

Practices of communication in an interuniversity institution

Caroline Betto-Colliard, Deputy Secretary General, CUSO

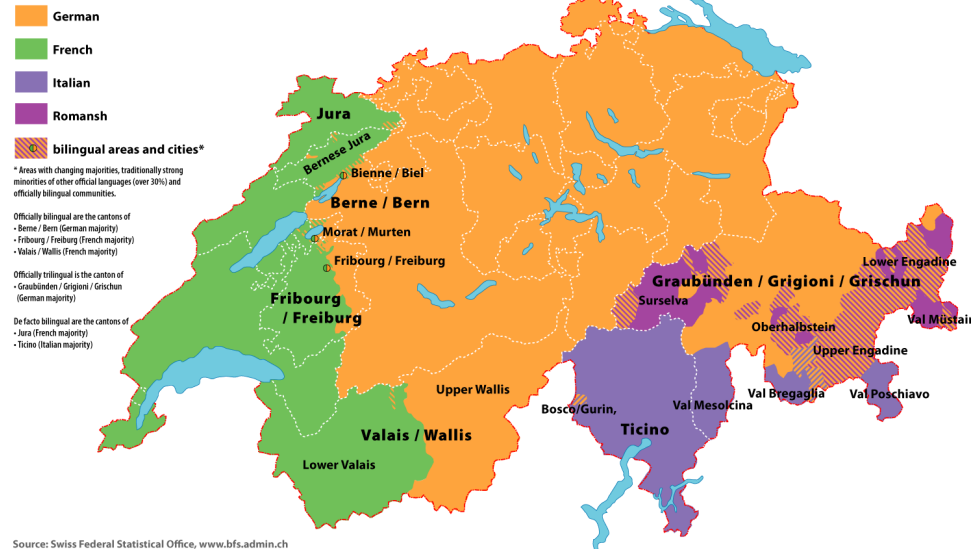




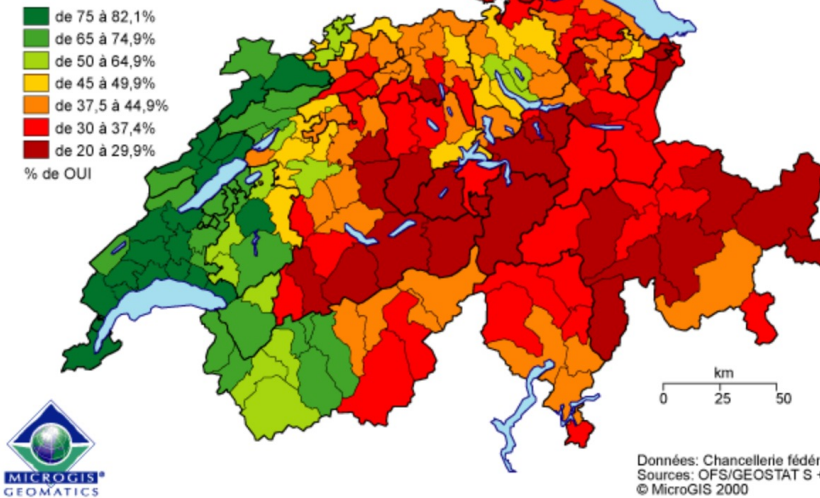
Switzerland : a small country with big cultural differences

- 4 official languages
- Federal state with 26 cantons with 2148 communes

Geographical distribution of the languages of Switzerland (2000)



