



Erasmus+ Key Action 2: Cooperation and Innovation for Good Practices  
And Strategic Partnerships Project:  
Generation Y's Virtual Guide to Skill Development and Personal  
Branding in Social Media

17 May 2016 Meeting Notes  
Abdullah Gül University, Kayseri, Turkey



AGU YOUTH  
FACTORY



Sabancı  
Üniversitesi



NOVANCIA  
BUSINESS SCHOOL PARIS

# Draft Agenda

## DAY 1: TUESDAY 17th MAY

	Item	Activities
10.00am	<ul style="list-style-type: none"> <li>-Opening of the meeting</li> <li>- Presentations of Partners about what they have done so far regarding the Project</li> <li>-Expenses / Budget Control / Reportings</li> </ul>	<ul style="list-style-type: none"> <li>-Review of the Meeting Agenda And The Flow</li> <li>-Presentations of tasks that are carried out by the Project partners according to the planned intellectual outputs of the Project.</li> <li>-Budget Management Control according to the rules of the KA2 Projects.</li> </ul>
11.30am	-Break	Small Coffee Break
11.30am	<ul style="list-style-type: none"> <li>-Evaluation of Project Team (What are our strengths as a team, what are the things we can improve)</li> <li>- Steering and Quality Control Teams Work Plan</li> </ul>	<ul style="list-style-type: none"> <li>-A quick SWOT Analysis of our partnership and discussion on how to improve our teamwork.</li> <li>- Review and re-structuring of the work plan from the previous meeting.</li> </ul>
13.00pm	Lunch Break	Lunch Out
14.30pm	- Planning next action steps and setting schedules	-Reviewing of the project timeline and the intellectual outputs and scheduling the activity plans for each partner.
16.00pm	-Break	Small Coffee Break
16.30pm	<ul style="list-style-type: none"> <li>- Setting next transnational meetings timeline</li> <li>-Wishes &amp; Requests</li> </ul>	<ul style="list-style-type: none"> <li>-Checking the available timelines for the next meeting depending on each partner and the host organization.</li> <li>-Final Questions&amp;Feedbacks&amp;Requests.</li> </ul>
18.00pm	Dinner	Dinner Out

# Meeting Notes

## Participants :

Sabancı University: Şule Yalçın, Selin Kalenderli, Sezen Gülşen Kama,

Novancia Business School: Stéphane Vincent, Pierre Vignes

Turkish Culture Foundation: Derya Komitoğlu Kaplan, Ömer Ogun

Universum: Vasco Castro, Arda Ertem

Abdullah Gül University: Zeynep Tuğçe Çiftçiabaşı Güç, Necmi Turgut, Nimet Bulut Lenka Karafiatova, Aytaç Uzunlas, Phillipa Tinsdeal

## Meeting Notes:

### 1. Opening of the meeting

**Necmi Turgut (AGU)** opened the meeting by welcoming everyone to Kayseri and giving an introduction to the Youth Factory, the National Tool Fair and ISYEC (International Symposium on Youth Employment Challenges).

Participants were asked to introduce themselves:

**Zeynep Tuğçe Çiftçiabaşı Güç (AGÜ)** is the Director of AGÜ Youth Factory. Zeynep believes in the importance of national and international partnerships and links with businesses, appreciates the partnerships with the institutions and hopes for continuing relationship on other projects, intends for project to be presented at the ISYEC symposium following the meeting.

**Necmi Turgut (AGÜ)** works in the AGÜ Youth Factory in Zeynep's team.

**Nimet Bulut (AGÜ)** works in the Youth Factory, organises Erasmus mobility.

**Aytaç Uzunlas (AGÜ)** has been working in the Youth Factory since it began. He is a youth worker, the Youth Factory's Eurodesk contact person, organises mobility, visibility strategy, and advocates and lobbies for youth issues in the university.

**Lenka Karafiatova (AGÜ)** works in the Youth Factory on bilateral agreements for erasmus amongs other things, has a marketing background.

**Phillippa Tinsdeal (AGÜ)** works in the Youth Factory as a volunteer. She came to Turkey via Erasmus+ Program, European Voluntary Service project.

