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Disability Services at the Technical University of Dresden

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TUD Campus

TUD Campus 2

TUD Campus 3

Studying with special needs

Marketing Review of TU Dresden's services to individuals with special needs

ALaMaVo GmbH

student special project supervised by
staff member Mr Riddell

student participants:
Students A,B,C,D

Spring 2019

AnLaMaVo

Agenda

- 1 Introduction of team and company
- 2 Types of physical disabilities
- 3 Services of TU Dresden for students with special needs
- 4 Everyday life of a student with special needs
- 5 Benchmarking & scoring model
- 6 SWOT analysis
- 7 Implications and recommendations
- 8 Sources

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Introduction of team and company

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Types of physical disabilities

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Introduction of team and company



STUDENT A

Specialization
Business
Administration

STUDENT B

Specialization
Business Administration

STUDENT C

Specialization
Business Informatics

STUDENT D

Specialization
Transport
Economics

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Types of physical disabilities

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Question round

Orientation:

Do you know someone who is physically handicapped and studies at TU Dresden?

What kind of disability does this person have?

Types of physical disabilities

➤ 1.) Motor impairments = being restricted in your movement

-> students with motor impairments often have:

- a limited reaching distance
- means like wheelchairs, walking aid and crutches



https://www.study-in.de/en/plan-your-stay/help-and-advice/studying-with-disability/studying-with-a-disability_56822.php



<https://www.barrierefreie-immobilie.de/barrierefreies-leben/arten-von-behinderungen/>

Types of physical disabilities

➤ 2.) Blind or visual impairments = having reduced or no eyesight

- > students with limited vision often need:
- a white stick -> tactile guidance system
 - signs in Braille
 - audio descriptions on all channels at uni



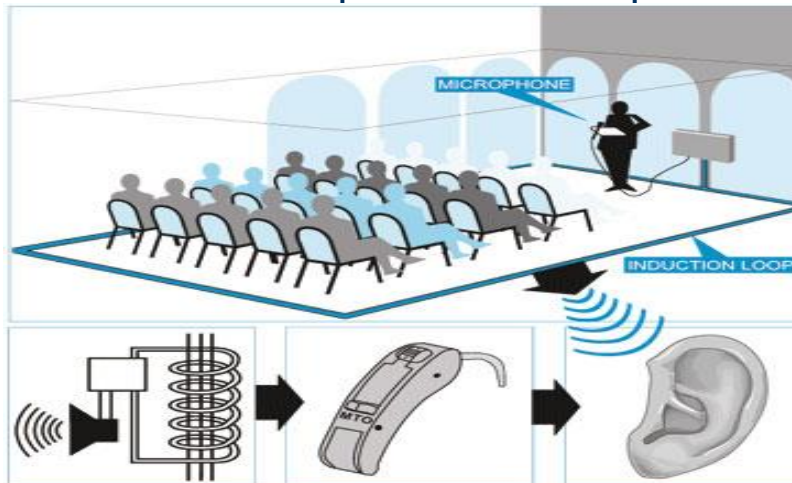
<https://www.barrierefreie-immobilie.de/barrierefreies-leben/arten-von-behinderungen/>



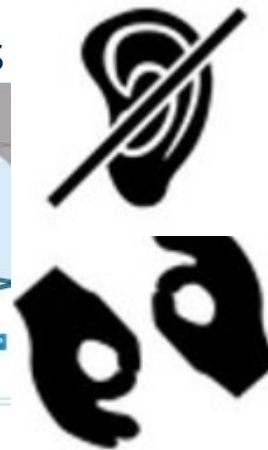
Types of physical disabilities

➤ 3.) Hearing impairments or hearing loss = being limited in your hearing ability

- > students with hearing problems often need:
- good lighting and room acoustics
 - vibration signals
 - induction-compatible microphones



<http://www.canadianaudiologist.ca/induction-loop-technology-old-news-feature/>



<https://www.barrierefreie-immobilie.de/barrierefreies-leben/arten-von-behinderungen/>

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Question round

At this point:

Would you apply to TU Dresden as a student with special needs?

