand and Solutions Camp are examples of what problem-based learning can create in synergy with production. Together with the educational institutions, Aalborg Municipality seeks to promote similar projects.

"Innovation and entrepreneurship are an important part of the students' everyday lives, where focus is on using the skills acquired. In Aalborg, we have a unique partnership between the Municipality, business community and educational institutions. This cooperation is an important element in the development of a strong incubator environment, where students contribute to the development of the region's business community in the long term."

**Poul Søren Jeppesen, Director
Aalborg Business College**



STAY – Work after completion of studies

Status

Aalborg Municipality has launched the STAY partnership, with focus on retaining highly educated individuals in the region on the completion of studies. The goal of STAY is to open up for job opportunities for students and thus ensure a boost in qualifications for the business community in the region. The STAY partnership is anchored in Business Development and produces cooperation with the other municipalities of the North Denmark Region through the cooperation in Business Region North Denmark.

The vocational study programs are still lacking a sufficient number of company internships to satisfy students' needs. This challenge must be resolved, in order to ensure there will be enough skilled craftsmen for the Northern Jutland business community in the future.



Goal

Through a targeted effort, we aim to ensure qualified employees for the region's business community. This applies both to bachelor's and master's degree students from the higher education programmes as journeyman from the vocational study programmes.

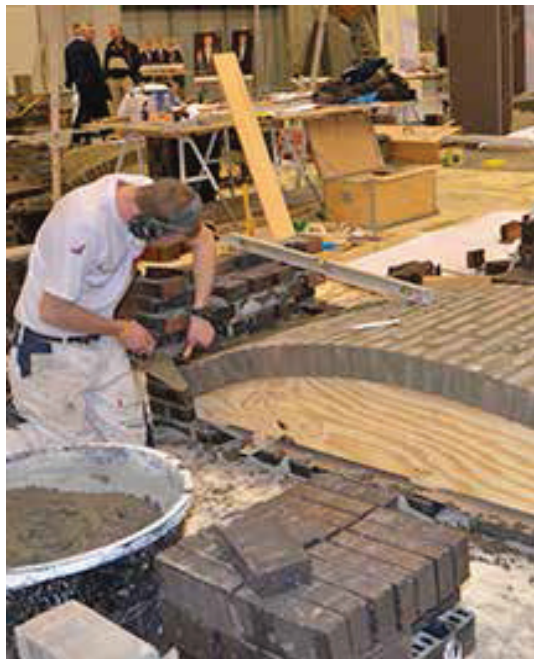
Close and focused work between the educational institutions and companies in the region – both public and private – is the way forward in order to reach our goal. All available instruments must be utilised.

Additional student jobs, internships and apprenticeships in the region's companies, as well as targeted match-making between the students and companies are necessary to ensure growth in the region of Northern Jutland.

The STAY partnership to retain highly- educated individuals in the region on the completion of studies will continue.

Through the STAY-partnership, Aalborg Municipality will work to ensure there are 1000 student jobs in the region (500 in the public sector and 500 in the private sector).

There will be special focus on small and medium sized enterprises through the establishment of a network for SMEs in Aalborg and the region, where a meeting between students and company management can take place – international students' special qualifications should also weigh in here.



The crafts professions in the region should be strengthened by retaining vocational school students after graduation. Aalborg Municipality will work to launch a STAY project for vocational school students.

The STAY project must secure internships in a Northern Jutland company for the greatest possible number of students in vocational schools. The aim of the project is to create a basis for development of the Northern Denmark craftsman's enterprises and that students start up as entrepreneurs upon graduating.

"Good education and a good study environment are important for our local business community if the companies are to grow and develop. This is because we are fighting for the best labour globally, and it is important, therefore, that we in the municipality and the region have a large local "talent factory"."

**Tonny Skovsted Thorup,
Commercial Director of
BusinessAalborg**



Development of study environment and housing offers – including CAMPUS

Status

The plan strategy for Aalborg Municipality with the establishment of the “growth axis” which, from the airport in the northwest to the harbour in the southeast, has laid the framework for the development of the physical study environment in the city centre and a connection between CAMPUS Centre and CAMPUS East.

