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# DEAN'S DIGEST

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*“Fitting in is a short-term strategy. Standing out pays off in the long run”*

*Seth Godin*

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## Let outstanding education drive ITU's growth

*Driven by the fashion and passion for IT, ITU has been growing steadily since 1999. Our supply of study programmes is responding to national market trends and is following industrial demands. Still, we are considered the small, agile player among the eight Danish universities and relatively invisible to the big world if we look at the international ranking lists. If we focus too hard on matching the market and beating competitors in the name of growth, we risk taking on mimetic dimensions. But by focusing on what is most important, and keep doing what we are good at, namely creating outstanding education in a passionate and compassionate learning environment, we create unoccupied territory that represents real value innovation in higher education. This will make growth meaningful to our students, faculty, staff, and purposeful to the world around us.*

## Proactive thinking is doing what we are good at and express it in new meaningful ways

No doubt that with our current positioning, we create value to the Danish state and labor market that we serve and the demand for our candidates is growing. To meet this demand, current strategy processes at ITU involve growth ambitions and decisions of what the role of ITU in the future should be and how to ensure that an increase in volume does not happen at the expense of ITUs high-quality teaching and research.

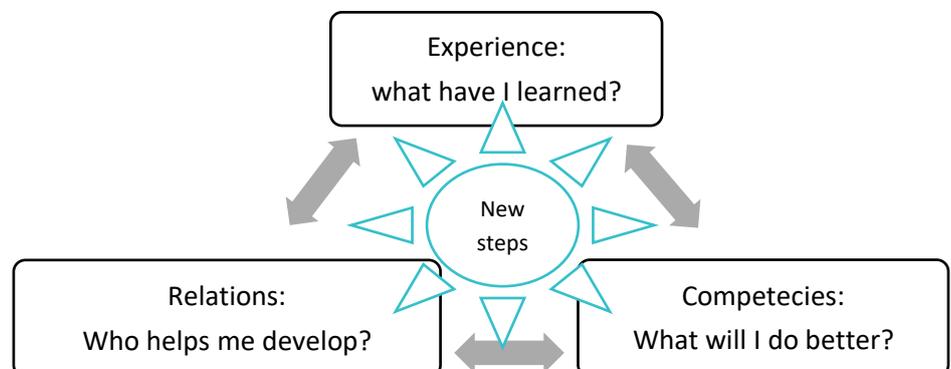
At the Dean of Education Office we are likewise occupied with the question of how to help ITU grow quality experiences, accessibility, availability, flexibility, relevance, and career readiness for students in a viable and sustainable way. We

focus on the potentials and limitations of new learning technologies for strengthening the core of value-creation - namely our unique learning environment. When considering the use of online learning platforms, we must know if it is a solution to improve productivity or learning efficiency, to improve collaboration or convenience, or to increase profitability and growth through better reach or to increase quality of teaching.

We wish to think big with IT in terms of the entire learning ecosystem, the context and the nature of learning: *What online technologies allow faculty and staff to motivate students and awake their passion for a subject?* Without passion it is very hard to sustain years of dedication for learning and develop the necessary self-discipline for mastering a discipline. *What online platforms enable teachers to be there for the students at the personal level and to support them through times of struggle? How can teachers move the students, and the students move the teachers in virtual settings?* Lennon once sang “you don’t know what you got until you lose it” and Covid-19 taught us that lesson when the world locked down. This is how ITU can stand out - by creating outstanding education and research in a compassionate and social learning environment. Aiming at fitting to market labor demands is a reactive strategy approach. Such short-termed thinking would force ITU to base activities on what others wanted until now instead of a strategy driven by what difference we want to make in the future. Thinking big should therefore not only take the business perspective of meeting market demands and growth by default.

### Think big while taking take small steps

When you embark on a journey you need to clarify the bigger picture of the whole journey but enjoy every little moment. Though we wish to think big we must also make sure to take small valuable steps at a time. This path to value innovation requires a different strategic mindset and a systematic way of looking for opportunities in the small pieces of work that we do every day. Acting small means to identify potentials for improvement in the present moments and to make sure that progresses forward. Critical reflection on our daily practices relates personal experience and inner understandings to new knowledge. This allows us to understand the worth of practicing daily learning.



*Stay passionate, stand out and keep growing! See you soon at our next meeting where we will discuss these aspects.*

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