Services of TU Dresden for students with special needs

- according to the website

➤ **Facilities:**

- the main part of the campus is wheelchair-accessible
- in some lecture halls you find induction microphones
- barrier-free residences
- signs and maps for visually impaired persons

➤ **Guidance, counselling and personal contact:**

- disadvantage compensation for applicants -> Central Student Information and Counselling Service
- individual regulation
- special introductory phase
- counselling service only for persons with special needs
- interest group "Study and Disability"
- working groups: "Studies for the blind and visually impaired"
- disabled sports

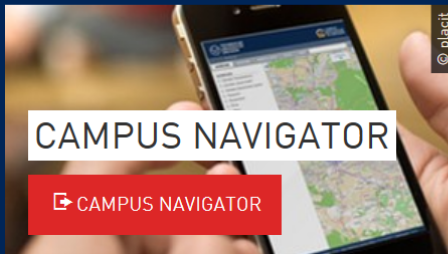
*All information can be found in English language too

➤ **According to German law: all universities are obligated to solve any problem of a student with special needs**

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Popular searches



Courses from A – Z >

Emergency call >


Library >


Phone directory >

Job vacancies >

Press Office >



Contact 

Access 

Certificates 





Hauptcampus

- | | | | |
|--|--|---|---|
| APB Andreas-Pflitzmann-Bau | DRU Drüde-Bau | M13 Alte Mensa, Festsaal
Dufferstraße | TIL Tillich-Bau |
| ABS August-Bebel-Str.,
Hörsaalgebäude | E03 Ludwig-Ermold-Str. 3 | MER Merkel-Bau | TOE Toepler-Bau |
| ASB Andreas-Schubert-Bau,
PIZ Patent-Informations-
zentrum, ASB Containerlabor | FAL Falkenbrunnen | MIE Mierdel-Bau | TLZ Technische Leitzentrale |
| | FRE Fritz-Foerster-Bau | MOH Mohr-Bau (Experimentaltbau) | TRE Trefftz-Bau |
| | F0E Walter-Frenzel-Bau
(Versuchshalle) | MOL Mollier-Bau | VG1 Verwaltungsgebäude 1,
Campusbüro Uni mit Kind |
| | FVZ Fahrzeugversuchszentrum | MÜL Müller-Bau | VG2 Studentenrat, tuuwi,
Haus der Jugend |
| B69 Bergstraße 69 | GER von-Gerber-Bau | NEU Sportkomplex | VG3 Verwaltungsgebäude 3 |
| BAR Barkhausen-Bau | GLB Günther-Landgraf-Bau | NÜR LEONARDO-BÜRO SACHSEN,
WELCOME-CENTER | VMB von-Mises-Bau |
| BER Berndt-Bau | GÖR Gorges-Bau mit
ALTANA-Galerie | PAU Walthar-Pauer-Bau | VVT VVT-Halle |
| BEY Bayer-Bau | HAL Hallwachsstr. 3 | POT Gerhart-Pothoff-Bau | W07 Verwaltungsgebäude |
| BIN Binder-Bau | HEI Heidebroek-Bau | REC Recknagel-Bau | W48 Wiener Str. 48 |
| BIO Biologie | HEM Walther-Hempel-Bau | REK Rektorat | WEB Weberplatz 5,
Theater „die bühne“ |
| B5S Bürgebäude Strehlers
Straße: | HÜL Hülle-Bau | S7A Institutsgebäude | WHB Werner-Hartmann-Bau,
Technikum |
| Zentrale Studienberatung, Imma-
trikulationsamt, Akademisches
Auslandtsamt, Career Service;
Dezernate: Finanzen und Beschaffung,
Personal, Zentrale Angelegenheiten,
Planung und Organisation, Studium
und Weiterbildung | HSZ Hörsaalzentrum | SAC Sachsenberg-Bau | WIL Willers-Bau |
| | BZW Bürogebäude Zellescher Weg | SE1 Seminargebäude 1 | Z21 Zellescher Weg 21 |
| CHE Chemie/Hydrowissenschaften | CHE Chemie/Hydrowissenschaften | SE2 Seminargebäude 2 | Z41 CIPEM |
| | | SEM Baustofflabor | ZEU Zeuner-Bau |
| | | STA Stadtstr. 10 | ZIN Zentrum Integrierte
Naturstofftechnik |
| | | TEX Textilmaschinenhalle | |
| | | M07 Graduiertenakademie | |