Over the past five years, downtown Aalborg has undergone major changes. The area surrounding the waterfront, with Nordkraft, Musikkens Hus and Utzon Center, has given a huge lift to the physical environment in CAMPUS Centre.

Reading areas have been established at the library, and capacity for an additional 100 students in those reading areas is expected to become a reality in 2015.

The infrastructure in Aalborg has seen the expansion of public transportation to and between the CAMPUS areas. Bicycle “highways” have been

built between downtown Aalborg and CAMPUS East. The infrastructure will be further strengthened with the establishment of a light railway between “Vestbyen” in the west and the new hospital in the east of Aalborg.

In Aalborg, students can find a place to live. In the past 5 years, Aalborg Municipality has worked with the cooperative housing societies to build 6,000 new student housing units, of which 1,500 are still underway.



Goal

Aalborg must continue to be an educational city where students can expect to find good quality housing with a reasonable rent. The housing offer must be differentiated and available to all. It must be possible, e.g. to enter into vocational and social communities in the housing area.

Students who have completed their education but have yet to get a footing on the job market are often faced with a housing challenge. To keep such students in the region, Aalborg Municipality will work to offer “transitional housing” to students for the period in which they are looking for work.

It is important to create an attractive student environment in the city.

The city’s residents, including students are involved regularly in the development of the city’s offers and qualities in the form of multifaceted projects. With focus, among other things, on how one finds interesting temporary uses of spaces or areas in the city and thus, with an experimental approach, can make new city functions sprout up.

CAMPUS East is being developed in conjunction with the renovation of the housing areas. A common context will be created between CAMPUS and the housing areas in Aalborg East, possibly with the establishment of a shopping environment, a satellite of “Studenterhus”, with a café and entrepreneurial environment.

We must take advantage of the fact that Aalborg is an easily navigable city. Aalborg Municipality will work with student organisations to establish good joint intro activities at the start of studies, across study programmes and institutions.



“We students constitute an enormous resource; which is why– we naturally should be– involved in the development of Aalborg. It is relevant in connection with the– development of the city and student environment, but it also provides the best opportunities to get involved in the city’s organisational and cultural life.”

Søren Valgreen Knudsen,
student at AAU

Cultural and leisure offers with focus on students

Status

“Cultural policy 2013-2015 in Aalborg Municipality – take part” forms the framework of Aalborg Municipality’s initiatives in the area of culture, where involvement is in focus. One of the bearing principles in the policy is: Talents and growth layer. The cultural policy must support talents, passionate leaders within culture, associations and clubs through visible platforms, elbow room, talent development – and retention. In the implementation of the cultural policy, students are active players and an important factor.

Leisure policy is the foundation for club and leisure offers. Many new initiatives have been taken in recent years in this area. The aim is for there to be leisure time offers for all residents – including students.

Goal

Associations, cultural and leisure offers are an important part of the environment for all students. Aalborg must be viewed as an: “Amazing educational city” with a differentiated and diverse cultural and leisure life.

Therefore, Aalborg Municipality wants to involve students in the development of cultural and leisure offers, among other things as volunteers, e.g. to organise cultural events as Aalborg Festivals. Participation as a volunteer incites dedication and ensures that the activities also appeal to new students.



Maintaining cohesion between students and the rest of the city’s residents in leisure and cultural life is important. Students must be a natural part of the community, but Aalborg Municipality will also make a special effort, in cooperation with leisure and cultural organisations, to invite students inside – with focus on involvement.



Cultural events that focus on events out in the world should be included in the range of cultural offers. This ensures commitment and participation of international students.



New forms of sports and leisure offers that match the students' needs and wishes will be developed in close collaboration with the target group. Sport2Go is one example of this.

In the area of culture, new forms of offers arise of a temporary nature. Platform4 is an example. Aalborg Municipality will make frameworks available for students who are often mould-breakers in the area of culture and let them develop the content themselves.