Le vote sur l'EEE, 6 décembre 1992
Moyenne suisse: 49,7% de oui

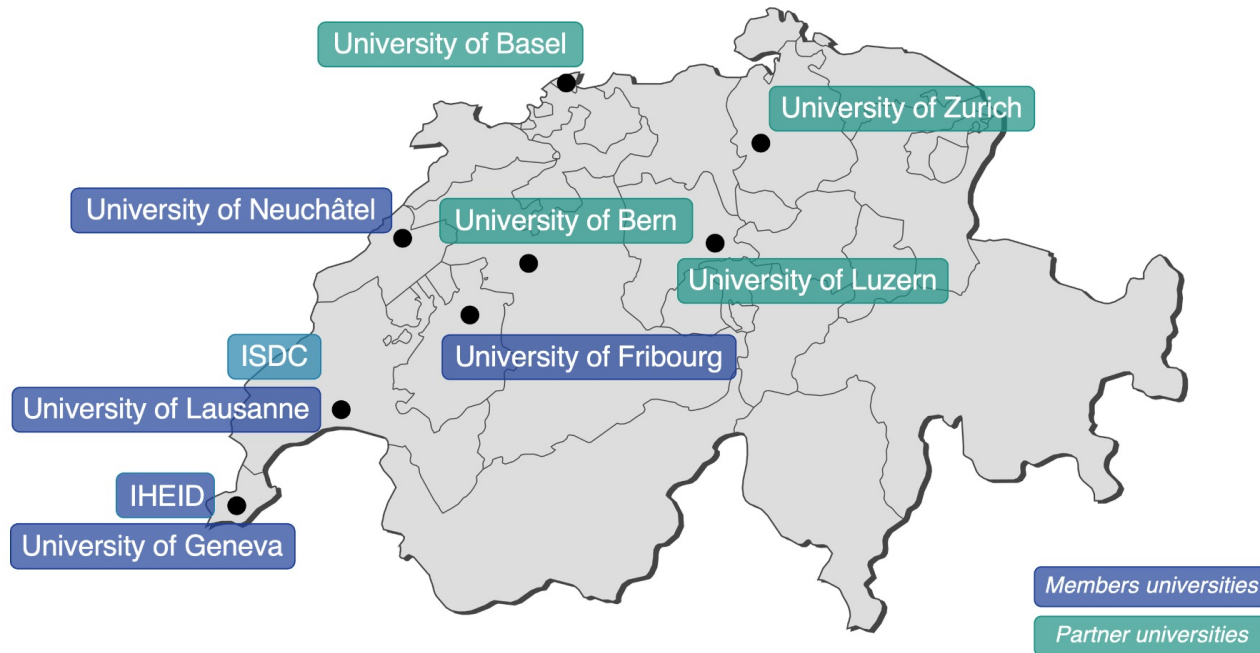


Cultural differences are reflecting between universities and are important to respect when working in an interuniversity institution



CUSO

Universities conference of French-speaking Switzerland



French-speaking universities decided to join forces & ressources to offer **joint doctoral programs**

- **5 member universities** (financially contributing to all doctoral programs)
- **4 partner universities** (financially contributing to one or several doctoral programs)

Strong disciplinary cultural differences between the doctoral programs

33

thematic doctoral programs



+ 1 soft skills program

- Different formats of activities
- Different types of organization
- Different ways of communication



