

Working Group Minutes

Working Group 4 Sweden

Meeting # 15

Date: June 5th, 2024

Minutes prepared by Sarah Pålsson – June 5th, 2024

Participants

University	Contact name	Present/Not present
Chalmers University of Technology	Linda Millsvik	Not present
University of Gothenburg	John Molander	Present
	Fanndis Herrmansdottir	Present
Jönköping University	Eric Freid	Not present
Linköping University	Therese Winder	Present
Linnaeus University	Stefan Haglund	Present
Luleå University of Technology	Robert Omberg	Present
	Linda Alfredsson	Not present
Lund University	Maria Lindblad	Present
Mid Sweden University	Ellen Horbach	Present
Mälardalen University	Johanna Forsström	Not present
	Niclas Johansson	Not present
	Hans Öberg	Not present
Stockholm University	Tina Larsson	Present
Uppsala University	Lina Solander	Present
	Matt Greig	Not present
Partners		
Swedish Embassy	Jenny Majidyar	Present
SACC Trainees	Sarah Pålsson	Present
SACC USA	Christer Bergman	Present & Group Leader

SIREUS Working Group 4 Sweden Minutes

Agenda

1. Welcome
 - a. Update on WG participants
 - b. Review of minutes from last meeting
 - c. Update on SIREUS progress
2. SIREUS 2nd half evaluation
3. SIREUS RESEARCH forum
4. Thematic Areas
 - a. Implemented on the website. Workshops – desired focus
5. Activities/Events
 - a. Study in Sweden 2024
 - b. SIREUS MEMBERS forum (NAFSA 2024 => 2025)
6. Next Meetings

Presentation material

During the meeting a ppt presentation was used following the agenda that was sent out prior to the meeting. This ppt presentation will be archived on the SIREUS website alongside the minutes.

Minutes

1.
 - a. Christer opened the meeting and welcomed everyone. Christer reminded everyone that meetings will now be 45 minutes instead of the previously scheduled 1.5 hours.
 - b. Christer summarized the agenda for the meeting and the previous meeting's minutes were reviewed.
 - c. Christer updated the group about what's been going on with SIREUS since the last meeting.
2. The SIREUS evaluation group, which Maria and Tina are a part of, has continued its evaluation. Yesterday, Christer had a meeting with the Stakeholders group. The decision reached during this meeting is that SIREUS will not continue in its original form. This is due to a scarcity of resources from the universities and the fact that the scope of SIREUS has been too broad. Christer talked about potentially creating a new SIREUS concept where SIREUS sells specific events rather than having a membership fee. He then asked the attendees to not share this, as the decision has not officially been made public yet and because there are several brands' images at stake. He then reassured everyone that SIREUS will continue all its activities as usual throughout the year.

SIREUS Working Group 4 Sweden Minutes

3. So far SIREUS has conducted three SIREUS RESEARCH forums. Christer informed the group that the average number of attendees is now around 55 people, which is great. He then informed everyone that there are three upcoming SIREUS RESEARCH forums in the planning stage now, one with Green Transition Initiative (GTI), one about bilateral cancer research funding, and one with Vinnova and Natural Science Foundation (NSF) about how to get research funding.
4. a. Christer said that he had no specific updates regarding thematic areas. Vinnova is interested in collaborating with SIREUS in this area, especially regarding 6G and telecom. Maria Brogren is currently discussing this in Stockholm. Christer then reminded the group to utilize the thematic areas and to give SIREUS feedback on focus areas.
5. a. Christer reviewed the plan for Study in Sweden. He confirmed that the plan is to host two events at the House of Sweden in Washington D.C. on October 4th, followed by two events in New York on October 7th and on October 8th. However, the 8th is not yet confirmed as the venue and the group responded that maybe it could be done as in Washington DC, i.e. two events the same day and venue. Then October 8th could be used for individual meetings in NYC. Overall, the attendees were interested in hosting an alumni event in DC as approximately eight or nine Swedish universities would participate. However, the attendance rate might not be as high in New York, as other events will happen simultaneously. The tour will then move over to the West coast with events on October 11th and October 12th in the San Francisco area. Christer then raised the question of how many attendees could be expected for the alumni event and asked the attendees if they are planning on participating during both the East and West coast parts of the event. A preliminary poll gave the result that 8-9 universities will participate on the East Coast and 4-5 universities will attend the West Coast activities. The alumni event on October 12th will probably attract 70-80 alumni and it was proposed to maybe arrange it as a “brunch”. SIREUS is working on finalizing catering, a few venues, and other details. The group also proposed that maybe we could arrange a “Swedish Fika” for Swedes abroad, with high school students that would like information about the Swedish university opportunities. This could maybe be done on October 11th if we arrange it at a Swedish/Scandinavian venue.

The plan is to finalize the bookings of venues and start looking at flights and hotels later in June. Christer then introduced a two-pager of what Study in Sweden would offer and cost in the future. He also mentioned that he will send this to BTH for their participation during the Study in Sweden tour this year. He informed the group that this type of pamphlet would be made for all events.

b. Christer revisited the marketing campaign Sarah Pålsson, Marketing and Communications Intern, created around NAFSA and SIREUS MEMBERS forum, as this marketing format will be used when promoting Study in Sweden as well. Christer urged the attendees to look at the previous posts on Instagram and LinkedIn and to share, repost, like, and comment to increase

SIREUS Working Group 4 Sweden Minutes

reach and engagement. Lastly, Christer thanked Sarah for her work during the Spring, as this is the last Working Group meeting of her internship. Next time, the new Marketing and Communications Intern will be Alice Berntsson.

6. The next scheduled meeting is on August 29th @ 13.00 CET (7 am EST). Christer presented the meeting calendar for the year.
 - a. August 29th @ 13.00 CET (7 am EST)
 - b. ~~October 10th~~ @ 13.00 CET (7 am EST) => October 17th same time, due to conflict with the Study in Sweden tour.
 - c. November 21st @ 13.00 CET (7 am EST)

The meeting calendar can be found on the website (private area).

The group proposed to have another meeting in September, focusing on the upcoming Study in Sweden event to prepare and discuss final details for the event. Christer will schedule such a meeting and include BTH in that meeting.

No other topics were discussed, and Christer thanked the members for the meeting.

The Swedish American Chambers of Commerce of the USA, Inc.,
House of Sweden, 2900 K Street NW, Suite 401, Washington DC, 20007
info@sireus.org, www.sireus.org