Students who come to Aalborg must be introduced to the many exciting fora for cultural, leisure and club life, including evening class offers. Access is established to sports, club and cultural activities that ensure easy access to information.



"A challenging and involving cultural and leisure life is of huge significance – not just for future recruitment to our study programmes, but also so that Aalborg has the right "educational city feeling" at all levels.

**Lars Hellerup,
Business Manager
Studenterhuset**



Globalisation and internationalisation

Status

“Strategy for Aalborg Municipality’s international cooperation” lays the framework for the Municipality’s international activities in the City Council period 2014-2017. The strategy will also ensure that a number of selected multi-player projects will be prioritised.

The global perspective is one of the priority efforts in 2014-15. The establishment of an International House North Denmark in Aalborg, which is aimed at foreign students and job seekers, together with Smart City Brand, are important indicators for the prioritisation of the global and international perspective in Aalborg. International House North Denmark is based on a one-stop-shop concept, where international citizens will get all their registration and papers done, in order to live in our region North Denmark. Additionally, this project will ensure that foreign students and foreign workers in companies have access to the Municipality and thus a collective offer of the services and advising they need.

Goal

Aalborg aims to be an international educational city. International students should feel that they are well integrated. This applies both in the school environment and in the city’s cultural and club environment.

As for housing, many international students face a challenge. A good start in Aalborg for an international student requires that, for a limited period, they have housing available to them that they are able to pay for. Only when this criterion is met can international students be part of the study environment on equal footing with Danish students. Aalborg Municipality will work to ensure that international students are offered housing within the first month of their studies.

Involvement in cultural and leisure activities is often the key to international students gaining a foothold in the city and later on, the job market. Aalborg Municipality will, in cooperation with cultural and leisure organisations ensure that international students are met with openness and hospitality, even though there may be language barriers.

The international students have resources and qualifications that are valuable to the business community. Companies should be informed about the advantages of hiring international residents and of having a diverse staff.

Export companies should be encouraged to use international students as sparring partners and door-openers in their native countries, where the students have “insider knowledge” from their homelands. Aalborg Municipality will promote dialogue with companies as part of the STAY partnership’s international angle.

Aalborg Municipality and private companies must offer more internships and student jobs for international students. Students need experience in what it is like to work in a Danish company in order to be a resource later on in Northern Jutland’s business community.

Internationalisation and globalisation are an important perspective also with regard to youth study programmes. As part of the international strategy, Aalborg Municipality will encourage youth study programmes to enter into international partnerships, exchanges and the like, with the aim of building international understanding among students at an early stage in their studies.

The best possible integration of the international students is ensured through offers of targeted Danish language instruction during their studies. Aalborg Municipality offers Danish language instruction and expects students to make use of this offer.

“I chose to travel to Aalborg to live and study because UCN offered my dream studies. After a very short time, I fell in love with the city and decided to learn Danish and see if I could become integrated in the city. Through my involvement in club life, I made a lot of Danish friends and really appreciate the hospitality one encounters in the city. Aalborg Municipality is a great place to live, because it has a lot of leisure time activities, cultural activities and a festive atmosphere.”

**Nasko Kovachev,
Student and
UCN Ambassador.**



Marketing of the educational city

Branding of the Educational City of Aalborg must be done through close collaboration between Aalborg Municipality, students, educational institutions, the business community and club, cultural and leisure organisations. Special attention to marketing is a necessary criterion for reaching the goal and fulfilling the vision. Marketing will therefore get special attention in the period 2015-18.

The webpages StudyAalborg.dk and StudyAalborg.com will continue to be students' portal to the Educational City of Aalborg. In addition to the website, the Facebook page StudyAalborg is used for direct contact to students.

StudyAalborg.dk/com presents a compiled overview of activities and events with special focus on opportunities for students in town and on marketing of Aalborg Municipality's offers to students. The website is also used as a tool in cooperation with students, e.g. work with the students' society and cultural and leisure institutions that advertise their offers to students on the website.