A diverse range of stakeholders

4600 doctoral candidates

14 rectors and vice-rectors

Soft Skills program

2 people
50 trainers

Thematic programs

33 directors
33 coordinators

> 520 activity organizers

CUSO General office

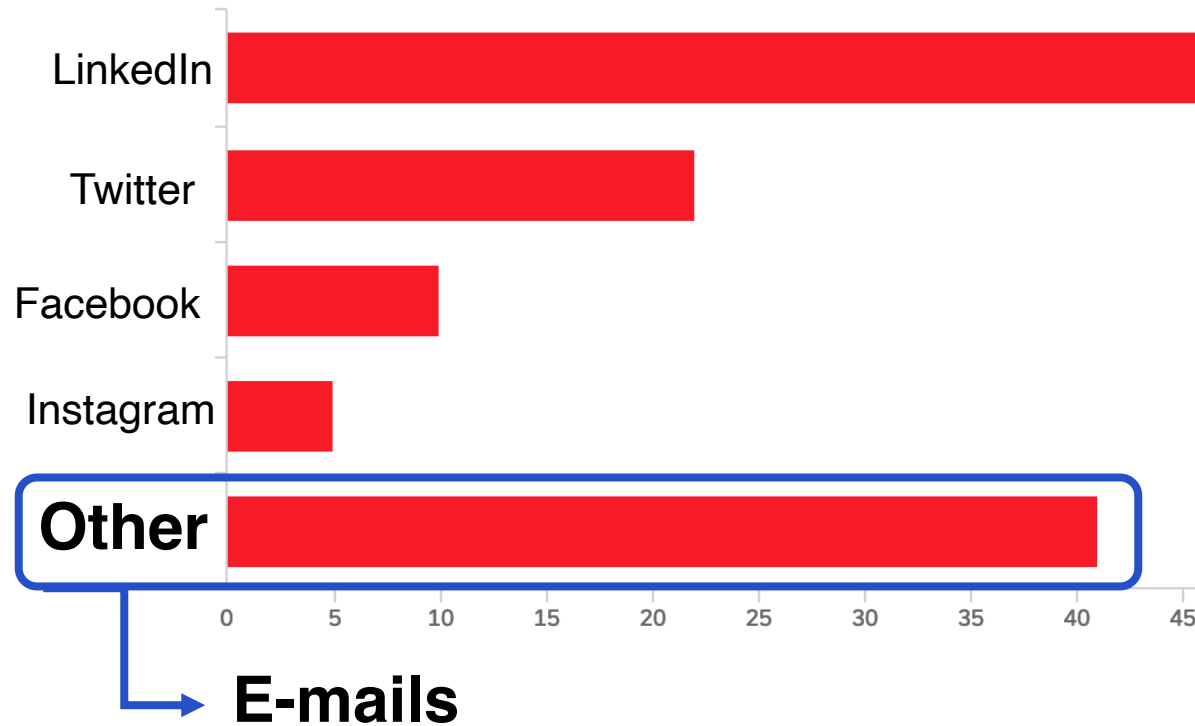
4 people



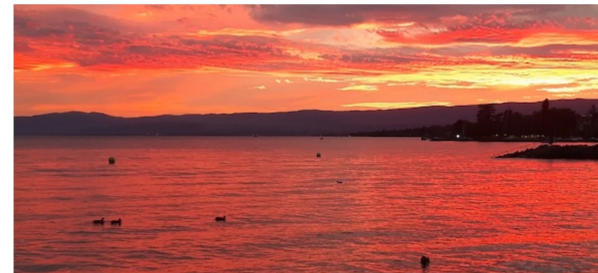
E-mails : most appropriate way of communication to doctoral candidates

Which medium is the most appropriate for the promotion of the soft skills program ?

Newsletter
4 times / year
for PhD candidates



Newsletter d'été



OUVERTURE INSCRIPTIONS!

L'offre du Programme transversal pour le semestre d'automne 2023 est en ligne.

L'inscription à la première partie des ateliers (fin août à mi-octobre) sera ouverte jeudi 15 juin prochain dès 9h00.

Cette information préliminaire a pour but de vous permettre d'examiner notre offre dans les jours à venir, et de définir quels ateliers conviendront le mieux à vos besoins.

Une deuxième newsletter suivra à fin août afin de vous informer de la date de l'ouverture des inscriptions pour la deuxième partie de l'offre.

REGISTRATION OPENING!

The CUSO Transversal Programme's Autumn 2023 schedule is now online.

Registrations for the first part of the workshops (late August to mid-October) will open next Thursday, 15th June from 9 a.m.

This advance notice is intended to give you the time to review the offer over the next few days and decide on the workshops best suited to your needs.

In a second newsletter by the end of August, we will let you know when registration will open for the remaining workshops.

[Vers l'offre](#)

[To the offer](#)



UN DOCTORAT... ET APRÈS ?

