

## **Task Force Enhancing Knowledge Sharing in EHEA**

6<sup>th</sup> meeting, Rome, Hybrid

5 April 2023

10:00-17:00 CEST

### **Minutes**

### **List of Participants**

<b>Country</b>	<b>Name</b>	<b>Last Name</b>
Albania (Co-Chair)	Bizena	Bijo
Belgium Flemish Community	Lisbeth	Hens
EI-ETUCE	Petri	Mantysaari
European University Association (EUA)	Michael	Gaebel
European Commission*	Pauline	Ravinet
Germany*	Tim	Maschuw
Italy	Ann Katherine	Isaacs
Malta	Adam	Liwak
Romania (Co-Chair)	Daniela Cristina	Ghițulică
United Kingdom*	John	Reilly
Ukraine	Kateryna	Suprun
IN-GLOBAL project Expert (Guest)	Vera	Lucke
IN-GLOBAL project Expert (Guest)	Sibeles	Chiari
IN-GLOBAL project Expert (Guest)	Teresa	Morales
IN-GLOBAL project Expert (Guest*)	Alin Marius	Matei
IN-GLOBAL External Expert (Guest)	Andra	Diaconescu
IN-GLOBAL External Expert (Guest)*	Colin	Tück
IN-GLOBAL External Expert (Guest)*	Elena	Cirlan
BFUG Secretariat (Head)*	Edlira Adi	Kahani Subashi
BFUG Secretariat	Jora	Vaso

\*Online attendance

EQAR, ESU, EURASHE, and the Netherlands did not attend the meeting.

#### 1. Welcome

Cristina Ghițulică (Co-Chair) thanked CIMEA for hosting the 6<sup>th</sup> meeting of the Task Force on Enhancing Knowledge Sharing in EHEA (TF EKS) and welcomed all in-presence and online attendees.

#### 2. Tour de table

A tour de table followed, during which participants introduced themselves and explained their respective roles within the institutions/bodies they represented.



### 3. Adoption of Agenda

The agenda of the meeting was adopted without changes.

### 4. Information on recent developments

Kathy Isaacs (Italy) informed the participants on the reporting of the TF EKS at the BFUG Board Meeting LXXXIII. She emphasized that the main purpose of the TF is to improve communication between the BFUG, the EHEA, the ministries, and the higher education community. Ms. Isaacs shared the action plan's nine activities with the Board and appealed to the Board to support the TF EKS. According to Ms. Isaacs, there was generally positive feedback from the Board, and interest in seeing more content and proposals from the TF EKS.

### 5. Update from the IN-GLOBAL project

Vera Lucke (IN-GLOBAL) explained that she would cover the specific aspects of the IN-GLOBAL project while discussing the action plan. Ms. Lucke briefly announced that the website of the project is soon to be launched and that it is entirely restructured to prioritise the visibility of events in the EHEA and other necessary tools pertinent to the Bologna Process, rather than the IN-GLOBAL project itself.

### 6. Implementation of the Action Plan

Cristina Ghitulica (Co-Chair) invited the TF EKS members to discuss the action plan implementation, by going over each activity and subtask within it.

- ACTIVITY 1: Development of recommendations for BFUG members, including practical and hands-on guidance, destined to encourage active involvement of the academic community in the sharing of knowledge about the present and future goals of the EHEA and exploring collaborative ways to address them

#### *Subtask 1 - Analysis of the BFUG 2019 consultation on "The Future of the EHEA"*

The first task related to Activity 1 (A1), on the development of recommendations for BFUG members, is an analysis of the BFUG 2019 consultation on the future of EHEA, on which Kathy Isaacs (Italy) presented a brief report. Her analysis revealed that countries such as Austria, the UK, and the Netherlands with active national BFUG or functioning Bologna expert groups had successful outcomes. However, other countries have adopted ad-hoc methods for Bologna Process (BP) promotion and implementation. Some TF members confirmed this fact. Ms. Isaacs shared links in her report for TF members to explore the methodologies used to gather information during the 2019 consultation.



Ms. Ghitulica stressed the primary objective of analysing the 2019 consultation was to understand the HE community's ideas regarding the future of the Bologna Process. It was highlighted that A1 not only focuses on communication but also aims to actively engage the academic community. The focus groups planned under A1 will seek input from all relevant stakeholders to identify challenges and develop recommendations based on their feedback.

Members deliberated on challenges in their respective countries' higher education sectors. It was concluded that addressing the needs of key stakeholders, such as professors and students, and providing tangible support and examples as part of the action plan's initiatives is essential for the Bologna Process to remain relevant.

