



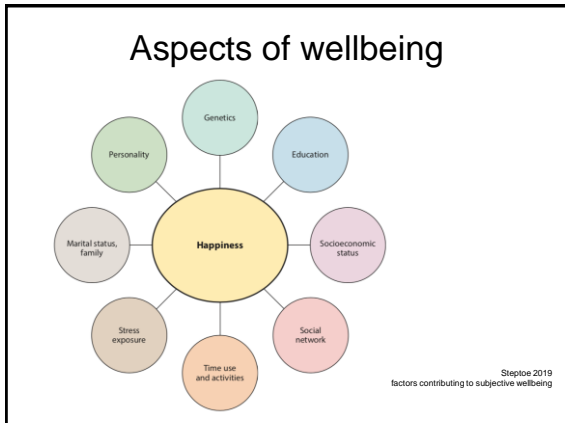
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THE STUDENT AS CITY DWELLER

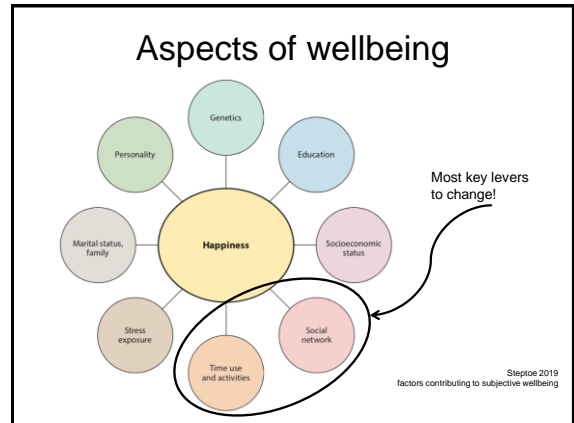
Overview of today

- Integration as a means to advance student well-being
- City Central concept as a vehicle to achieve
- Concept and execution in first two years of operation
- Bigger picture: higher education & internationalisation

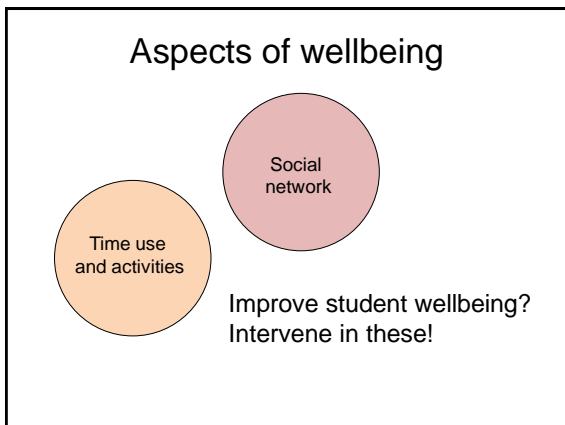
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International student wellbeing

Results of monitor ISO / LSVB / ESN Annual International Student Survey, June 2019:

- 75% international students would like more contact with Dutch peers
- 37% unhappy with possibilities for Dutch learning
- 40% report moderate to extreme psychological problems
- 44% experience much or extremely much stress

Knock-on effects on stay rate?

- Social embeddedness second factor in location decisions (Funk & Walenkamp, 2013)
- 61% masters students left with half year of graduation in 2017 compared with 45% leaving in 2001 (Elsevier study)

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When wellbeing is the problem...

for international students:

- social isolation
- loneliness
- lack of language skills
- lack of local social support
- lack of community participation
- lack of hobbies / non-study activities
- inadequate 'acculturation'

... increased integration is the answer

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City Central – three founding principles

1. The international student is a new city resident
 - not just an HO issue
 - potentially long-term situation
1. The city needs 'unlocking'
 - integration doesn't happen by itself
 - need to make Dutch language / life / culture accessible
1. Internationalisation involves locals!
 - participation of local population
 - making internationalisation visible / tangible

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City Central – concept

We are a hub for the international city.

Our mission is to increase social and cultural integration of new residents, so that they participate fully in city life, and to ensure that local residents are included in the transition to an internationally-oriented city.

We achieve this through a combination of activities, communication, and research.

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City Central – strategy

Activity programme:

- language learning
- cultural transmission
- information services
- social integration across groups

Communication strategy:

- storytelling international and local Groningen
- showcase local business and cultural sector
- diversity campaigning

Research lab:

- needs and impact of incoming internationalisation
- in collaboration with HO partners

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City Central – execution

- No-threshold location – central shop / café setting
- Embedded through partnerships – in HO and city
- Mixed team: paid and volunteer
- Mixed team: NL and international
- Address *residents*, not students / expats ...

Financing:

- Combination municipality, HO, province
- External funding for special projects

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And now for some
concrete projects!

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MY LOCAL FRIEND

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#LEKKERKLETSEN

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FIETS FRIEND

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WELCOME WALKS

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CITY TOURS

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**Bigger picture:
HO, the city & internationalisation**

1. Internationalisation has a large local impact!
2. Identity is complex and dynamic – how long NL vs international?
3. The city can use the capital the student represents
4. Benefits accrue if the student stays on after graduation

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Thank you!

- Questions?
- Interested in working together?
- Email me at hallo@citycentral.nl

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