La saison 2 de notre série vidéo portant sur le développement professionnel après la thèse revient pour un épisode bonus avec le portrait du Prof. Michael Hengartner.

Michael Hengartner est actuellement président du Conseil des EPF. Auparavant, il a été recteur de l'Université de Zurich où il a été un des pionniers dans la promotion des programmes doctoraux et des compétences transférables.

Découvrez la vidéo sur cuso.ch/doctorat-et-apres.

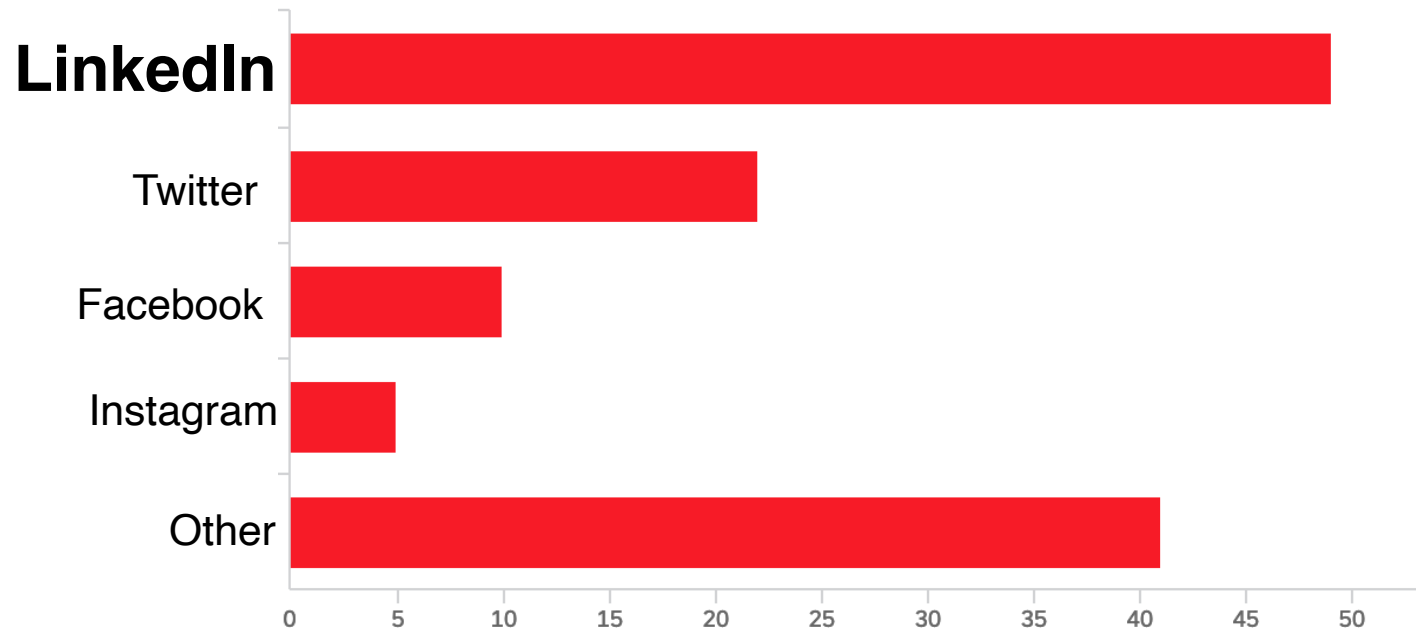
DOING A PHD... AND THEN WHAT ?

Season 2 of our video series on professional development after the thesis returns for a bonus episode with a portrait of Prof. Michael Hengartner.

Michael Hengartner is currently President of the ETH Board. Previously, he was Rector of the University of Zurich where he was a pioneer in promoting doctoral programs and transferable skills.