Participants highlighted that, in many institutions, it is difficult to distinguish between what is part of the Bologna Process and what is not. It was suggested that addressing country-specific needs may be a viable solution. It was confirmed that implementation of the Bologna Process varies considerably in different countries.

During the discussion, it was acknowledged that the recommendations developed under A1 may not be universally applicable or adopted by all countries, but it is important that countries will be informed of the different options. To this, it was added to always maintain focus on EHEA countries, as sometimes there are EU initiatives that are not applicable to all the EHEA countries.

Identifying whether there are topics of particular significance at the moment – such as virtually enhanced learning or micro credentials – was recommended that different communication approaches should be used for these timely topics.

- *Subtask 2 – Analysis of stakeholders' perception of EHEA at the national level (Questionnaire)*

Colin Tück (IN-GLOBAL) presented the draft questionnaire that will be used to gather stakeholder perceptions. Mr. Tück explained that the questionnaire will be tailored to each group of respondents and will differ depending on the context. The questionnaire will focus on three main areas - assessing the impact of the Bologna Process, gauging perception of the BP, and overall interest in tools and activities. Members were asked to provide feedback on the questionnaire by April 14<sup>th</sup>. It was agreed that the questionnaire would be sent to both institutions and individuals, but it suggested that in order to avoid an excessive response, open-ended questions would not be used for individuals.

During the discussion, it was noted that the terms EHEA and BP are being used interchangeably in the questionnaire and this was deemed problematic. It was suggested that the term "Europe" should be replaced with EHEA, or it should be clarified in the introduction that Europe is defined as EHEA for the purposes of the questionnaire.

One suggestion was to include union representatives as one of the potential respondent roles. Additionally, it was suggested that the question about the positive impact of the BP should provide more options for respondents to select from, such as mobility or flexibility. It was also



noted that all questions should allow alternative answers.

Following the meeting, it was announced that a revised version of the questionnaire with answer options will be made available after April 14<sup>th</sup>. This updated version will provide respondents with a scale rather than simply yes or no answers.

- *Subtask 3 – Analysis of the existing good practices, tools, and projects related to the EHEA (Focus groups)*

Elena Cirlan (IN-GLOBAL) presented an overview of the online focus group that will be held in early May. The purpose of these focus groups is to investigate topics of interest and create recommendations based on the results and findings. The focus groups will include approximately 10 participants each and will last about two hours. Ms. Cirlan requested support from members in identifying and recommending participants from their respective countries for the May focus group. It was suggested that the six countries explicitly mentioned in the report on the BFUG 2019 consultation could be chosen as the first participants for the focus groups, including government representatives, with the remaining four to six participants selected based on achieving a balanced geographical spread.

The difference between the focus groups and breakout sessions was clarified, with the former entailing a focused discussion and the latter involving more people in an open-ended discussion.

While a short quiz was recommended to gauge participants' knowledge, it was noted that it may not be necessary as individuals only need to be familiar with their specific topic within their country's HE sector.

Recommendations were made to include a FAQ and glossary section on the In-GLOBAL project website, and a new "EHEA TOOLS and LINKS" page will be developed. It was confirmed that the project page is transferable to another page and, thus, it can be easily added to the EHEA website. The BFUG Secretariat confirmed that the EHEA page has changed host and provider, and will be updated.

- ACTIVITY 2: Development of dissemination tools, such as videos and messages with EHEA visual identity, to be presented at the national/regional level and used for awareness-raising campaigns

Cristina Ghitulica (Co-Chair) reminded members of Activity 2 (A2), involving the development of short video capsules on relevant topics discussed during the meeting. The TF members finalised a list of topics to be developed as scenarios by project communication experts.

Andra Diaconescu (IN-GLOBAL) presented ideas on effectively presenting EHEA in the videos, emphasising that the content will be used on various platforms in different ways.



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The communication strategy for the video capsules involved identifying the target audience and customising messages accordingly, with the aim of emphasising why EHEA is important. Individuals with EHEA-related success stories were proposed as possible disseminators, and the idea of presenting the BP timeline throughout history in the format of past, present and future was suggested. Topics like the fundamental values of HE, Mobility, Flexible learning, Recognition, Inclusion, Quality and Relevance will be tackled to illustrate the present, while for topics forward-looking were considered micro-credentials, internationalisation, and digitalisation.