The Educational City of Aalborg must be marketed in the region and elsewhere in order to attract students to the city. In this marketing effort, honest marketing and "city pride" campaigns will be important parameters.

Those students who leave the city after completing their studies should be ambassadors for the city and recommend studying in Aalborg to others.

The Educational City of Aalborg should be known for:

- In Aalborg, you apply what you learn.
- In Aalborg, educational institutions, companies and municipalities work together to ensure the best possible education for students.
- Students are important players in the development of Aalborg through involvement in city development projects – projects that are implemented in practice.

- In Aalborg, you can find a place to live.

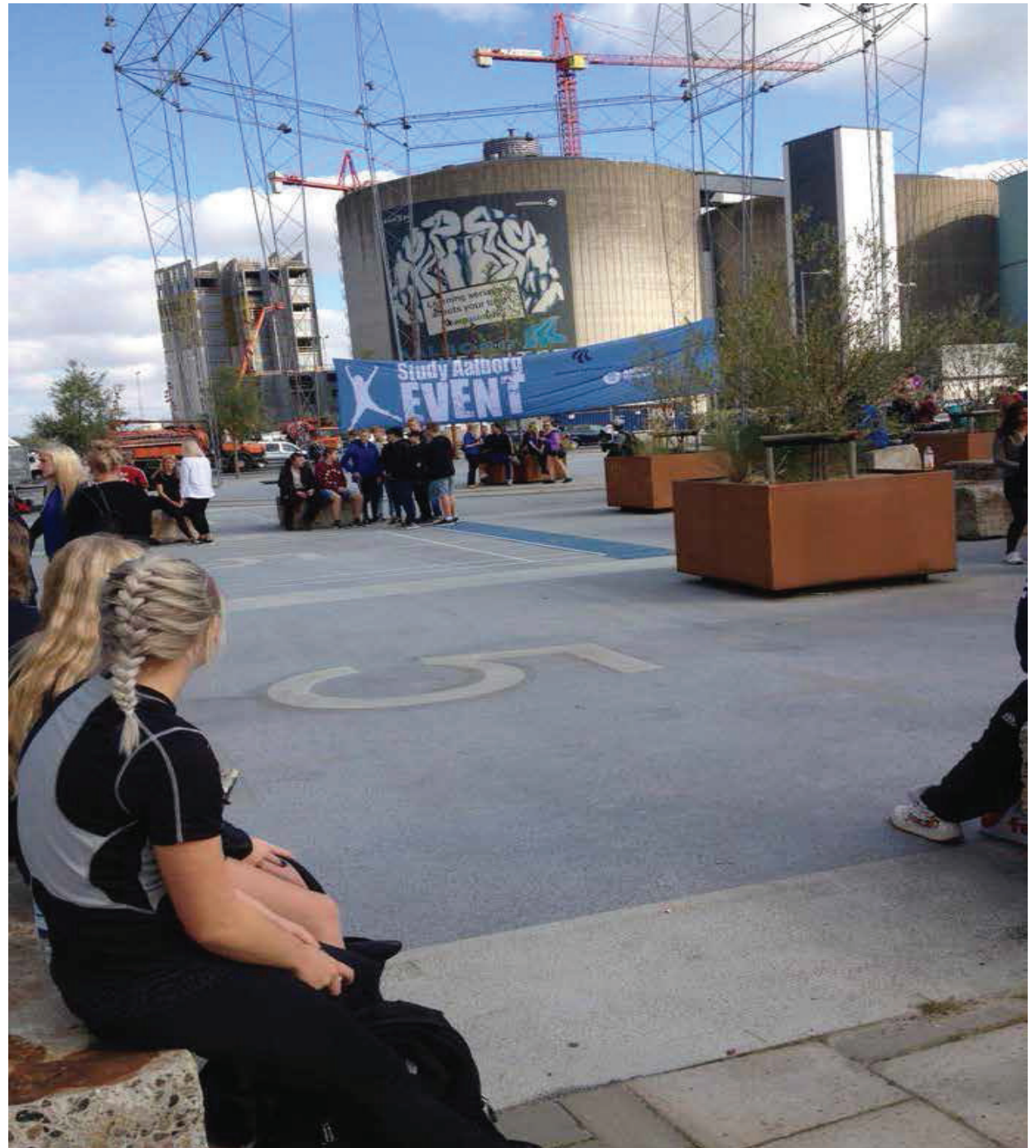
- In Aalborg, you have good opportunities for finding an internship, a student job or entering into a project collaboration with a company.