**Pierre Vignes (Novancia Business School, Student Affairs)** has 23 years experience in several positions in education faculties and is in charge of European programs and fundraising at Novancia.

**Stéphane Vincent (Novancia)** is the Director of Corporate Relations at Novancia.

**Derya Komitoğlu Kaplan (TKV)** Has worked for more than 13 years at Türk Kültür Vakfı.

**Sezen Gülşen Kama (SU)** Works at Sabancı University, responsible for finances for this project.

**Şule Yalçın (SU)** has been working as Alumni Relations & Career Development Manager at Sabancı University for 12 years. She is the coordinator of the project.

**Selin Kalenderli (SU)** has been working as a Career Development Specialist in Sabancı University for 2 years.

**Vasco Castro (Universum)** is a Senior Consultant at Universum.

**Arda Ertem (Universum)** is an alumnus of Sabancı University, School of Management and works as Business Development Manager of Universum.

**Ömer Ongun (TKV)** works at Türk Kültür Vakfı and with Sabancı University School of Management.

Necmi outlines the planned agenda for the day. Post it notes are distributed for the partners to share meeting expectations. Below are some points that were shared with the rest of the group;

The group expected;

- to see what each partner has done so far
- to understand where we are and define clear next steps
- future meeting dates to be confirmed
- to set realistic goals
- to clarify the roles of partners
- to clarify budget reporting method (from partners). Necmi notes that it is very important to keep tickets and all budget related documents etc. for the future
- clear deadlines for activities, milestones, next steps
- to develop new ideas, projects, cooperation opportunities within the group

## 2. Presentations of Tasks completed

Partners presented the work that has been carried out and some findings.

### Selin- Sabancı University

SU started to work on intellectual outputs,

- after kick off created a separate project account (finances)
- project manager and finance manager appointed
- acquired computer equipment, roll up, Survey Monkey account
- Created new project logo
- Finished project website, website is now live
- Website feedback to be sent to Sabancı

Pierre asks if links to partner websites can be added.

### Intellectual output 1 with Novancia as participating partner:

- Deadline extended for gathering survey results
  - Şule, Selin, and a Sabancı student visited Paris
  - Created survey monkey accounts
  - Literature review on recruitment trends and resources
  - Designed interview questions and created survey online.
- Aim to investigate university students strategies for job searching,
- student feedback, goal 1000 responses, 473 so far
- Aim to investigate the role of career advisors/offices
- Career offices 10 of 50 interviews completed
  - Final report pending after results gathered
  - Progress report for national agency was sent, positive feedback

### Novancia- Stéphane Vincent

- Career centres survey and university students survey
- Sent surveys to French Business schools/career centres
- Sent surveys to students in the 3rd year of Bachelors, Masters students.

A lot of holidays April-May in France so getting survey responses slow.

CJD partnership – survey sent to 150 businesses.

Difficulties gathering responses from Germany, Sweden etc. because links in these countries are lacking, suggestion that maybe focus groups could be developed in different countries.

Zeynep suggests Arda and Şule use opportunities this week at ISYEC to find links, Necmi says the email addresses will be available so can be used to send a link to the survey to ISYEC participants.

Universum may have emails for students from these countries.

## Social media presentation from Stéphane

Some key elements that he gave information about: Internet usage data, global and European social media usage, facebook, linked in, economic impact of facebook, French internet usage, Usage of different devices, employment market in Europe, trends in french graduate employment, how graduates seek employment, use of social media generally and for job search, difficulties of facebook as social vs job search tool, social recruiting, linked in clearly most popular for job searching; growing in France, emerging social practices, leboncoin, France's most attractive employers list.

### 3. Work plans

**Quality/management team** – Necmi, Sophie, Selin, Derya, Stéphane

- Need to clarify and respect schedule, output and activities, reportings
  - Necmi will provide guidelines for visibility of the Project; Logos which need to be included on any posters/publications/pages online include European Commission, Turkish NA, project logo
  - Is a skype meeting monthly realistic? Purpose and timetabling need to be clarified.
- Steering Committee Team – Şule, Zeynep, Ömer, Pierre, Arda, Vasco
- Need to clarify Skype meeting schedules/agendas and individual responsibilities in coordination of these meetings.

