

**students4excellence - an innovative approach
to linking higher education and economy**

BCC conference, Vienna, July 6th, 2010

MVA-ZWM-856-20100602-VMS-k



**Students4excellence – an innovative approach to linking
higher education and economy**

What is the idea behind the programme?

How does it work?

Where do we stand?



Students4excellence – an innovative approach to linking higher education and economy

What is the idea behind the programme?

How does it work?

Where do we stand?

2



Students4excellence ...

... is a sponsorship network for talented students

... is Austria's first nationwide high potential programme for students from all fields of study

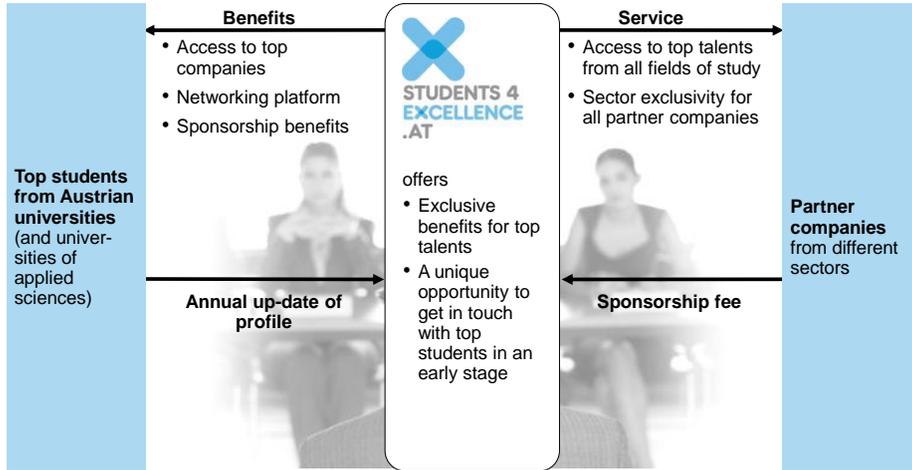
... is a common initiative of six leading companies

... gives students high level and high quality access to top companies

... currently has over 900 active members and additionally over 50 alumni members



Students4excellence creates a link between top students and the partner companies



Source: students4excellence

4



An initiative of leading companies from six key sectors for Austria's top students



McKinsey&Company



WOLF THEISS

Source: students4excellence



Goals and mission

- Sponsorship of highly talented and motivated students
- Creating more transparency for students on business world reality
- Contribution to securing the next generation of executives for the Austrian economy

Source: students4excellence



Value proposition for students



Access to top companies

- Exclusive events with board members of the partner companies
- Mentoring programme with experienced managers
- Online exchange for jobs/internships

Top talent network

- First nationwide network of top students across all universities and all fields of study
- Online-Networking-Tool (search colleagues, discussion forum, ...)
- Monthly newsletter with news, upcoming events, etc.

Sponsorship benefits

- Free mobile broad band internet access from A1
- Refund of 100 Euro for production of thesis
- 50 scholarships of 1.000 EUR for studying/working abroad per year

Source: students4excellence

7



Impressions from S4E events



Hannes Ametsreiter (CEO Telekom/Mobilkom Austria) discussing with S4E students



Wolfgang Ruttenstorfer (CEO OMV) having breakfast with S4E students



Bernhard Spalt (CRO Erste Group) at an S4E event



Rupert Dollinger (Head of HR Erste Group) at the S4E-kickoff in December 2008

Source: students4excellence

8



Value proposition for students



Access to top companies

- Exclusive events with board members of the partner companies
- Mentoring program with experienced managers
- Online exchange for jobs/internships

Top talent network

- First nationwide network of top students across all universities and all fields of study
- Online-Networking-Tool (search colleagues, discussion forum, ...)
- Monthly newsletter with news, upcoming events, etc.