Campus Navigator
Detaillierte Karten mit Gebäude-
informationen, Belegungsplänen u. v. m.
auch zu den Teilkampussen
<https://navigator.tu-dresden.de>

Everyday life of a student with special needs

way to university

- barrier-free living in a dormitory (Wundtstraße or Hochschulstraße)
→ bus or tram

Georg-Schumann-Bau

- + list of barrier-free lecture halls (- not all)
- - construction project from October 2017



„Café im Grünen“

- right next to Georg-Schumann-Bau
- - heavy chairs



Hülße-Bau

- + recreation room
- - only 2 lecture halls with accessibility for wheelchair users















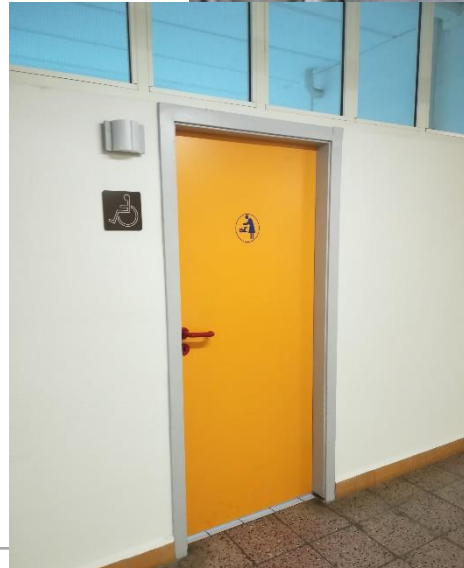


Question round

Do you know how you could enter the HSZ- the main lecture hall building- if you were physically disabled?

Everyday life of a student with special needs

Alte Mensa	<ul style="list-style-type: none">+ tables reserved for disabled persons, recreation rooms- sideboards / food serving too high, screens with current food offers only at main entrance				<input checked="" type="checkbox"/>
HSZ	<ul style="list-style-type: none">+ most exemplary building regarding accessibility, recreation room, every lecture hall accessible for wheelchair users				<input checked="" type="checkbox"/>
SLUB	<ul style="list-style-type: none">+ designated workstations in the central reading room (6 lift desks → individual height adjustability)				<input checked="" type="checkbox"/>
seminar building	<ul style="list-style-type: none">+ orientation boards, recreation room- not every lecture hall is suitable for wheelchair users				<input checked="" type="checkbox"/>



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Question round

Are there any specific services for students with special needs at other universities/ institutions not mentioned so far?

How does what we have so far seen compare with services that are available at your institutions?

Benchmarking & building a scoring model

➤ **Comparison of 4 Universities:**

- Technical University Dresden
- University of Leipzig
- LMU Munich
- Philipps University of Marburg

➤ **6 Criterias:**

- Information on website
- Councelling services
- Easements
- Technical Equipment
- Campus
- Support-Tools

Benchmarking model

Criteria	Technical University Dresden	University of Leipzig	LMU Munich	Philipps University of Marburg
Information on website	+ campus app +/- navigation and structure - not regularly updated - possible translation but low-quality	+ navigation and structure + regularly updated + high-quality translation	+ navigation and FAQ + overview of barrier-free rooms +/- design - low-quality translation - search function	+ navigation and structure + overview of barrier-free buildings - search function - low-quality translation
Counselling service	+ introductory events + wide range of services	- no available information	+ wide range of services and tutors	+ mailing lists + wide range of services and tutors
Easements	+ barrier-free dormitories + workgroup for visually impaired people + special maps	+ workplaces for disabled persons + 2-3 % of study places are reserved for disabled + special study plan +/- euro key for WCs for disabled persons	+ interest and peer-groups + adverse balancing + longer lending times + barrier-free dormitory	+ dormitory for students with a need of care + organized shuttle- and nursing-service + private student assistance +/- scripts and literature for disabled persons

