

Universitetspladsen

RUglobal

Information and debate from Roskilde University

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Publishing information

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- at 12 noon on the assigned date

After RUC

Have you ever sat in a crowded canteen at RUC wondering what becomes of people after they graduate? Will they become teachers, or organisers of major cultural events, or will they

become political advisers at Christiansborg? In brief: What happens after RUC? RUGlobal has set about to examine this in this series of articles.

Football job with social responsibility

A creative job application, extensive legwork and the combination of Danish and Business Studies at RUC (also called the PR profile programme) got Mikkel Minor Petersen his job in CSR and public affairs with the Danish Football Association (DBU); a job which many people envy him. Mikkel is in charge of corporate social responsibility (CSR) at DBU as well as the association's liaisons with politicians. These two entirely new areas require extensive insight and control. »When I arrived at DBU, they had a four-page CSR strategy, so I was left to define the objectives for the strategy. RUGlobal was given the opportunity to follow Mikkel on one of his varied and solution-oriented days at the office at DBU.

By *Josefine Sofia Svendsen, RUGlobal*

When I arrive at the office at **9 a.m.**, I have already been up and about for several hours. That's what it's like for a new dad.

It's my colleague's birthday today, so we have arranged to have breakfast together in the communications department where I'm based. Apart from the cheerful breakfast get-together, my office is completely empty; one of my good colleagues recently resigned, and my other colleague has gone to Macedonia with the Danish U17 women's team. I therefore pack my things and move into one of the other offices that are not empty. It's just a bit cosier that way.

I then open my mailbox. It is full of e-mails, but I already knew that because I checked it on my smartphone earlier in the morning. I always do that to prepare for the tasks waiting to be done. Now, however, I must answer the many e-mails and enquiries.

I start out with a joint project with the organisation Save the Children Denmark, for which we need to set up a meeting. The purpose of the collaboration is to ensure, among other things, an even better children's environment in our sports clubs. Lately, we have spent a lot of time on this collaboration. We have, for example, met with an advertising agency to come up with a good name for the project. We have begun establishing long-term partnerships with NGOs with the aim of working in-depth with the activities we launch.

I was originally scheduled to have participated in a conference on the United Nations Global Compact from 9-11 am, but last night it was already evident that I would not be able to find the time for it today. That often happens. Sometimes, other things must take priority, even though I definitely enjoy participating in conferences. It is important to get input from the external environment.

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At **10 a.m.**, another task lands on my desk when my boss, Lars Berendt, drops by the office with a briefing on a current issue. The Social Democrats are about to propose a bill awarding the TV rights for international matches to the national TV stations. This is, of course, relevant to us, as this is our market, and we want our voice to be heard. Therefore, I begin researching the area, identifying the people we should talk to and what other measures are required in order to influence the debate.

At about **11 a.m.**, I begin packing my colleague's things. He did not pack all of his things, so I help him. I then brief my colleagues in-house about the latest developments in our collaboration with Save the Children. This should have addressed Greenland, but after the last meeting, it became clear that it was not feasible this time.

I then resume my work on a proposed strategy for how DBU can become better at opening up dialogues with politicians. This involves a long process which must fit into our overall public affairs strategy, which

we are currently trying to shape and enhance. Our goal is to make our value in society more visible to the public and to the politicians.

At **12:30 p.m.**, we have lunch. I always arrive late, but I'm not the only one. About 80 people have the buffet.

At **1:30 p.m.**, Jim Stjerne Hansen, Secretary General of DBU, drops by. He explains that the children's football club of the year was chosen in the club Hvidovre IF at the weekend, and that Hvidovre IF has a waiting list for children who would like to play. They simply do not have enough facilities. He would like me to look into possible solutions. I try to identify the extent of the problem and what we can do about the great shortage of football grounds in clubs situated in densely populated areas. I spend most of the afternoon looking into this.

At **3:30 p.m.**, I suddenly remember that we must announce our participation in a campaign to combat violence against women; a joint project with the Danish Ministry for Gender Equality and others. This must be announced on www.dbu.dk as soon as possible. I then cycle to Glostrup station and take the train back to my family at Nørrebro.