Sponsorship benefits

- Free mobile broad band internet access from A1
- Refund of 100 Euro for production of thesis
- 50 scholarships of 1.000 EUR for studying/working abroad per year

Source: students4excellence

9



Benefits for partner companies

Access to top talents	Employer Branding	Services
<ul style="list-style-type: none"> • Focused approach to high potentials • Access to member profiles • Relationship building through continuous contact (mentoring programme, events, website, newsletter, ...) 	<ul style="list-style-type: none"> • Sector exclusivity as competitive advantage in the war for talent • Multiple ways of presenting the company to students • Media coverage as sponsor of top students • Joint appearance with other top companies 	<ul style="list-style-type: none"> • Support for S4E events (coordination, announcement, invitation of students) • Placement of internship and job offers on the platform and in newsletters

Source: students4excellence

10



Extracts from the media echo in Austrian newspapers

Kurier, 28.12.08

Das Fördernetzwerk students4excellence ist seit Wintersemester 2008 für Top-Studenten aktiv und online. Die Plattform will engagierte Studierende fördern, über Karrierechancen informieren und mit potenziellen Unternehmen vernetzen. Beim ersten Kick-off-Meeting fanden sich 35 Studenten ein, die dem über 150 Mitglieder sein. Sie diskutierten dabei über die Zukunft des Netzwerks und brachten ihre Ideen ein. Besonders Tipps zur Karriereplanung waren gefragt.

Die Presse, 10.1.09

Das neue Fördernetzwerk lud zur Kick-off-Veranstaltung. Mehr 160. Rund 160 Studenten haben sich am Montag mit der Gründung des Netzwerks an der Gründung teilgenommen. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen.

Wirtschaftsblatt, 13.2.09

Das nächste Netzwerk-Launch-Event fand am Montag im Rahmen der Kick-off-Veranstaltung statt. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen.

Die Presse, 14./15.3.09

24 handverlesene Mitglieder des Topstudentennetzwerks Students4excellence (S4E) waren vergangene Woche zum Frühstück bei Wolfgang Ruttenstorfer geladen. „Sie haben meine Erwartungen übertroffen und mich zum Nachdenken angeregt“, zeigte sich der CEO von der Qualität der Gespräche angetan. Das Netzwerk richtet sich an exzellente Studierende – seit der Gründung vergangener Semester werden Exzellenzkapitäne...

Der Standard, 14./15.2.09

Top-Manager und Netzwerkstar große Unternehmen suchen junge Menschen mit Mut und Will zur Arbeit. Das Fördernetzwerk students4excellence bietet Kontakt zu Stellensuchenden aller Disziplinen. Mentoring-Programme sind ein wichtiger Bestandteil des Netzwerks. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen.

Wirtschaftsblatt, 30.10.09

Wirtschaftsministerin Elisabeth Gössl hat am Montag im Rahmen der Kick-off-Veranstaltung teilgenommen. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen. Die Initiative ist dabei entstanden, um Studierenden eine gute Möglichkeit zu bieten, sich mit Unternehmen zu vernetzen.

Die Presse, 28.11.09

Wien. „Die Zeit der Schwemmetzkapitäne“ ist vorbei. Unternehmen suchen in Zeiten wie diesen nur die besten der Besten. Was heißt, die berufliche Kompetenz, erklärt Hans-Joachim CEG von Neumann Partners letzte Woche im Wiener Stadtforum. Students4excellence (S4E) hatte zu einem Podiumsgespräch zum Thema „Exzellenz in der Krise“ geladen. Die Teilnehmer – sowohl die hochkarätigen Diskutanten wie auch die hochmotivierten Studierenden im Publikum – geben ihre eigene Definition für „Exzellenz“ ab. Neben der fachlichen Qualifikation sind vor allem die Bereitschaft, Bewusstheit zu lernen und das Wille, etwas zu bewegen, entscheidend, betonen die Teilnehmerinnen und Teilnehmer.

Source: students4excellence

11



Students4excellence – an innovative approach to linking higher education and economy

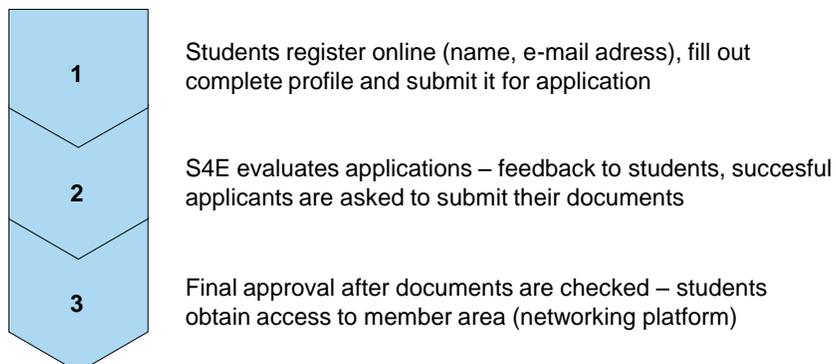
What is the idea behind the programme?