Conclusion

The Education Council looks forward to working together with the many players on the execution of the educational strategy's six focus areas, in order to make Aalborg even more attractive as an educational city in the future.

If you have any questions about Aalborg Municipality's Educational Strategy 2015-18, you are welcome to contact:

Health and Culture Administration
Secretariat for the Education Council, study-
aalborg@aalborg.dk or tel.: +45 9931 1947





Appendix

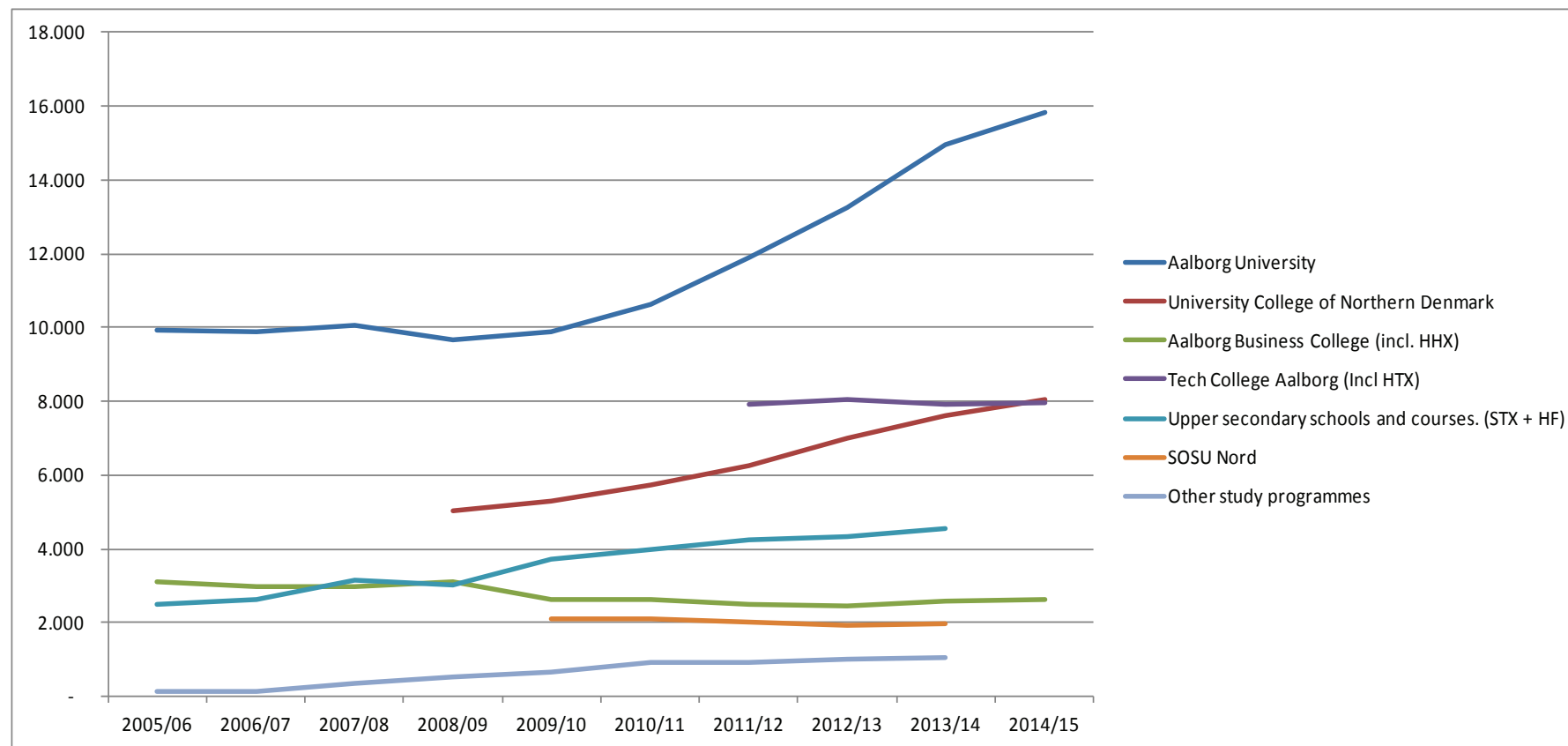
Appendix 1 – Number of students in Aalborg in the period 2006-2014

