

Future Student Service Organization - Road Map

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Abstract : The Studierendenwerke are legally independent public foundations with a one-century-old history in the German university community. Like the French CROUS, the Italian ANDISU or the Japanese University COOPs, they are set-up to serve the university and student needs. They are legally independent of their client institutions and student stakeholders. Initially set up as a support organization by students for students they have evolved to public business institutions with an annual turnover of EUR 100 Million or more. They are usually engaged in business areas such as student housing, restaurants, student grants, governmental scholarships and counselling services. These institutions are facing major changes over the next few years. The COVID19 pandemic and its impact on the educational system will unavoidably have an immense impact on the German student service organizations (Studierendenwerke). Issues such as digitalization and sustainability will have a huge impact on how the future business model of the Studierendenwerke will look like. The paper will discuss the aims and challenges of this development that started already before the COVID19 pandemic. In light of the way the educational system of the future will look like, the Studierendenwerke have to develop as well.

Keywords : business model, digitalization, education, student services

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