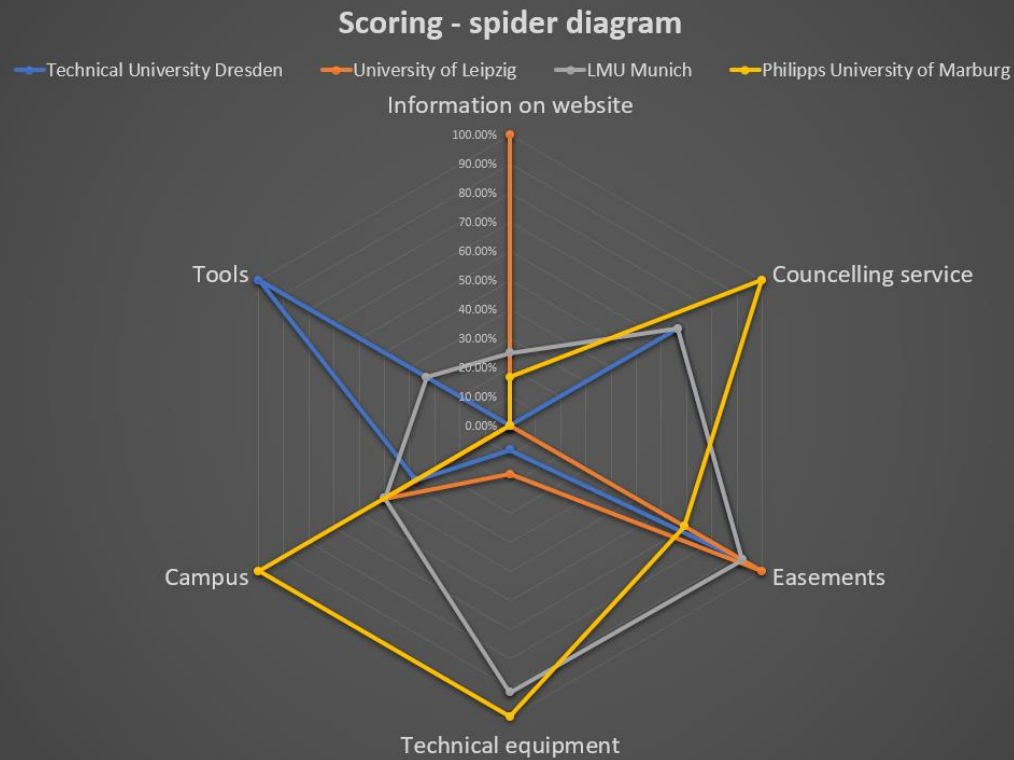
Benchmarking model

Criteria	Technical University Dresden	University of Leipzig	LMU Munich	Philipps University of Marburg
Technical Equipment	+/- audio induction loop systems in main lecture halls	+ lending of special equipment	+ audio induction loop systems + lending of mobile FM systems +workspaces for visually impaired people + elevators and stair lifts +/- mobile connection in 2 lecture halls	+ audio induction loop systems + desk microphones + reading device for desktops + braille alphabet typewriter + portable reading devices + elevators and stair lifts
Campus	+ special signposts for blind students +/- most buildings are barrier-free	+ special signposts for blind people + barrier-free library	+ special room only for disabled persons with special features	+ special signposts for blind people + special workspaces with various reading devices + adapted pc workspaces + barrier-free infrastructure
Support-Tools	+ math tool with braille alphabet +bookshare with braille alphabet + ELVIS		+ Sehkön	