### 4. Evaluation of Project Team

A SWOT analysis of the partners as a group was carried out, below are some of the points raised.

#### Strengths

- Good communication skills, friendly communication
- Familiar with Y generation
- Human/social links between partners,
- Diversity of strengths and networks

#### Weaknesses-

- Not representative of all Europe – important to use networks of European organisations to combat this. To transform this weakness into an opportunity another event or project could bring in other countries.
- Busy work lives can lead to losing communication – communication eg the skype meetings need to be confirmed, summaries should be concise and accessible
- Deadlines need clarifying

**Opportunities**

- Work outside of speciality areas
- Develop new collaborations
- New ideas and solutions from discussing results

**Threats**

- Not receiving clear responses from NA
- Overload of work – In general
- Potential changes within organisations/project team members over three years – Turkish NA monitoring
- Current rapid changes in employment and economy eg Airbnb, Über – could be an opportunity if this is kept in mind

**5. Expenses and Budget**

Every partner has a spreadsheet table for budgeting, costs are to be recorded, invoices to be kept. Scanning documents to have them available online is recommended. By next January budget reports should be requested, this will be clarified after consulting Turkish NA. Any questions to be sent to Sabanci.

**6. Future meetings****MULTIPLIER EVENT 1 (Sabanci - Turkey):**

September 7 2016, Sabanci will be responsible. Partners do not have to participate.

**TRANSNATIONAL MEETING 3 (TKV - Turkey):**

September 26, 2016. All partners will participate.

**PARTNER TRAINING (GEN Y TRAINING - TURKEY):**

September 27 – October 1 2016, Novancia, TKV, Sabanci, AGÜ will participate.

Learning/teaching training activity 1 - staff training for partners

Must be five days, Istanbul Sabanci coordinating. NA would like to participate. For better understanding of Y Generation. 20 participants, 6 from Sabanci, AGÜ- 5, Turkish cultural foundation- 5, Novancia- 4 but these allocations might be changed after communication with Turkish National Agency.

**MULTIPLIER EVENT 2 (Novancia – Paris)**

November 30, 2016. 'Are your soft skills strong enough for the job?' seminar. Partners invited. Presentation of "Research into companies' Requirements" from Universum. 30/11/16.

**TRANSNATIONAL MEETING 4 (Novancia – Paris)**

December 1, 2016. All partners will participate.

## 7. Requests/ questions

### -Turkey EU funding rules?

EU funding requirements for Turkey were discussed

### -What will be the content of the September training?

This is not yet clear and should be clarified in order to decide who from the staff of the partner organisations would benefit from attending.

### -Are there social media accounts of the project?

Novancia will create a Facebook page with the required logos etc. all partners should invite staff and students to like the page. Reports/info to be posted can be sent to the co-managers.

### -What kind of guide do we imagine?

Not clear right now, could be app, video, website etc. to be discussed/ decided based on research and input from conference and surveys.

### -Who contacts who when there is a problem?

As the responsible party for intellectual output 1 contact Sabancı

### -Where to access the whole time plan?

Will be updated with new deadlines and uploaded to Google Drive.

### -Would the partners be interested in seeing/ giving feedback to preliminary results?

Yes, results could be shared with partners

Other discussion points

-Need to clarify outcomes of intellectual outputs

-Focus group/feedback sessions?

How to involve further partners.

-Keep each other updated between meetings

## 8. Feedback/ other points

-Suggestions for agenda in advance

For next meeting agenda could be sent earlier to all partners, any problems can be added to agenda for brainstorming

-Research paper to be written about the project?

Perhaps not academic peer-reviewed paper in a journal; due to methodology issues. Time and interest of partners might be a problem.

Publishing results through different media might fit better with this project.

Could create a paper to send to European Commission, NAs with findings. University stakeholders etc. will expect a published outcome.