



EHEA WEBSITE TRANSFORMATION REPORT

**BFUG Secretariat
November 2023**

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November 14, 2023

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Albanian BFUG Secretariat
2021-2024

EXECUTIVE SUMMARY

In support of the EHEA working structures, the BFUG Secretariat team recently executed several key initiatives, one of which was the maintenance and enhancement of the EHEA website. Firstly, the categories bar has been revamped, introducing new categories, a restructuring aimed at streamlining information dissemination while preventing cluttered category tabs. Additionally, sub-categories within each category were refined, enhancing their effectiveness in filtering information and managing content efficiently. These tasks were coordinated by Senior Expert, Aida Myrto.

Furthermore, the Secretariat social seamlessly integrated the EHEA website with social media accounts, including Facebook, Twitter, LinkedIn, and Instagram. This integration involved placing media shortcuts in the top right corner

of the index page for effortless access to the organization's social media profiles. These enhancements collectively contribute to a more comprehensive and accessible online presence for the EHEA.

The EHEA website's homepage has been visually revamped, along with a more optimized information structure, aimed at enriching the visitor's experience.

The archive of previous BFUG and Board meeting minutes has been compiled, the result of rigorous research aimed at fulfilling the request of many Co-Chairs who sought access to these archival records.

RATIONALE & BACKGROUND

The BFUG Secretariat activity, is regulated by the Rules and Procedures, approved at the BFUG meeting in Portugal in 2021 as well as by a special national bylaw; government decision No. 1163, date 24.12.2020, "For the establishment and maintaining of the Secretariat of "Bologna Follow Up Group" from the Republic of Albania", amended by the Decision Nr. 526 of the Council of Ministers on September 7, 2023 and the legal framework in force in Albania.

This report encompasses the time frame from January 31st, 2023 to August 31st 2023 and provides an account of the work processes that led to the comprehensive improvements of the website.

The website plays a crucial role in the EHEA and BFUG structures by serving as a platform for disseminating information related to higher education. It offers a means for working groups, member countries, and the broader general public to stay informed on issues regarding higher education.

