

Report development interview visitation Global Project & Change Management (GPCM)
Windesheim University of Applied Sciences dated 11-05-2026

RIO/CROHO:

30017

Date Visitation: 09-12-2025

Location: Online

Participants Audit panel: Chair panel

Participants Study Programme: Degree programme manager, senior lecturer and
management assistant

The purpose of development conversation was based on the following:

GPCM is facing a decline in student numbers. This is partly due to demographic trends. Once again, this accreditation/panel confirms that we are delivering truly innovative education. So we think it is a shame that our education is only offered to a small group, whilst we see, for example, how enthusiastic parents are at open days.

We therefore wish to investigate whether we could start offering our education, such as the module Value Creators or other modules, to different target groups. We would also like to explore continuous learning pathways, such as Ad Management to GPCM (2 + 3) or GPCM + Master's in Sustainable Transition in four years.

At the start of the meeting Lineke expressed that the name change of the program will not be a topic for this conversation. This has to be discussed with our sister program in Zeeland, because it would mean a RIO/CROHO name change. The other recommendations of the panel did not yield specific questions, so therefore we decided to propose the topics: - How can we make GPCM more attractive for potential new students; - What could be new sources of revenue?

Decrease of (international) students. How to make GPCM more attractive for potential new students?

- Robin Pereboom recognizes the challenge; she sees this also in her own institution.
- A 3 + 1 format (3 year bachelor and 1 year HBO master e.g. Sustainability Transitions) seems a very suitable format for GPCM:
 - o In Europe we see that several countries are moving to 3 year HBO programmes.
 - o This discussion is not really happening in the Netherlands. But we could of course run this by the Ministry/NVAO to see whether this is being considered for the Netherlands.
- Robin suggests to seriously explore a 3 year fast track programme., so 240 EC in 3 years. This would then create an unique opportunity for students to obtain their diploma in 3 years instead of 4. Yet this may impact the 'community', as choices will need to be made which modules these students don't take. There are different ways to do this:
 - o A180 EC programme for students with a VWO diploma (and for example Abitur, other international diplomas);

- A fast track programme of 240 EC that is done in 3 years.
- The development of a 'continuous pathway' AD – Bachelor would be another option to develop. Robin agrees that the special feature (BKKI) would not allow for a 2+2. Yet a 2+3 should be possible, maybe even 2+2.5 (leaving out the 30 EC elective/minor).

New sources of revenue

We explored different ways the programme could find new sources of revenue beyond the bachelor programme. The main learnings were:

- It is important to realise that there is a tension: are we then competing with the commercial sector? Yet it is also an obligation to share our expertise with the world. This means that if you want to offer courses/trainings to 'the outside world', you need to do this under the right umbrella. Concrete action would be to explore with the LLO department of the different divisions, in our case especially BML and Education, which offer we could make.
- You have very strong alumni base. Alumni can be a target group but also a source of inspiration for content for courses and trainings education. Explore what they need and what their environment needs.
- Look into how you could become a Centre of Expertise. The Centre could offer short courses combined with research, workshops, master classes for an extra revenue stream.
- Important remark: include management but also change agency, which is also potentially very interesting to the professional field.
- Elements in our program that could be interesting for others: sustainability, sustainable development, futures literacy, leadership and IDGs (how to live and work in today's world), transition management, active hope.
- Use people like Kees Klomp as 'attraction force'