

Communications and Community Relations

Finnish Higher Education Experts U.S. Study Tour 2014

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Finnish Delegation

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TAMPERE
UNIVERSITY OF
TECHNOLOGY



Katja Ayres

Director of Communications and Media Relations

P.O. Box 527

FI-33101 Tampere, Finland

Tel. +358 40 849 0505

katja.ayres@tut.fi

www.tut.fi/en

Katja Ayres has been in charge of communications at Tampere University of Technology (TUT) since 2007. She has an MSc in journalism and mass media, and prior to her current position she worked as a newspaper editor and teacher of communications, and ran a firm providing communications services to industry and public sector organizations.

At TUT Katja Ayres leads a team of ten professionals who produce Finnish and English language communications services to the faculty, students and other interest groups. The team's fields of expertise range from internal communications, online communications, web service development, event organizing, marketing and maintaining the University's visual image, to media and alumni relations and text translation into English.

Katja Ayres reports to the University President and represents the communications perspective in many internal working groups and committees, including groups responsible for emergency, risk and safety management at the University. She provides support to the University's Board Chairman, President and other management in communications-related matters, and participates in the writing process for the University's strategy and various development plans.

In addition, Ayres has been Editor-in-Chief of the internal and external magazines at TUT, written the University's 40-year history in 2005, and is currently responsible for the compilation of the 50-year history to be published in 2015.



UNIVERSITY OF HELSINKI



Hannamaija Helander

Communications Manager

University of Helsinki

PB 33, FI 00014 University of Helsinki

Tel +358 400 675 820

hannamaija.helander@helsinki.fi

Twitter: @HmHelander

Hannamaija Helander was appointed Communications Manager at the University of Helsinki in August 2012. She is in charge of the University's communications and media relations both nationally and internationally, including crisis management.

The daily work is produced in close collaboration with her team, which is mainly responsible for science communication. Internal communications is also a vital part of the daily work.

Hannamaija Helander coordinates a network consisting of 15 press officers on a faculty level. She supports and contributes to the University leadership in communication matters.

Before working at the University of Helsinki, she was the Communications Director at Akava. Akava is a trade union confederation of affiliates for highly educated people. Helander was in charge of all communications of the organization, including being the Editor-in-Chief of the *Akavalainen* magazine.

Before this post, Hannamaija Helander worked as a Communications Officer at the ICT company Fujitsu Finland.

Hannamaija Helander was educated at the University of Helsinki. She graduated in 1993 as a Master of Political Science, majoring in communications.

Hannamaija Helander is a mother of two teens and she is married to a physicist. She is interested in modern art, community gardening and classical music. Her hobbies include cross-country skiing, badminton and bicycling.



Katja Kannonlahti

Head of Communications
Kalevantie 4
FI-33014 University of Tampere
Tel. +358-40-190 1329
www.uta.fi/en
katja.kannonlahti@uta.fi

Katja Kannonlahti is the Head of Communications at the University of Tampere. Kannonlahti is responsible for the strategic and overall development of external and internal communication at the University. She leads the Press and Information Office with its twelve team members whose work covers the essential fields of communication and relations: internal and external communication, marketing, media and alumni relations.

Kannonlahti joined the University of Tampere at the beginning of March 2012. Before this she had gathered a 15-year experience of working with daily news production as a reporter, host, anchor and co-producer at Finland's most popular commercial TV channel and news media MTV3.

Kannonlahti has studied at the University of Jyväskylä (BA in Finnish language and speech communication) and University of Vaasa (MA in communication science and English and German languages). She has also studied at the University of San Francisco and the University of Bielefeld (Germany) and worked in Canada.

Kannonlahti is married and has a 6-year-old son and a 16-year-old daughter. Kannonlahti loves books, movies and good conversations with friends about current topics.

Marjo Loisa



Communications Director

P.O. Box 20

FI-53851 Lappeenranta

Finland

tel. +358 40 747 9548

marjo.loisa@lut.fi

www.lut.fi/en

Marjo Loisa is the Head of Communications at Lappeenranta University of Technology (LUT). Loisa is responsible for the University's brand, communications and marketing. She and her team also work with event management, public relations, alumni relations and media relations among other things.

Loisa joined the University's management in 2009. Since then she has focused on building the University's brand. There has also been a big shift in the University's operations, which has made it an interesting era of change management.

Loisa has over 12 years of previous experience in the media world, where she has worked in different positions as a journalist and as an editor. She has a Master's Degree in economics and business administration (M.Sc.) at LUT specializing in knowledge management. She has also graduated from the University of Tampere as a Master of Social Sciences.

Loisa's main interests are branding, strategy, university based startups and societal relations. Her other passions are traveling and crossfit.