TF members suggested connecting the capsules' content to tangible outcomes, such as how the BP can help someone find a job. It was also recommended not using them as promos for the BP, but rather as vehicles to share EHEA and BP vocabulary with a wider audience by organizing videos by key commitments.

The TF members were instructed to provide the communication experts with minimal content for each topic, so that the topics can be accurately illustrated in the videos. A template and an email will be sent out to members to find volunteers for each topic.

- ACTIVITY 3: Series of TV/radio reportages /podcasts on topics related to the Bologna process

The TF members discussed the slogan for the podcasts and decided to possibly change it from "A World of Opportunities" to "EHEA: A Space of Opportunity" as a more appropriate choice. Alin Marius Matei, (IN-GLOBAL), presented the proposed format for the podcasts, which would involve 4-5 individuals discussing a relevant topic for 30-45 minutes. The goal is to create a sense of community and establish a replicable format for future episodes in other countries. The podcasts will be conducted in English but can be adapted to other languages. It was noted that the podcasts will be used in various ways, including social media content through short clips, and will serve as a starting point for a potentially sustainable podcast series.

TF members discussed the proposed length of the podcasts and concluded that 30-45 minutes may be too long. They suggested developing shorter formats, such as an informative or teaser version that introduces the audience to the topic and directs them to additional resources, or a condensed version of a longer session that can be accessed based on interest. TF members also suggested that controversial topics, debates, co-branding with HE sector celebrities, and interesting success stories can make the podcast more engaging.

The TF decided to focus the podcasts on three topics: the qualifications framework, the diploma supplement, and the Lisbon Recognition Convention.

It was highlighted that producing new content is not mandatory, and the TF can provide a toolbox of existing knowledge and materials. The possibility of compiling a collection of existing videos was discussed.

The TF discussed reportages, which can either cover an event or be a pre-prepared informative



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clip for distribution to media outlets. It was agreed that an event coverage reportage would be added to the TF Action Plan Implementation, with the situation in Ukraine proposed as a good starting point. Another suggestion was to cover the subculture of international students in different countries. The deadline for surveys is April 14<sup>th</sup>, and any feedback on other documents is expected by the end of the month.

- ACTIVITY 4: Development of guidelines for the BFUG members to organize events, at national, regional or international level, including ideas of topics and formats

Alin Marius Matei (IN-GLOBAL) presented proposals for an event series celebrating the Bologna process and educational innovations. The proposals include creating a tradition of an event or gala in a specific city, with opportunities to expand to a global audience. The proposal outlines the steps to organize the event and suggests working with a central team. There are 5 or 6 proposals for the event, but it must take place in the same period of time each year. The central theme, Mr. Matei explained, must be decided by the TF. Additionally, other events such as major brand events with a wider audience, professional events, and press conferences were discussed. It was suggested to provide concepts for smaller events and include a checklist template for events in the guidelines.

It was noted that the funding model and aim of the event should be clarified, whether it is a fringe event or a workshop among HE sectors. Further, it should be ensured that this task answers an actual need and does not simply add more conferences. It was explained that the idea behind this task is to offer a useful and usable model, less demanding in terms of funding and organization, and offer new event formats that can add to the existing ministerial or working group meeting formats.

The lack of a network of national and international peer facilitators for European countries was noted, which could use the project's videos, podcasts, and other materials. To address this, the development of topic-based networks was suggested to ensure that the right people were targeted. Furthermore, there was a recommendation for more focus on doctoral students. The members requested that these suggestions be matched with appropriate activities proposed in the Action Plan.

It was mentioned that attracting participants who do not usually attend BP-related events would be very positive. An updated version of the former Bologna promoter system was also recommended.

There was a discussion on the topic of student-centred learning and how to address it in the project materials. Developing citizenship was cited as another timely topic in the overall change agenda.

The topic of social media was also discussed. It was reported that the BFUG Secretariat's Twitter account is active and that LinkedIn could also be a useful platform. Participants proposed that regular updates on working group meetings should be posted on all social media accounts. The





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TF and IN-GLOBAL project consortium will collaborate with the BFUG Secretariat for managing the social media accounts, distributing content, and adapting it for different platforms. To discuss the details, a meeting with the IN-GLOBAL project consortium of the BFUG Secretariat was planned.

In terms of contributions to the Drafting Committee (DC), the BFUG Secretariat announced that input has been received from various groups, but other contributions from the WGs are not expected at the moment. More information will be provided after the DC meeting at the end of April.

WG members decided to organize an in-presence, lunch-to-lunch meeting in June, BFUG Secretariat will send the Doodle and set possible locations, with another future meeting foreseen in October.