Later in the evening, I spend an hour at home preparing a progress report on the collaborative process between DBU and Save the Children. I always work a little in the evening.

Usually, CSR takes up more hours of my day than today, which was mainly characterised by public affairs. My working days can vary a great deal, which is one of the things I like about my job – apart from the many football matches I get to watch.

Mikkel on the skills acquired at RUC:

»An analytical and critical sense. The ability to build knowledge and translate it into solutions. This is what RUC has taught me. In my job, I can use my nerdy approach to communication and my knowledge of organisations, which I gained from Danish and Business Studies.«

The Student Service Centre has moved!

Take a seat in the lovely new sofas in building no. 30. Here, you will find good opportunities for working on the student projects.

Remember that – because it saves you from going to the wrong place when you need to contact the Student Grants Office. The Student Service Centre has moved to building no. 30 where you will also find the Rectorship, the University Administration and the Department of Psychology and Educational Studies (PAES). Pop in and have a look at the new premises – even if you don't need to change your students' grants.

The naked truth

What a wonderful world. Birds are singing, the sun is shining every week and the tree of life grows all the spiritual fruits you can wish for, if only you give it all a chance. Possibilities are endless, and if you are nosing about at RU – trailing through the entire area – you will find little elements, all part of the great mosaic.

But isn't it so that RUC also deserves to come under intense scrutiny? Don't you

think that all the many little things going on at RUC should be looked at twice before being closely assessed? Well, indeed they should.

In another article in RUGlobal, this writer therefore speaks his mind and reviews everything on campus with a cheerful whistle and a twinkle in the eye. Everything deserves mentioning, which means that I will be blunt and to the point.

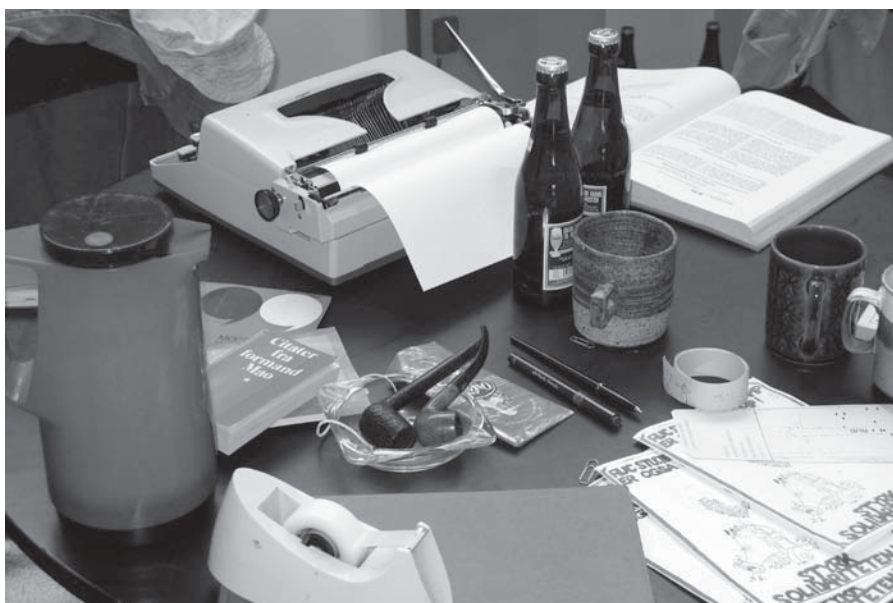


The “roomy” old days

RUC was conceived in the 70s as a symbolic rebellious act towards the established universities. Like building bricks, it was spread across a field at Trekroner, and from this point onwards it went fast and furious. Students came – wobbly on their feet – with arms linked, carrying their beloved bottles of lager in their hands and idealistic thoughts buzzing in their heads. “Communist nest”, fumed opponents, while RUC just stuck another flower in its hair and blew smoke in their direction. Much has happened since then, and Roskilde University has evolved significantly. Rebellion has turned into competitive strength, and idealistic thoughts have become more differentiated. (The bottles of lager are still the same though lukewarm and a bit flat – just the way we like them). However, knowing your roots does not harm anyone, does it? These days, RUC is putting on display several group rooms representing the different decades at RUC, but what may at first sound like a school trip attraction could in fact be an interesting experience to most campus residents. For that reason, RUGlobal has taken a closer look at it all, voicing our opinion – bluntly and to the point.