How does it work?

Where do we stand?

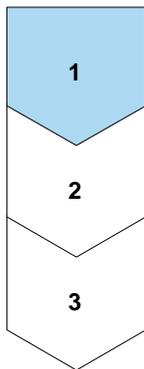


Application process





Application process



1 Students register online (name, e-mail adress), fill out complete profile and submit it for application

2 S4E evaluates applications – feedback to students, succesful applicants are asked to submit their documents

3 Final approval after documents are checked – students obtain access to member area (networking platform)

Source: students4excellence

14



Online registration

The screenshot shows the website's navigation menu with 'Bewerben' highlighted. The main content area features a blue banner with the text 'Die Schnittstelle für High-Potentials.' Below this, there is a 'Willkommen bei students4excellence!' section with a photo of students and social media links. To the right, there is a 'Eine initiative von' section listing partner companies like ERSTE, OMV, and WOLF THEISS.

Source: students4excellence

15

MVA-ZWM-859-20090109-VMS7-k



Online registration

STUDENTS 4 EXCELLENCE .AT

Programm
Konzept
Aufnahmekriterien
Partnerunternehmen

Mitgliedschaft
Top Talente Netzwerk
Unternehmenskontakte
Förderleistungen

Information
F.A.Q.
Kontakt
Presse

NOCH NICHT REGISTRIERT?

[Bewerben](#)

[Infos zur Bewerbung](#)

Anmeldung

Benutzername

Angemeldet bleiben

[Passwort vergessen?](#)

[Login](#)

Die Schnittstelle für High-Potentials.

Registrierung

Neuen Benutzer registrieren

Anrede

Vorname

Nachname

E-Mail

[Registrierung absenden](#) [Registrierung abbrechen](#)

Source: students4excellence

16

MVA-ZWM-859-20090109-VMS7-k



Online registration

STUDENTS 4 EXCELLENCE .AT

Programm
Konzept
Aufnahmekriterien
Partnerunternehmen

Mitgliedschaft
Top Talente Netzwerk
Unternehmenskontakte
Förderleistungen

Information
F.A.Q.
Kontakt
Presse

NOCH NICHT REGISTRIERT?

[Bewerben](#)

[Infos zur Bewerbung](#)

Anmeldung

Benutzername

Angemeldet bleiben

[Passwort vergessen?](#)

[Login](#)

Die Schnittstelle für High-Potentials.

Registrierung

Neuen Benutzer registrieren

Anrede

Vorname

Nachname

E-Mail

[Registrierung absenden](#) [Registrierung abbrechen](#)

Source: students4excellence

17



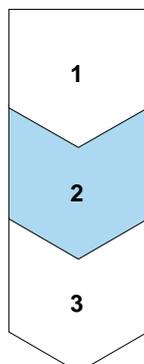
Filling out complete profile and submitting it for application

Source: students4excellence

18



Application process



1 Student registers online (name, e-mail address), fills out complete profile and submits it for application

2 **S4E evaluates applications – feedback to students, successful applicants are asked to submit their documents**

3 Final approval after documents are checked – student obtains access to member area (networking platform)

Source: students4excellence

19

Admission criteria

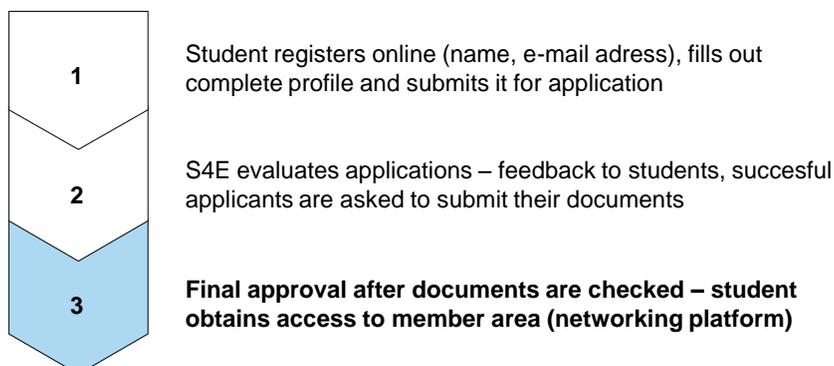
General	<ul style="list-style-type: none"> Students from Austrian universities and universities of applied sciences (all fields of study, all nationalities) Up to the age of 27 	Aspiration level and weight of each criterion is determined by progress of studies (clustered by years)
Academic excellence	<ul style="list-style-type: none"> Excellent school grades Excellent university grades, studies within minimum programme duration (minor exceeding accepted) 	
Professional experience	<ul style="list-style-type: none"> Previous employments and internships Ideally challenging tasks at top companies 	
International mobility	<ul style="list-style-type: none"> International mobility Extended stays abroad (e.g., semester/ internship abroad) 	
Extra-curricular activities	<ul style="list-style-type: none"> Extracurricular activities in the social, political or cultural field Participation in competitions Awards 	