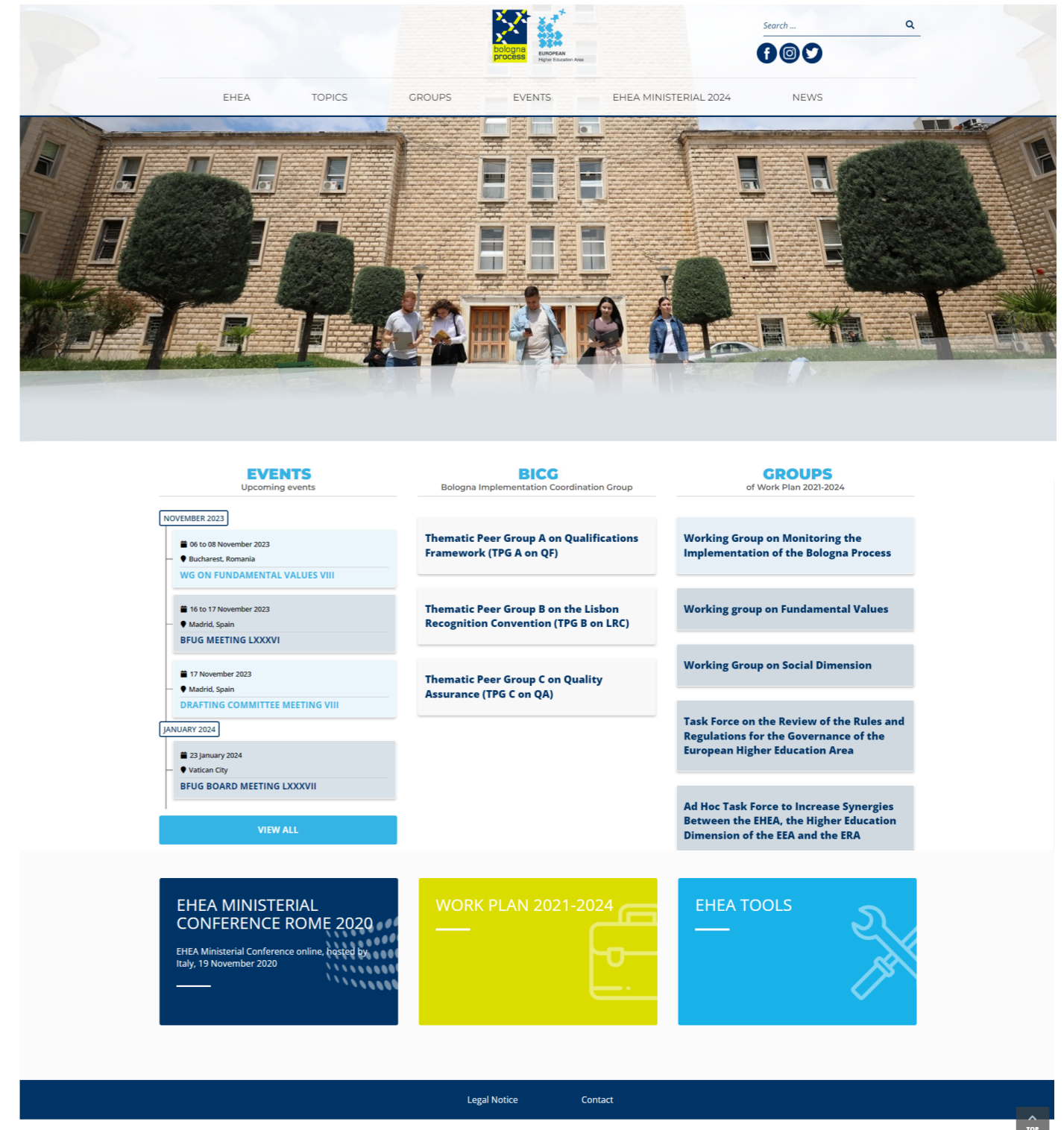


Figure 1. The index page of the EHEA website.

DESCRIPTION OF WORK

The Secretariat staff supported the working structures by enhancing and periodically updating the EHEA website. The duties included, but were not limited to:

- Ensuring accurate and up-to-date information on the Terms of Reference (ToR), membership, meeting minutes and all relevant documents for each meeting held on the web pages of all BFUG working structures, reflecting the ongoing progress of the Working Structures.
- Uploading all required materials, progress reports and presentations pertinent to the BFUG Board and BFUG meetings.
- Undertaking a comprehensive restructuring of the website, which entailed the addition of two main information categories: the BFUG and Board Meeting Minutes Archive.

GENERAL RESTRUCTURING OF THE WEBSITE

April 2023 marked the transfer of the hosting and maintenance for the EHEA web page to a new company, which enabled the procurement of a security certificate for the website.

The new contract also foresaw Microsoft licenses, enabling the Secretariat to facilitate meetings of the Working Structures by providing Teams links.

Of particular concern in the main columns of information in the EHEA homepage is the TOPICS category, which seems outdated and in need of attention. To address this, there are two potential courses of action to consider. It may be advisable to archive the existing content in TOPICS, as it appears to have lost its relevance. Alternatively, a recommendation could be made to the upcoming BFUG Secretariat to undertake a thorough update of the topics within this category, aligning them with the current priorities of the BFUG Working Groups.

However, it's worth noting that adding new topics for the current period might pose challenges, given that we are nearing the end of this period, and requesting Working Groups to produce content on specific topics may not be feasible. Hence, one of our potential recommendations to the incoming BFUG Secretariat could be to prioritize this update for the next working period.

Additionally, the CATEGORIES bar has been restructured and updated with two new categories, GROUPS and EHEA MINISTERIAL 2024, to improve information dissemination and decrease information clutter in the category tabs. The sub-categories area for each category has also been refined, enhancing their effectiveness in filtering information and managing content efficiently.

Finally, links to the social media accounts Facebook, Twitter, LinkedIn and Instagram have been established and integrated within the EHEA website. The social media shortcuts have been added on the top right corner of the index page, for easier access to the EHEA social media profiles.