The appendix shows the development in the number of students in Aalborg in the period 2006-2014 by educational institution.

Notes:

1. The number of students is for all educational institutions in ordinary youth studies and higher education programmes as of 1 October. In-service training and course activities are not included.
2. The University College of Northern Denmark (UCN) was first established as an independent educational institution in Aalborg in 2008/09.
3. "SOSU Nord" was established as a school in Aalborg in 2009/10.
4. "Upper Secondary Schools and courses" only contains data from Studenterkurset in the period: 2009-14; other years include only data from the four upper secondary schools and HF in Aalborg Municipality.
5. Other study programmes: AMU-Nordjylland (2007-14), The Royal Academy of Music (2009-14), IVA Aalborg Department (2010-14) Nordjyllands Landbrugsskole in Lundbæk (2006-14).

Number of Students in Aalborg in the period 2006-2014



Source: Data from the educational institutions, December 2014.

Appendix 2 – Action Plan for Education Strategy 2015-2018

The Education Council will set out a concrete plan of activities for each year in the period 2015-18. The plan of activities for each year is based on the following inspiration catalogue for measures in each of the focus areas.

Broad collaboration among educational institutions

Measures:

Counselling and bridge-building conference

The Secretariat of the Education Council will, in cooperation with the youth education counselling, Studievalg Nord, and the educational institutions' counsellors, initiate a conference where new kinds of counselling and bridge-building among the study programmes are discussed.

Annual common events for the youth study programmes

Cooperation among the different educational institutions helps ensure students' familiarity with studies other than their own and thus development of the city's study environment. Aalborg Municipality will take the initiative to gather, e.g. the youth study programmes for an annual common event similar to the StudyAalborg event in September 2014.

StudyAalborg fair

The Secretariat of the Education Council will, in cooperation with the youth education counselling (UU) and the youth educational institutions, hold a youth study programme fair, the StudyAalborg fair, each year, where young people in the last three years of lower secondary school and their parents are invited to meet counsellors and students from the youth programmes they can choose after lower secondary school. The StudyAalborg fair intends to introduce young people to the variety of youth study programmes available.

Innovative cooperation between study programmes and business.

Measures:

Mentor arrangement for students seeking a career as an entrepreneur

Aalborg Municipality can help with the establishment of a mentor programme, where company representatives are tied as mentors to students planning to pursue a career as an entrepreneur.

Project areas offered for broad innovative projects

Aalborg Municipality can offer project areas in the city where students across study programmes can bid on and conduct interdisciplinary innovative projects regarding the city's development.

"Solution Camps" in companies

Aalborg Municipality's Business Aalborg bureau can, in cooperation with educational institutions and students, facilitate "solution camps" in cooperation with companies – where students across institutions work together to resolve specific tasks.

Establishment of a Knowledge Bank

Aalborg Municipality can take the initiative to establish a Knowledge Bank where students submit project proposals that companies can use in the form of project collaboration. Similarly, companies and municipalities in the region can advertise problems they are looking to solve in cooperation with students. The Municipality can facilitate the knowledge bank to ensure that matches are made between companies and students within a given timeframe.