Source:students4excellence

20

MVA-ZWM-859-20090109-VMS7-k

Application process



Source: students4excellence

21



The screenshot shows the website's navigation bar with the following items: Home, Meine Daten, Mitglieder, Kontakte, Nachrichten, Events, Mentoring, Karriere, and Meine Goodies. A red box highlights these items. Below the navigation bar, the main content area includes sections for 'Willkommen' (Hello Robert Putz), 'Schnellsuche', 'Kalender' (S4E Sommerfest am 20.05.2010), 'Facebook - Twitter', 'Aktuelle S4E Veranstaltungen', 'Termine', and 'Foren Diskussionen'. The 'Aktuelle S4E Veranstaltungen' section features an article titled 'APAR vergibt Stipendien für internationale Konferenzen (z.B. Harvard, Asien)' with a sub-heading 'Ich bemitleide Leute, die in der Arbeit immer auf die Uhr schauen'.

Source: students4excellence

22



This screenshot is identical to the one above, showing the website's navigation bar and main content area. The red box highlights the navigation menu items: Home, Meine Daten, Mitglieder, Kontakte, Nachrichten, Events, Mentoring, Karriere, and Meine Goodies. The main content area includes sections for 'Willkommen', 'Schnellsuche', 'Kalender', 'Facebook - Twitter', 'Aktuelle S4E Veranstaltungen', 'Termine', and 'Foren Diskussionen'. The 'Aktuelle S4E Veranstaltungen' section features an article titled 'APAR vergibt Stipendien für internationale Konferenzen (z.B. Harvard, Asien)' with a sub-heading 'Ich bemitleide Leute, die in der Arbeit immer auf die Uhr schauen'.

Source: students4excellence

23



Students4excellence – an innovative approach to linking higher education and economy

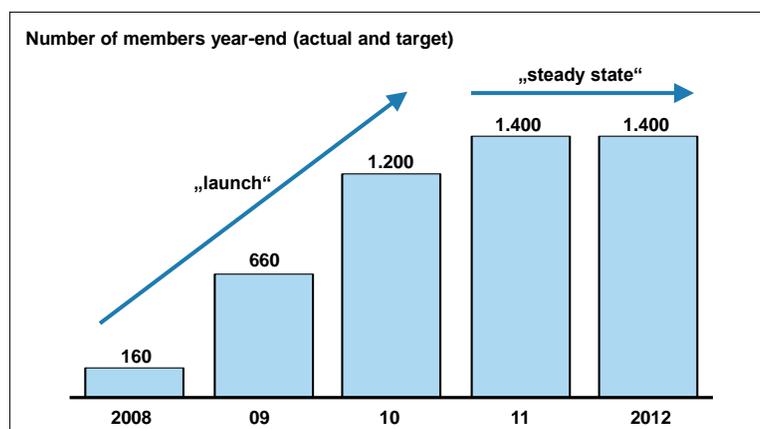
What is the idea behind the programme?

How does it work?

Where do we stand?