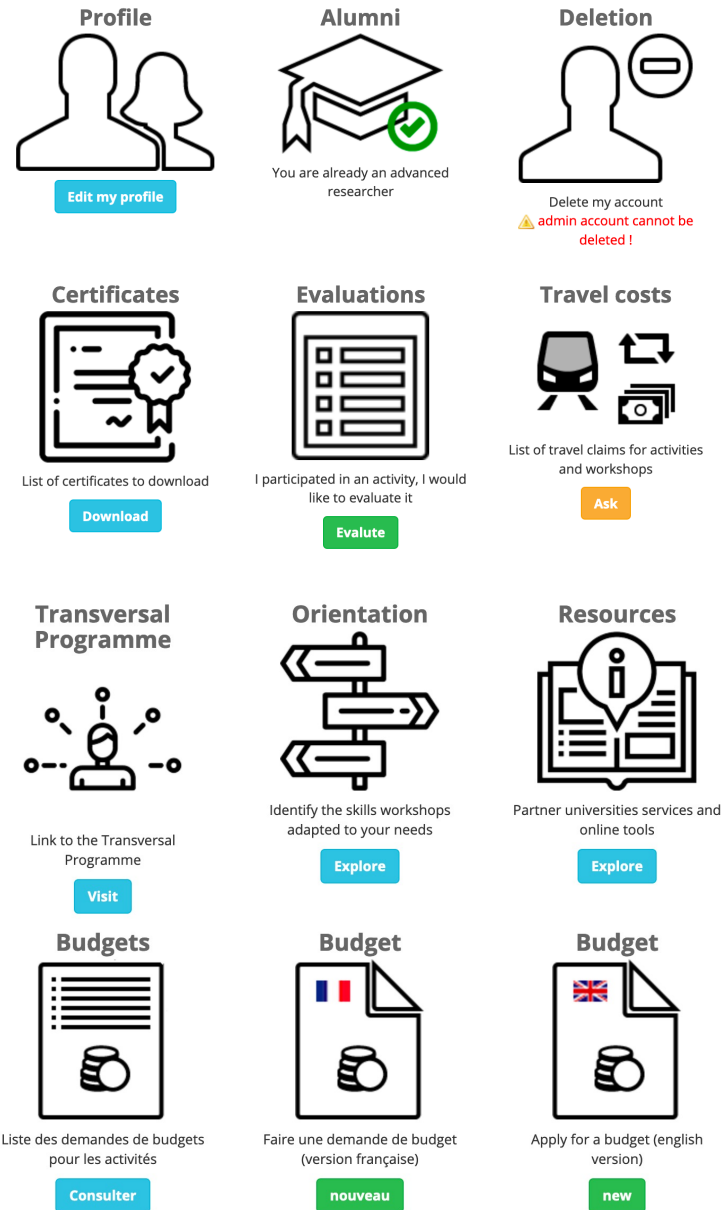
Watch the video on cuso.ch/phd-and-then-what.

Which medium is the most appropriate for the promotion of the soft skills program ?



LinkedIn Page

Most engagement
from PhD candidates
& professors



Website personal dashboard

Each doctoral candidate received a myCUSO account that allows:

- Online registration to the activities of any doctoral program
- Downloading of attendance certificates
- Evaluation of the activities
- Reimbursement of the travel costs
- Application for a budget to organize an activity
- Access to the resources page listing services within universities

Orientation Page

Get advices on skills workshops adapted to the personal needs of doctoral candidates

Transversal Programme



Link to the Transversal Programme

Visit

Budgets



Liste des demandes de budgets pour les activités

Consulter

Orientation



Identify the skills workshops adapted to your needs

Explore

Budget



Faire une demande de budget (version française)

nouveau

Resources



Partner universities services and online tools

Explore

Budget



Apply for a budget (english version)

new

Module: COM

View activities' descriptions, dates and register...

Communication - COM - These workshops will help you to develop oral and written communication skills. Such skills are important for the dissemination of your research and sharing your knowledge.