Anu Mustonen

University of Jyväskylä
Director of Relations
Specialist services
P.O. Box 35, FI-40014 Jyväskylän yliopisto
+358 50 564 9022
www.jyu.fi

Director of Relations, PhD Anu Mustonen from the University of Jyväskylä, is responsible for the communication and public relations of the University. Prior to this position, she has been working as the Head of Communications at the University of Jyväskylä for 15 years.

Anu Mustonen has also been working as a researcher and teacher at the Department of Psychology. She has studied various media psychological themes, especially media violence and its audience. She has written various academic research reports and teaching materials of media psychology and media education, as well as reviews of media effects and media regulation for the use of the Finnish ministries and EU authorities. As part of the Safer Internet Programme of the European Commission, she established an Internet safety awareness campaign in Finnish schools within the Mannerheim League of Child Welfare in 2006–2007. Anu Mustonen is also a member of the Finnish Appeal Board of Film Classification.

The Finnish Association of Science Editors and Journalists granted Anu Mustonen a Science Communication prize in 2012.



Vaasan yliopisto
UNIVERSITY OF VAASA



Maria Mäkelä

Head of Communications
University of Vaasa
P.O. Box 700
FI-65101 Vaasa, Finland
Tel. +358 29 449 8112
maria.makela@uva.fi

Maria Mäkelä is the Head of Communications at the University of Vaasa. Her team of six people is responsible for strategic development and coordinating communication services, press relations, marketing, research communication and the University's website. Mäkelä joined the University of Vaasa at the beginning of 2012, and her team has since carried out a large brand renewal as well as the new University website design uva.fi.

Maria Mäkelä has nearly 25 years of professional experience in the field of communication. Before her current position she has served as a communications manager, journalist and information officer in different organizations and newspapers. She has also been a member of several management groups, committees and steering groups.

Her special interest in communication and marketing lies in the future: how to find new ways of using visual elements, picture, sound and social media, as well as how to build a co-creative, tight university community.

Maria Mäkelä has a Master's Degree in social sciences (M. Soc. Sc.) specializing in communications and literature, and a Master's Degree in arts (M.A.) specializing in art history and management.

She has lived in the U.S. for two years, the last time in 2002. She enjoys culture in all its forms, as well as traveling, skiing and hiking.

The University of Vaasa on the west coast of Finland has 5,000 students, 12 percent of which are international. The University's strategic areas are finance, management, energy and multilingualism. Business Studies is the biggest faculty, and it has two recent EPAS accreditations.



UNIVERSITY OF HELSINKI



Tanja Paananen

Marketing Communications Manager

University of Helsinki

Communications and Community Relations

P.O. Box 33 (Yliopistonkatu 4), FI-00014 Helsingin yliopisto

tanja.paananen@helsinki.fi

Tanja Paananen, Head of Marketing Communications, is responsible for brand management and development and management of marketing communications at the University of Helsinki. She works in partnership with the marketing activities of the University's departments and faculties by providing professional advice, guidance, coordination and marketing services.

Paananen created and launched the Think Corner concept in 2012. Think Corner acts as a shop-front window to the University's research – a physical space built around delivering a continuous programme of scientific 'themes' and topical, red-hot issues for the public.

Paananen has over fifteen years of experience in the field of marketing and communications in private and public sectors. Prior to this position, Tanja Paananen was head of marketing and communications in two Finnish mobile entertainment service providers Springtoys and Codetoys.

Paananen has a Master's Degree in economics (M.Sc) specializing in marketing and management.



UNIVERSITY OF HELSINKI



Marja Pemberton

Editor-in-Chief

P.O. BOX 33

FI-00014 University of Helsinki

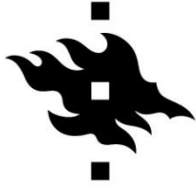
Tel. +358-9-191 22329

marja.pemberton@helsinki.fi

Marja Pemberton is the Head of the Magazines Unit at the University of Helsinki. The unit is in charge of editing and developing the two magazines published by the University: Yliopisto, which publishes popular articles about the research and researchers at Helsinki University and Yliopistolainen, which is an internal magazine for University personnel. Pemberton is the Editor-in-Chief of the Yliopisto Magazine.

Pemberton joined the University of Helsinki in December 2002. Before that she worked as an information officer for the Academy of Finland, which is a major scientific research funding and science policy expert in Finland. She was the Editor-in-Chief of the Academy magazine and worked with two research units (the Culture and Society Research Unit and the Natural Sciences and Engineering Research Unit). Before this she worked for The Finnish Diabetes Association, a public health and patient organization, as a sub-editor of the patient magazine as well as the magazine for the medical personnel.

Pemberton graduated from the University of Tampere in 1993 as a Master of Social Sciences (journalism and mass communications). She is married and a mother of two nearly adult children. Gardening and family history are her major hobbies at this time.



