

SCHOOL OF HIGHER EDUCATION POLICY “FERNANDO DE LOS RÍOS”

UIMP Summer Courses:

“The Communication between University and Society:
¿What do citizens know about universities’ activity?”

Santander (Spain), July 8th - 9th - 10th



- **Dates:** July 8th - 9th - 10th
- **Place:** Palacio de la Magdalena, Universidad Internacional Menéndez Pelayo, Santander, Spain
- **Web site:** <http://tinyurl.com/rcnr56>
- **The transmission online:** <http://www.uimp20.es/tv/tvuimp.htm>

MADRID, 25.05.09.- The UNESCO Chair of Higher Education Management and Policy at the *Universidad Politécnica de Madrid* has established **The School of Higher Education Policy “Fernando de los Ríos”** at the Universidad Internacional Menéndez Pelayo (UIMP). This Summer Course is the first activity of this School and it will take place at the Magdalena Palace on July 8th, 9th and 10th. The subject chosen: “Communication between University and Society: ¿What do citizens know about universities’ activity? **Ángel Gabilondo, the Spanish Minister of Education, will open this session.**”

Organization

The subject “The communication between University and Society ¿What do citizens know about universities’work?” has been chosen to open this first edition of the School of Higher Education “Fernando de los Ríos” at the Universidad Internacional Menéndez Pelayo and it is led by the UNESCO Chair in Higher Education Management and Policy with the collaboration of the “Asociación de Profesionales de Gabinetes de Comunicación de Universidades y Centros de Investigación del Estado Español (AUGAC)”, UNIVERSIA Website, the “Conferencia de Rectores de las Universidades Españolas (CRUE)” and “Fundación Giner de los Ríos – Institución Libre de Enseñanza”.

Last news 2.0

The transmission online of this Summer School (<http://www.uimp20.es/tv/tvuimp.htm>) will be available at the UIMP 2.0 Website, and also the Ministry of Education Website, our UNESCO Chair Website, the Universia Website, the AUGAC Website and other higher education websites and blogs. In order to ask speakers and attendees it will be created a chat.

Do you think it is good enough the actual level of communication between University and Society?

The university activity, as a public service of Higher Education, should be known and shared by the Society as well this is the main receiver of that activity. In order to accomplish its functions, the University should pay attention to demands and worries of the community where it is inserted. The University cannot be isolated.

On the current context of European construction the communication between University and Society plays an important role in order to improve the quality of the Higher Education reforms. It is the only way to integrate the University in this new sustainable economic development model based on knowledge and innovation. The participation and dialog of all members of the higher education community and also economic and social agents can help to improve the service of Spanish University.

A prestigious group of experts from different areas (politics, higher education, private companies and also mass media) will debate this subject.

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Ángel Gabilondo will open this Summer School. He will be accompanied by the UIMP President, Salvador Ordóñez, the President the *Universidad de Cantabria* and President of CRUE, Federico Gutiérrez-Solana and the Director of the *UNESCO Chair in Higher Education Management and Policy*, Francisco Michavila.

The first lecture of this Summer School will be done by Claudio Boada, the President of *Círculo de Empresarios*. He will speak about the main challenges in terms of communication between Society and Universities.

Panel: contents of the Universities message

Joan Subirats, Professor and Director of the *Instituto de Gobierno y Políticas Públicas* at the *Universitat Autònoma de Barcelona*, will speak about the feature of communication in the actual framework of Spanish Higher Education reform process. José Ramón Alonso, President of the *Universidad de Salamanca*, will speak about the accountability at the University. Federico Gutiérrez-Solana will speak about competence between universities and their differentiation. José Luis López de Silanes, CEO of *CLH* and President of the *Consejo Social* of the *Universidad de La Rioja*, will debate about social responsibility on universities. The moderator will be Juan J. Gómez, journalist of *Público*.

The Universities message from the point of view of the Society

Francesc Solé Parellada, Vicepresident of *Fundación Conocimiento y Desarrollo (CyD)* will explain the interest of the Society over the evolution of university knowledge. And then Miguel Ángel Villena, journalist of *El País*, will speak about the university message from the point of view of the mass media.

Panel: the political agenda and the message of Higher Education policy

Montserrat Palma i Muñoz, Spokeswoman of the socialist parliamentary group in the Committee of Education (Higher Education Policy) in the National Congress and José Alberto Díez de Castro, Secretary General of Universities of the *Xunta of*

Galicia, will analyze political and legislative context. **Juan José Becerra**, journalist of the newspaper *El Mundo*, and also **José María Calleja**, journalist of *CNN+ Channel*, will speak about social interest in the university message. The moderator will be **Inmaculada Santos**, Director of *Universia Comunicación y Planificación*.

Priorities and messages of Spanish Higher Education Policy

Felipe Pétriz, General Director of Higher Education Policy of the Ministry of Education, will speak about political strategies on university communication.

Panel: different kinds of university communication

The President of *Universitat Jaume I* and also President of the *Network of Communication Offices* of the *CRUE*, **Francisco Toledo**, will explain the importance of being able to communicate inside and outside the University. On the other hand, the Counsellor of Education of the *Junta de Castilla y León*, **Juan José Mateos**, will speak about the connection of the universities with the territory. **Juan Freire**, Professor, will explain the university communication 2.0. **Santiago Íñiguez**, President of *IE Universidad* and Dean of *IE Business School* will explain an International point of view of Higher Education communication. The moderator of this round table will be **Josep Maria Arias**, President of the *AUGAC*.

Fernando de los Ríos Higher Education policy and closing ceremony

José García Velasco, CSIC Researcher and Secretary of the *Institución Libre de Enseñanza [Fundación Francisco Giner de los Ríos]* will speak about Fernando de los Ríos and his contribution to Spanish Higher Education policy.

Francisco Michavila and **Felipe Pétriz** will close the first activity of this School of Higher Education Policy "Fernando de los Ríos".



Contributions:



- APPLICATIONS ARE OPEN :
<http://www.uimp.es/estudiantes/matriculacion-santander.html>
- APPLICATIONS OF UIMP STUDENTS GRANT ARE OPEN :
<http://www.uimp.es/estudiantes/becas-santander.html>
- UIMP student grant application form:
http://www.uimp.es/attachments/1240846864formulario_beca_09.pdf
- Information:
http://www.uimp.es/attachments/1240846945normas_becas_09.pdf
- The UIMP headquarter in Santander:
<http://www.uimp.es/blogs/santander/>
- Accommodation in Santander:
<http://www.turismodecantabria.com/cantabria/buscador.asp>