	Beginning	Middle	End
COM	Proactively managing relationships and networks		
	Active Listening Skills		
	Negotiation Skills		
	Techniques respiratoires et corporelles pour s'exprimer avec aisance dans les situations de stress		
	Let's create your blog together		
	Creative approaches and Drawing		
	Atelier d'écriture		
	Design Thinking for Research: How to Be More Productive, Creative and Confident		
		Visual Thinking for Doctoral Researchers	
		Prise de parole en public	
		Engage, Inform, Inspire: Bringing Your Presentation Skills to the Next Level	
		10 principes de base pour visualiser et illustrer des résultats ou concepts qualitatifs	
		Data visualization made efficient, beautiful and memorable	
	Conduire et participer à des réunions		
	Réaliser une capsule vidéo de trois minutes		
	Storytelling for researchers		
	Video Journalism for Researchers		
	Emotional intelligence for a successful academic or non-academic carrer		



Developed by Ilaria Orsi and Pauline Fritsch



Onboarding: an crucial step

Problematics

No access to registrations &
exmatriculations



Welcome Package

Short videos & texts
presenting CUSO
Link sent to the universities

Communication
during onboarding
processes is
important





Instant messaging platform

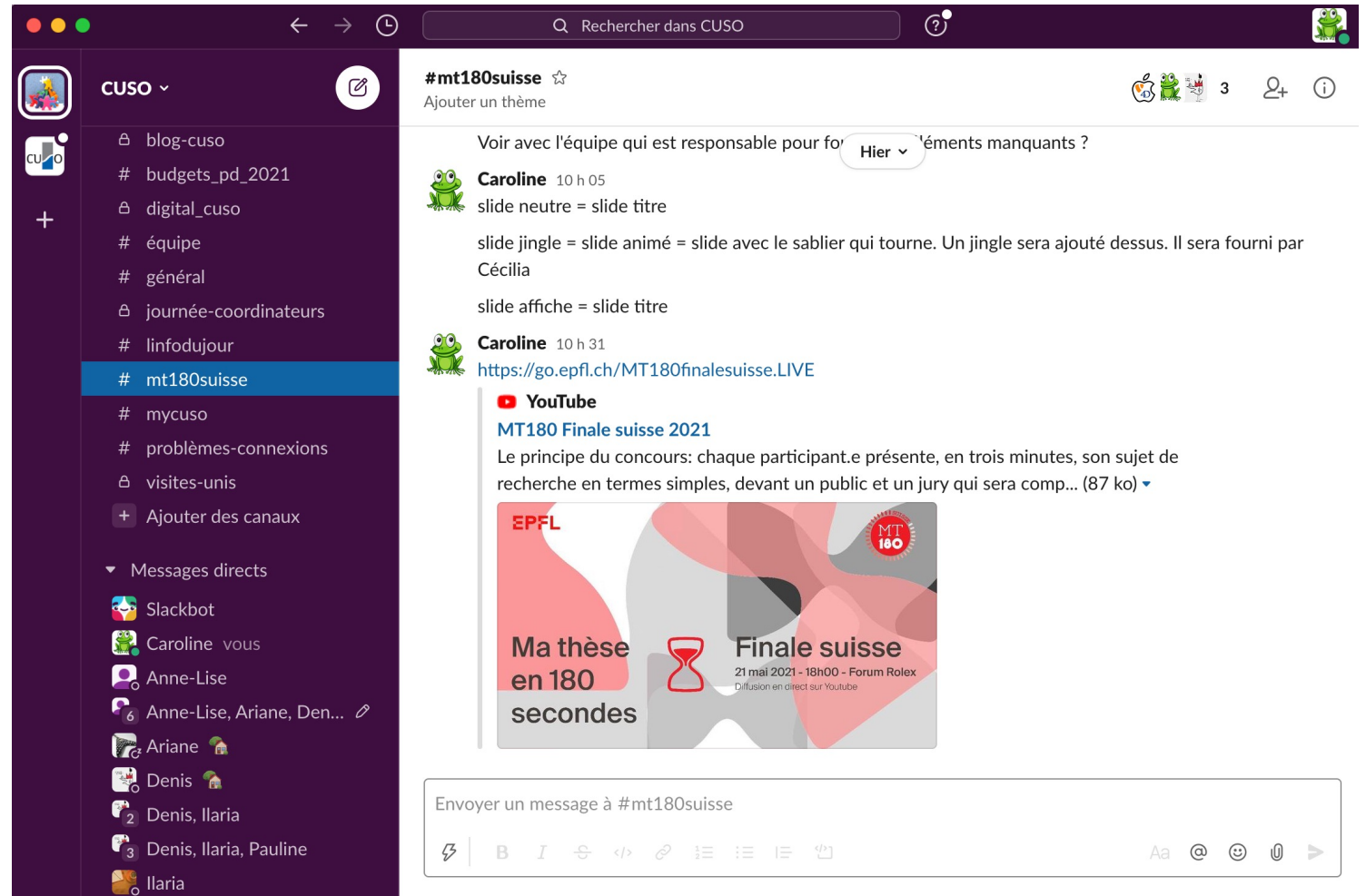
SLACK

<https://slack.com>

- Channel-based
- Faster than emails
- Ideal when working from home / different locations

CUSO General office

Programs coordinators





CUSO Blog

<https://cuso.ch/blog>

- Developed during the pandemic
- Overcome isolation and support doctoral candidates

Doctoral candidates

(Professors)

Creativity **Career** Beginning of thesis Communication
PhD Supervision CUSO MT180 Middle of thesis
Social media Writing Science Outreach Resources
