

Strategy development by engaging students & staff





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After launching their 2025 strategic goals and vision, the AP University of Applied Sciences and Arts wanted to understand how well-equipped they were to deliver on their strategy. In 2020, a year full of external challenges, they wanted to find a way to involve both students and staff in this conversation.

*Are our internal processes able to help us reach our 2025 goals?
What new initiatives can we take to provide an even more unique
and attractive course offering?*

These are some of the key questions AP University of Applied Sciences and Arts asked their students and staff. They used a series of 6 targeted online Synthetron discussions to understand how they needed to adapt to reach their 2025 goals in terms of course offerings and learning, innovation, and citizenship. In addition, they explored whether the internal processes, staff and financing would enable them to reach these strategic goals.



"Together with students, teachers and heads of programme, we formulated ambitious and clear priorities that will determine the way we shape and colour 'our' education in the coming years."

*- Evy De Bie
Member AP Planning Group*

The online dialogues provide planning groups and directors with valuable insights that help them take better decisions to achieve their long term strategic goals:

- Adaptation of course plans.
- Internal process alignment.
- Future strategic goals & financing.
- Staff relations and strategy onboarding.



About

Syntheron is an online dialogue platform which places participants into overlapping small virtual groups to allow the anonymous sharing and evaluation of ideas in writing.

The process involves a real-time moderated conversation

In the conversations participants make statements and these are marked by others in terms of level of agreement or disagreement. Strongly supported ideas move on to be evaluated by more participants.

The result is qualitative insights in a quantitative scale. You get a picture of where participants agree and disagree, where there are tension areas, statistics about the levels of agreement and a transcript of the discussions which can be analysed in depth.

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