UNIVERSITY OF HELSINKI



Susanna Rautio

Senior Manager, Digital Communications &
Communications Service Director

University of Helsinki

PB 33, FI 00014 University of Helsinki

Tel +358 407 8300

susanna.rautio@helsinki.fi

Twitter: @Susar LinkedIn: fi.linkedin.com/in/susannarautio

Susanna Rautio was appointed Digital Communications Manager at the University of Helsinki in August 2007. She is in charge of the University's digital communications, and is the Editor-in-Chief responsible for digital, web and social media services. She supervises the digital communications team (ten people) and coordinates networking at the faculty level.

In addition, Rautio is the Communications Service Director, managing the design of communication services for the University's academic and non-academic staff, and a member of various steering groups (e.g. for educational resources and enterprise architecture) working to develop the University's digital future and competitiveness.

Before joining the University of Helsinki, Susanna Rautio was Digital Communications Manager for the Association of Finnish Local and Regional Authorities. The association is a membership-based organization representing all Finnish cities, towns, municipalities and public welfare service providers. Rautio oversaw digital communications, coordinated nationwide networks to develop local digital services, and worked as a communications trainee.

Earlier, Rautio was the responsible editor at the International Business Statistics office of Statistics Finland, where she specialized in the EU's economy and living conditions as well as the Barents Euro-Arctic region. She was also Editor-in-Chief of Tieto&Trendit Magazine.

Rautio has also worked as a researcher, studying Finnish leisure time and hobbies as well as the fear of crime, as well as a freelance journalist.

Susanna Rautio earned a Master of Social Sciences at the University of Jyväskylä, majoring in sociology. Her studies included extensive training in (digital) communications and senior management.

Susanna is a mother of two sons and is married to an architect. She is interested in sports and culture. Her hobbies include sailing, jogging, slaloming and literature blogging.

Johanna Lahti



Deputy Director
The Fulbright Center, Finland
Hakaniemenranta 6
FIN-00530 Helsinki, Finland
+358 44 5535 278
johanna.lahti@fulbright.fi
www.fulbright.fi
www.facebook.com/fulbright.center.finland

Johanna Lahti is the Fulbright Center's Deputy Director since 2012. Prior to her nomination she has worked over a decade at the Fulbright Center in various positions including Test Center Manager, Information Manager and Senior Program Manager.

Johanna Lahti is in charge of the Fulbright Center's undergraduate grant programs for Finnish students as well as Renewal grants for Finns, and is involved in undergraduate advising. She has been the editor of the biannual Fulbright Center News magazine for several years.

Standardized testing being one of her fields of specialty, Johanna Lahti is a frequent organizer and presenter on testing matters in national professional conferences. This year she serves as a member on the EducationUSA Regional Forum Program Committee for the 2014 Europe/Eurasia Regional Forum in Tbilisi, Georgia. Johanna Lahti's educational background is in applied linguistics at the University of Jyväskylä.

Johanna Lahti enjoys literature, sauna, and the outdoors, and is an endurance exercise enthusiast in running, cross-country skiing and mountain biking.



Terhi Mölsä

Executive Director
The Fulbright Center, Finland
Hakaniemenranta 6
FI-00530 Helsinki, Finland
Tel. +358 50 570 5498
terhi.molsa@fulbright.fi

Terhi Mölsä, the Fulbright Center's Executive Director since 2002, is responsible for the strategic development of the Center and is in charge of all staff, finance and organizational matters, alumni and public affairs, development and fundraising. The Fulbright Center (the binational Fulbright Commission in Helsinki, Finland) currently awards over USD 1 million in scholarships to Finnish and American students, researchers and professionals, and provides information, training, and consultation services with over 4,200 client contacts per year. Finnish and U.S. government allocations together comprise less than 40% of the Center's annual budget making advancement, fundraising and sponsored grants a central part of the operation. Nearly 80% of the Center's funding originates from Finland. Over 5,000 Finns and Americans have received a grant from the Finnish-American program since its inception in 1949 and the Fulbright Center runs a growing alumni network in both countries.

A former journalist, Terhi Mölsä has nearly 30 years of professional experience in higher education internationalization, initially at the institutional level at the International Office, University of Tampere, Finland, where she helped launch their European mobility programs, and at the national level serving Ministry of Education agencies, and later Fulbright in various capacities. Having studied and conducted research with scholarship awards in Estonia, Russia, and the United States, she earned a Bachelor's degree in Russian and a Master's in international relations, both from the University of Tampere. She later pursued advanced studies in higher education leadership and governance, and her current research focuses on internationalization and the changing academic profession.

Terhi Mölsä has organized and chaired international conferences in several European countries, and served as a consultant, trainer and curriculum developer both in Europe and the United States on leadership and management in international education and exchanges. She has held numerous leadership positions within the NAFSA Association of International Educators, and currently serves as a member of its Leadership Cultivation Subcommittee. In 2008–2010 she served as Chair of the European Fulbright Directors.