Well-being Networking **Organisation** End of thesis

Search

-keyword-

Go

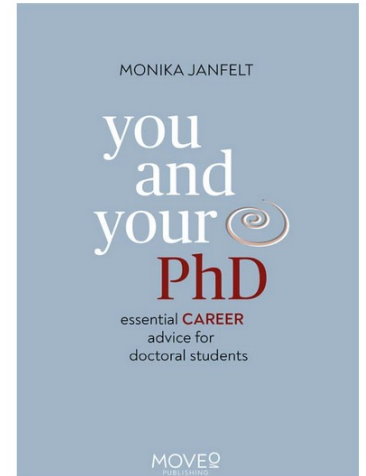
03
23
2021

🇬🇧 "You and your Phd" by Monika Janfelt: ten lessons to remember

👤 Ilaria Orsi, CUSO

At the beginning of the year we launched a survey among the CUSO PhD community to better build our offer. In order to encourage as many responses as possible, those who completed the survey had the opportunity to win (by drawing lots) a copy of « You and Your Phd », the recent book by Monika Janfelt (www.moveonordic.com) about career preparation for doctoral students.

[\[read more...\]](#)



02
15
2021

🇬🇧 Enhancing the doctoral journey – an asset for success! [invited post]

👤 Colette Niclasse & Marie Lambert, Université de Fribourg

We are pleased to welcome Colette Niclasse and Marie Lambert, from the University of Fribourg, for a guest post on the supervision relationship in the doctoral process. Welcome and warm thanks to them for their contribution!





Doing a PhD... And then what ?

Videos

<https://cuso.ch/phd-and-then-what>

- Short interviews of PhD holders or HR
- Career opportunities in academia or in the private and public sectors

Doctoral candidates





Communication is an exchange: the importance of meetings

Academic Council

Rectors

1-2 meetings per year

Coordination and management committee

Vice-rectors

4 meetings per year

Meeting day of the coordinators

1 meeting per year

Meeting day of the doctoral programs (coordinators, directors, vice-rectors)

Meeting day of the doctoral candidates

Acknowledgments



Anne-Lise
Baume



Denis
Billotte



Ariane Jordi



Ilaria Orsi



Marc Rolli

+ 33 coordinators & directors of the thematic doctoral programs