

# Lifelong Development (LLD) Roadmap for 2021

The DOTs (Do One Thing) below were formulated in consultation with the LLD management team. In 2021/2022, we will focus on strengthening VU Amsterdam's Lifelong Development profile (both online and on-site), and on what that will require in terms of a joint organisation. After all, we can't upgrade the external aspects without tackling any underlying issues. Our target groups' perceptions are not solely determined by what they physically observe on a website or in a building. The supporting processes also have a part to play here.

In addition, we are keen to become (and to remain) involved in a number of developments within VU Amsterdam and elsewhere. However, we have no control over the pace of these developments. These include the LLD aspirations inherent to the collaborative venture between the University of Twente and VU Amsterdam, as well as LLD initiatives in the context of the Association of Universities in the Netherlands (VSNU).



Lifelong Development DOTs for 2021	Autumn 2021	Spring 2022	Join key result area
<ul style="list-style-type: none"> <li>Optimize the <b>intelligence</b> of the <b>VU Amsterdam for professionals</b> online platform (target group segmentation and personalization)</li> </ul>	✓		<ul style="list-style-type: none"> <li>VU Amsterdam's LLD profile</li> <li>LLD organisation</li> <li>LLD portfolio</li> </ul>
<ul style="list-style-type: none"> <li>Develop and implement a <b>marketing campaign</b> to strengthen VU Amsterdam's LLD profile</li> </ul>	✓	✓	<ul style="list-style-type: none"> <li>VU Amsterdam's LLD profile</li> <li>LLD organisation</li> <li>LLD portfolio</li> </ul>
<ul style="list-style-type: none"> <li>Develop an <b>accommodation perspective for LLD</b>, including an integrated business case (in cooperation with Corporate Real Estate and Facilities)</li> </ul>	✓		<ul style="list-style-type: none"> <li>LLD organisation</li> <li>VU Amsterdam's LLD profile</li> </ul>
<ul style="list-style-type: none"> <li>Search for a <b>coherent design and organisation</b> for all LLD components, in line with the business case and accommodation options</li> </ul>	✓	✓	<ul style="list-style-type: none"> <li>LLD organisation</li> </ul>
<ul style="list-style-type: none"> <li>Develop a <b>training programme for LLD lecturers</b> based on the LLD vision for education (in cooperation with LEARN!)</li> </ul>		✓	<ul style="list-style-type: none"> <li>LLD organisation</li> </ul>
<ul style="list-style-type: none"> <li>Develop <b>general education for adults/professionals</b> and launch pilot projects <i>This DOT is driven by the Faculty of Behavioural and Movement Sciences/the Faculty of Humanities</i></li> </ul>	✓		<ul style="list-style-type: none"> <li>VU Amsterdam's LLD profile</li> <li>LLD portfolio</li> </ul>