Text: Mikkel Wendelboe, RUGlobal
Photo: Eva Lykke Jørgensen, RUGlobal

“Ah, my dear old friend – Roskilde University Library”. Again, this futuristic building is towering up above the writer, and all the books and their letters inside its belly are lulling me into a comfy, pleasant state of well-being. Relaxing. They drag me inside, and since my destination is this belly of the colossus anyway, I let myself be pulled along, blindly. The door is still too narrow, but the scent of all the lovely books make me shrug it aside. That's not why I am here. I am here to shake up a feeling I haven't felt for a long time; it is this special feeling you get when visiting a museum or other places where you breathe a whiff of history. It is a mixture of fascination for a different world you seem to stare into



continues Pipe smoking and Chairman Mao. An absolute must at RUC in the 70s.

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“The man of Tollund (Tollundmanden) and the Sun chariot (Solvognen) lead our thoughts back to times long gone, but no-one honestly misses the human sacrifice and religious adoration for material things (Apple, are you listening?)”

Assessment:

Door width:	
Feel good potential:	
Nostalgia:	
Best anti-nuclear poster:	
Attraction value:	

Clarion call!

Anything you would like RUGlobal's straight-to-the-point reviewer to scrutinize for you? If so, just send an e-mail to miwe@ruc.dk, and we will have a look at the subject be it new, old or something completely different.

and the relief of not being forced to live in that world. The man of Tollund (Tollundmanden) and the Sun chariot (Solvognen) lead our thoughts back to times long gone, but no-one honestly misses the human sacrifice and religious adoration for material things (Apple, are you listening?) This feeling has sent me in the direction of the library, because like anything and everybody else, RUC has a story to tell.

The ravages of time

Time passes and things change. RUC is in a constant state of change, and the ravages of time have not left the university untouched. 40 years leave their traces, and it is this development that a new exhibition at the library will try to make comprehensible. The exhibition is based on the university group rooms and

past; or at least imitations of the past. The first room is from the 70s, and the differences immediately leap to the eye. A typewriter on the table, an anti-nuclear protest poster on the wall and some very curious outfits hung on the back of a chair. The next room is a group room from the 90s and the last one from the noughties. Again, the things in the room vary, but their primary purpose still shines through. Throughout RUC's past, these things have all been used as setting until the day where the project group was taken to the scaffold. Here, the last lines were typed, the last theory discussed and the last tranquilisers were taken before the exam.

today. Unfortunately, it does not seem that many other people share my fascination of history, but then I will have to do my part.

I therefore advise everybody to see the exhibition because it is fun to get an idea of the life of the former students at RUC. It is important to know your originators so to speak. (If nothing else, then go to get this “how-happy-I-am-that-I-don't-live-in-the-olde-days” feeling characterising any museum).

“There are many people at the library. Most of them to borrow books. 'Newly hatched basic chicken', I think to myself while my eyes quickly find what they are searching for.”

has tried to reproduce their characteristics in the different decades – from the early 70s to the time after the millennium. This idea, which is a good illustration of the students' everyday lives on campus, focuses on group work which despite the many years has not been eroded away.

Impressions

There are many people at the library. Most of them to borrow books. “Newly hatched basic chicken”, I think to myself while my eyes quickly find what they are searching for. Along the furthest wall, I can see the first of three exhibited rooms. Relics from the

The common denominator fills the exhibition with grandness, and you get an immediate feeling of solidarity with the RUC students of former times. Although I do not look like or feel like a left wing oriented hippie with hemp growing in my pockets and peace signs ironed onto my cheek with an iron, I sense that the feelings that were once outlived in that small room, also live on at this university and in me



The exhibition offers the characteristics of the 90s. (The Gang of Thugs (the then popular radio programme “Tæskeholdet”) was great! The Tamil Case was not so great...)