



Research Outcomes: Keeping Talent in Twente

University Innovation Fellows Twente
Gemeente Enschede
Novel-T

454 Responses



$\frac{1}{3}$ Twente $\frac{1}{3}$ Dutch $\frac{1}{3}$ International

40% Bsc
40% Msc

Alumni Research

150 responses (77% UT, 22% Saxion, 1% AKI)
+ literature research

Focus:

1. Image & atmosphere
2. Activities & culture
3. Facilities & infrastructure
4. Career

■ UT (84.50%) ■ Saxion (4%) ■ ROC (9%)
■ AKI (0.50%) ■ Other (2%)

1. Image & atmosphere

The respondents trademark Twente with the keywords **friendly and approachable**. Generally, they were surprised by the I&E spirit and the **number of startups**. The difference between the city and the university is being pointed out: **The university innovates, the region does not**. Most of the respondents refer to the **international character** of the university and value its **diversity**. The region is considered being **disconnected** from the university. The **nature** is seen as one of the main character traits of Twente. However, the **lack of sustainability** was clearly mentioned. The respondents express their importance in this.

2. Culture & activities

Especially bars and the night clubs are rated low. The respondents are aware of the amount of social activities but are criticising the **lack of diversity and low international vibe**. Initiatives like *Tankstation* are community building and stand out because they are internationally oriented and welcoming. Events and activities in the city do not reach the student population. Most of them are **not inclusive to the international community**.

3. Infrastructure

Generally, the respondents are satisfied with the infrastructure. The **long traveling times** and the **disconnectedness** of Twente explain the low ratings. Besides, the fact that international students do not get discount for travelling is frustrating to many students.

4. Career

Students have the conception that Twente does not offer any job prospects but that they rather have better chances in the Randstad. **The majority could imagine staying here if they would have a job offer.**

Generally, the respondents are more in favour of friendly work environment, room for job growth, international opportunities and sustainable image & societal impact. The majority is looking for a **personal and small-scale company**. Besides, the English work environment plays a relevant role. The **language barrier** when applying to companies has been mentioned throughout.

Main Message

The goal is to unite forces and avoid creating new initiatives. The UIF team plays a substantial role in the follow up on the results to steer initiatives in the right direction. UIF can help the region reach its full potential.

Recommendations

Stop talking about the talents!
Start talking with the talents!

Stop taking decisions for the talents!
Start taking decisions with the talents!

And give them the same stage you are standing on!
Give them the recognition they deserve!

Check the factsheet for a more detailed version of the outcomes. For more concrete suggestions, please contact the *University Innovation Fellows*.

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