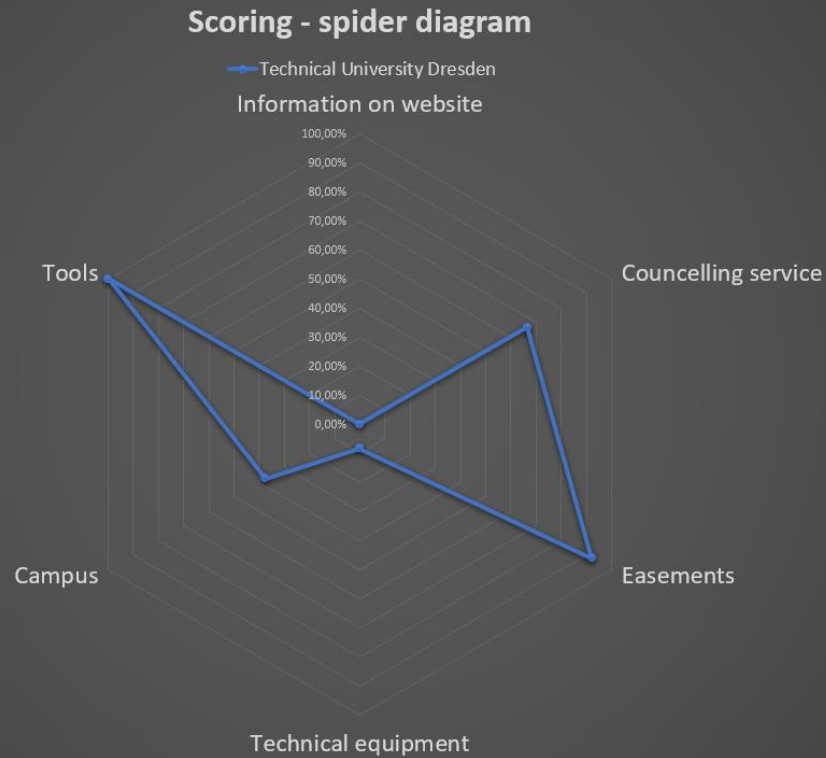
Real values						
Criteria	Technical University Dresden	University of Leipzig	LMU Munich	Philipps University of Marburg	Sum	Maximum
Information on website	0.0 pts	6,0 pts	1,5 pts	1,0 pts	8,5 pts	6,0 pts
Councelling service	2,0 pts	0,0 pts	2,0 pts	pts	7,0 pts	3,0 pts
Easements	6,0 pts	6,5 pts	6,0 pts	4,5 pts	23,0 pts	6,5 pts
Technical equipment	0,5 pts	1,0 pts	5,5 pts	6,0 pts	13,0 pts	6,0 pts
Campus	1,5 pts	2,0 pts	2,0 pts	4,0 pts	9,5 pts	4,0 pts
Tools	3,0 pts	0,0 pts	1,0 pts	0,0 pts	4,0 pts	3,0 pts
Sum	13,0 pts	15,5 pts	18,0 pts	18,5 pts	65,0 pts	

Normalized values						
Criteria	Technical University Dresden	University of Leipzig	LMU Munich	Philipps University of Marburg		
Information on website	0,00%	100,00%	25,00%	16,67%		
Councelling service	66,67%	0,00%	66,67%	100,00%		
Easements	92,31%	100,00%	92,31%	69,23%		
Technical equipment	8,33%	16,67%	91,67%	100,00%		
Campus	37,50%	50,00%	50,00%	100,00%		
Tools	100,00%	0,00%	33,33%	0,00%		

Building a scoring model



Scoring model - Evaluation of TU Dresden



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SWOT analysis

➤ What is a SWOT analysis?

= useful framework which evaluates a company's competitive position by identifying its:

- strengths **(S)**
- weaknesses **(W)**
- opportunities **(O)**
- threats **(T)**

SWOT analysis

(Analysis of strengths, weakness, opportunities and threats re TU Dresden compared to other universities)

Strengths

- range of counselling services
- barrier-free dormitories
- accessibility of campus
- campus navigator
- technical equipment for the deaf

Weaknesses

- inconsistencies: website – campus navigator
- website content not up to date/ missing content
- signs not all over campus

Opportunities

- further expansion of easement factors
- image as excellence university
- competitive advantages

Threats

- missing special transportation on campus
- no dormitories for students with a need for care
- limited care and assistance service
- Lack of public awareness

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Question round

Now, after the information presented:

Would you apply for TU Dresden as a student with special needs?

Do you have any ideas of improvements that TUDresden could apply to attract more students with special needs?

Have any ideas here been interesting for application in your institutions?



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Sources

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Thank you
very much for
your attention!

