

XI International Symposium of University Professors  
**THE IDEA OF UNIVERSITY**  
**2 October 2014 Rome**  
Diplomacy and University Cooperation  
**Conference with the participation of the European and Mediterranean University Rectors**

**THE FUTURE OF TRAINING AND  
THE NEW INTERNATIONAL CHALLENGES**  
CASALE DI VILLA MADAMA – ROME  
MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL COOPERATION

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**"Today, the University of Tomorrow"**  
**ABSTRACT**

Universities are promptly changing their role: on the one hand, rising costs, funding crisis of central governments, deep changes in demand and in business; on the other hand, the presence of a breakthrough technology, the end of traditional models of teaching and learning, increasing competition for "stealing" talents. American colleges, in particular, are under pressure: some analysts predict mass bankruptcies within two decades (a "creative destruction", according to "The Economist" published in August).

And yet, using the recent words of the Rector of Stanford ("the end of the old-style lecture"), it is clear that the picture is extremely complex: new challenges are faced by the University, both from the organizational and strategic profile.

The must is to change, reinvent themselves. In this context, internationalization is fundamental; innovation is the future (for example, cloud solution is the strategy capable to increase knowledge, by improving access, integrity and availability of data, by sharing information, by breaking down the obsolete architectures and by opening up virtually to the world).

In general, the goal is: creating, preserving, integrating, transmitting (from a traditional point of view) and applying knowledge (from an innovative point of view).

Thus we have another crucial area of activities: the so called "Third Mission". What is the Third Mission of the University? While the first mission is teaching, the second one is research, the Third Mission is the new "core activity" of the University. Universities need to change their concepts to mimic industry, companies and society outside the University. In other words, the Mission is to create collaboration for developing ideas and talents to be discovered by industries, dealing with institutions and territory, in order to create a new future.