STAY – work after completion of studies

Measures:

Internship conference

Aalborg Municipality (secretariat for the Education Council and Business Aalborg) can initiate an internship conference, where the goal is to find creative and innovative ideas for increasing the number of internships in companies in the region, particularly in small and medium sized enterprises.

STAY project for business school students

Aalborg Municipality / Business Region North Denmark, in cooperation with companies in the region are launching a STAY project for business school graduates. The goal is to shed light on obstacles that keep new business school graduates from getting their first job in a company. When such obstacles are discovered, activities are launched together with the companies to remove the obstacles.

Student Job Exchange

Establishment of a "Student Job Exchange" anchored in Aalborg Municipality and possibly Business Region North Denmark, where companies and partners can find potential employees who are currently studying. At the Student Job Exchange, companies can receive advice or information about the possibilities that exist for establishing collaboration with students – study jobs, internships and project collaboration.

Development of the student environment and housing offer including CAMPUS.

Measures:

Seminar re. activity in the city's project areas

Aalborg Municipality can hold a seminar for: Tradesmen – architects – town planners and students, where opportunities for activity in the city's project areas are discussed.

Common tutor corps AAU/UCN

Aalborg Municipality can facilitate the establishment of a common tutor corps between AAU and UCN that introduces new students to the student environment in Aalborg.

Conference on the development of CAMPUS East Implementation of a conference on the development of CAMPUS East.

The conference will be held in a collaboration between Aalborg Municipality, the Town and Landscape Board and the educational institutions located in the CAMPUS East area. Students are also invited to participate.

Cultural and leisure offers with focus on students

Measures:

Culture crawl

Aalborg Municipality can offer a culture hopping event for students in October, after students have established their initial network.

"Kulturklippekort"

In cooperation with the cultural institutions in Aalborg, a culture discount card arrangement for students may be established. The Municipality's culture and leisure department will hold a student conference, where student participation in the development of culture, leisure and club activities is in focus. The goal is not only to introduce students to cultural, leisure and club activities, but also to how they can become an integral part of such clubs.

Culture and leisure app

Aalborg Municipality's Culture and Leisure Department is working on the development of an app that presents club, cultural and leisure offers in Aalborg. The app is marketed to students via "Study Aalborg" (website and Facebook).

Event: What can sport offer?

Aalborg Municipality's Leisure Department organises events for new students: A day at the waterfront with the theme "What can sport in Aalborg offer?".

Globalisation and internationalisation

Measures:

International House North Denmark

Aalborg Municipality is establishing an International House North Denmark. This project aims to attract and retain internationally qualified labour in North Denmark. In this perspective, the aim of this project is to provide the best possible advice and assistance both for companies seeking international skilled labour, and international citizens when they settle in North Jutland, in order to attract and retain internationally qualified labour. In this regards the project tries to give international students among others the best possible start to their life in North Denmark and to include them in the society. The integration of the international students is an important aspect of the International House, where students can meet organisations in the house, that offer relevant activities for them, additionally seminars regarding tax, entrepreneurship and the general life in North Denmark is offered to the students for free.

Analysis of companies' expectations of international students/employees

Implementation of a study regarding companies' expectations of international students followed up by an arrangement where students meet company management for an exchange of expectations. This could be anchored in the STAY partnership's international group.

Sport and cultural fair with focus on international students

The secretariat for the Education Council in Aalborg Municipality can, in cooperation with DGI North Jutland and SIFA, organise a sport and cultural fair, where cultural and leisure offers can be presented, followed up by the establishment of online portals that allow international students to contact clubs and organisations.

Cooperation with international organisations

The secretariat for the Education Council can increase its cooperation with international organisations such as Danish Youth Goodwill Ambassadors with a view to disseminating information about Aalborg Municipality's many offers for international students.

Database – registration of international students' qualifications from their homelands

Aalborg Municipality can establish a database where international students are registered with information on native country and experience of use to companies. Via the database, a company can directly contact the student coming from the country it needs information about. The database can be established in conjunction with the student job exchange.



**Aalborg
Kommune**