Number of members – history and forecast



- Since the launch in October 2008 over 950 members have been accepted, more than 50 have already been transferred to the alumni status after their graduation
- In the steady state we are aiming to have around 1.400 active members

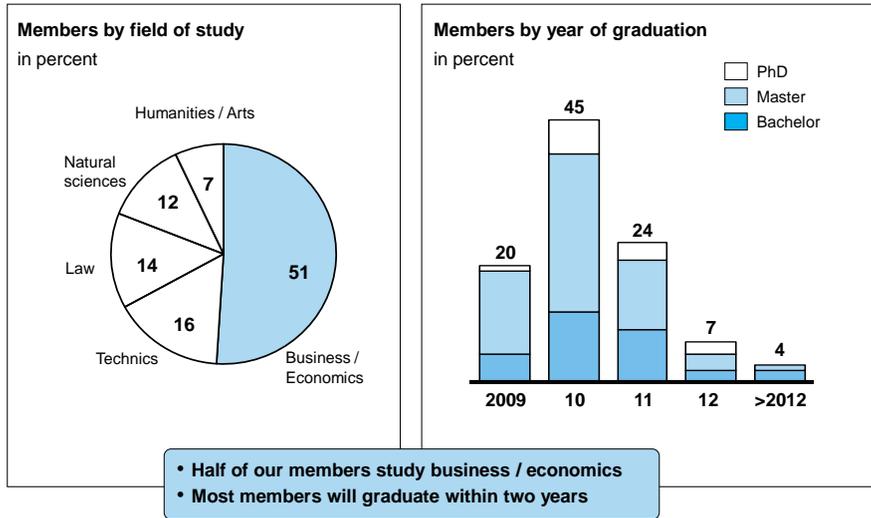
* Akzeptierte Bewerbungen (vor Überprüfung der Zeugnisse)

Source: students4excellence

25



Member statistics



Source: students4excellence

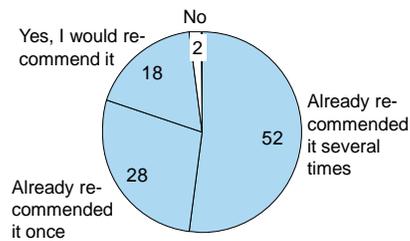
26



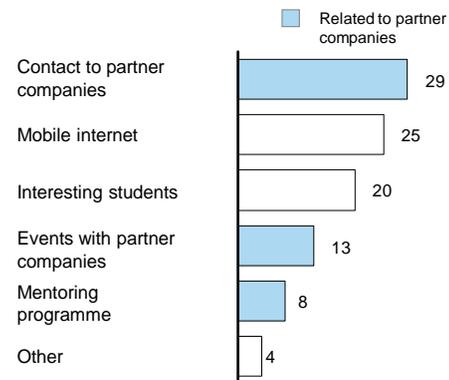
Students are enthusiastic about S4E – contact to partner companies is the most important reason for application

in percent

Would you recommend S4E to a friend?



What was the most important reason for your application?



- 8 out of 10 members have already recommended S4E to friends (only 2 % wouldn't do so) – indicates high satisfaction and enthusiasm for the programme
- Offers related to partner companies are the main reasons for application

Source: students4excellence, member survey 2009

27



Feedback from the partner companies

„Students4excellence is the ideal platform, to get in touch with highly qualified and motivated talents, to interact with them and to sponsor students.“

Dr. Iris Kornacker
Associate Principal / McKinsey & Company



„We are happy to support students4excellence, because we want to accompany future decision-makers in an important phase of their development and to enable the exchange of ideas between students and our managers.“

Dr. Georg Horacek
Senior Vice President Human Resources / OMV

„We want to contribute to the development of students and want to establish a dialogue between university and practice at our events.“

Mag. Georg Schlotter
Head of HR / Wolf Theiss attorneys at law



Source: students4excellence

28



Feedback from the partner companies

„I am thrilled by the backgrounds and the qualifications of the members, I got to know at S4E events.“

Mag. Klaus Mörtl
Head of Human Resources / mobilkom austria



„Getting in closer contact with only one member at one of our events made the evening a success.“

Dr. Rupert Dollinger,
Head of Group Human Resources / Erste Group

„The mentoring programme is a true enrichment for our participating managers. Through the intense contacts to the mentees, they learn how the next generation approaches future challenges.“

Mag. Larysa Winter M.B.A.
Head of Group Human Resources / Vienna Insurance Group



Source: students4excellence

29



If you have further questions, do not hesitate to contact me

Martin Lust

Director students4excellence

Telefon: +43 1 715 34 53 - 34

Mobile: +43 664 23 98 434

E-Mail: martin.lust@students4excellence.at

Internet: www.students4excellence.at

