

## Competition: student recruitment

There is a new communication concept developed by Stockholm University for recruiting international and national students. It has been developed based on surveys of students and presumptive students. From the survey it appeared that the SU student cannot be easily standardized, there are many different aspects attracting students to Stockholm university, and often these reasons are in contradiction to one another. For example, some of them study in Stockholm to stay near their family and some move to Stockholm to get away.

We would like your help finding specific reasons why our students (should) choose Fysikum, possibly reasons that are opposed to each other. (i.e. because of the international environment, and because the small size of the department contributes to make it to more friendly.) You can get inspiration from your specific field of research or contact with students and teaching here at Fysikum. Your suggestions will be used in advertising to presumptive students in our communication efforts, and we hope it will contribute to attract students that are really interested in our research and master programs.

We open a competition for all staff at Fysikum to contribute with ideas and the best contributions will **win a cake for your fika**, and the group room (lunch room) that contributes with at least 5 suggestions will get a consolation prize. For questions contact Fredrik Hellberg or Serena Nobili.

Write your ideas below before **30 November 2018** (in English and/or Swedish) :

ROOM NUMBER:

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SUGGESTIONS:

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