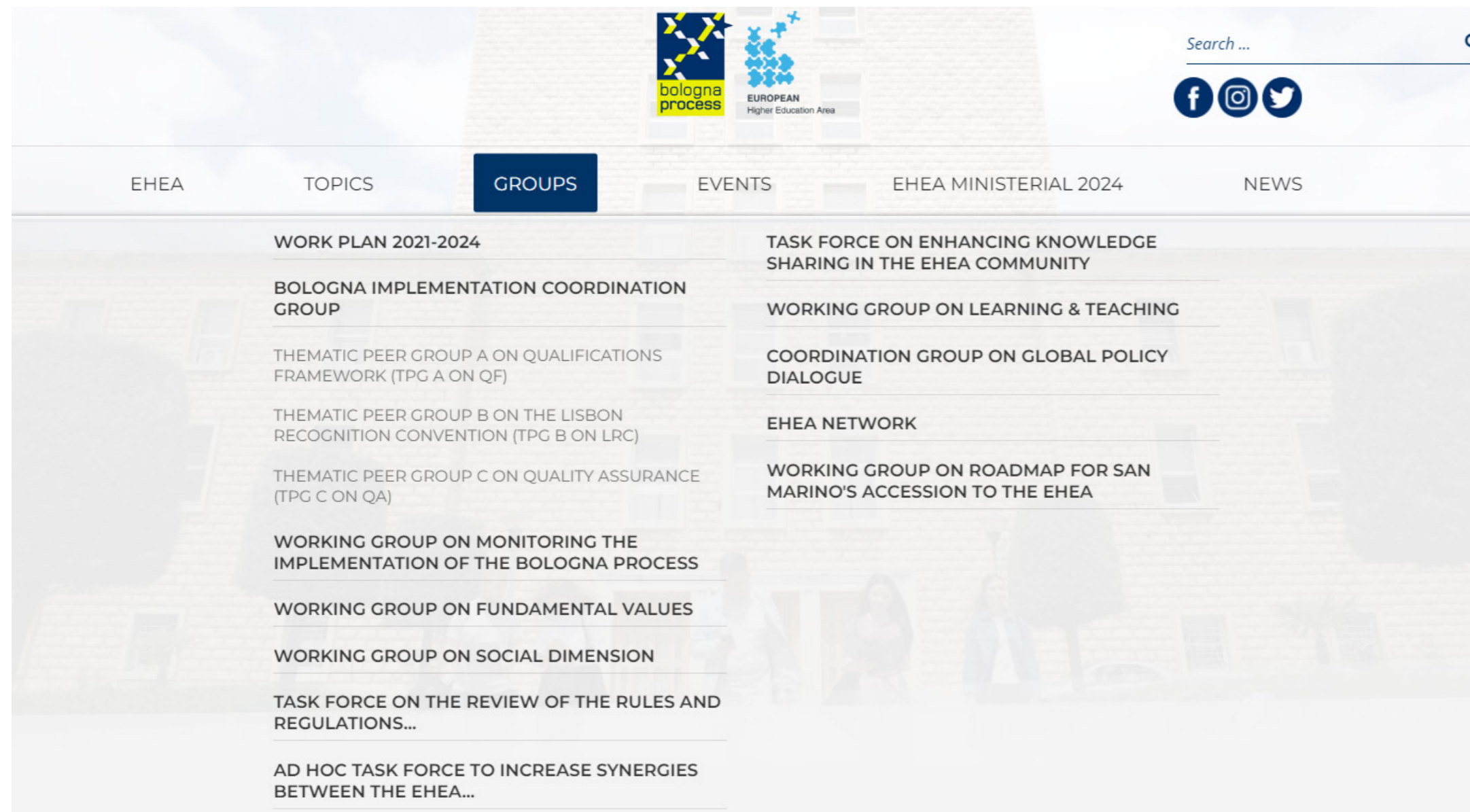


Figure 2. Anatomy of a website transformation: new categories, and added social media buttons.

GOOGLE ANALYTICS FINDINGS

Google Analytics is a free tool that helps website administrators understand how their website is doing, who is visiting it, and how many people have visited it for different periods of time. It is useful for indicating how well the website is performing and how strong is its online presence.

We have extracted Google Analytics data for the period of one month, from June 11th to July 10th, 2023 to gain insights about the website's user activity.

Page Paths & Views

There are a total of 21,000 website views from more than 8,000 users in one month. The most visited page in the EHEA website is the homepage, followed by the Full Members page.

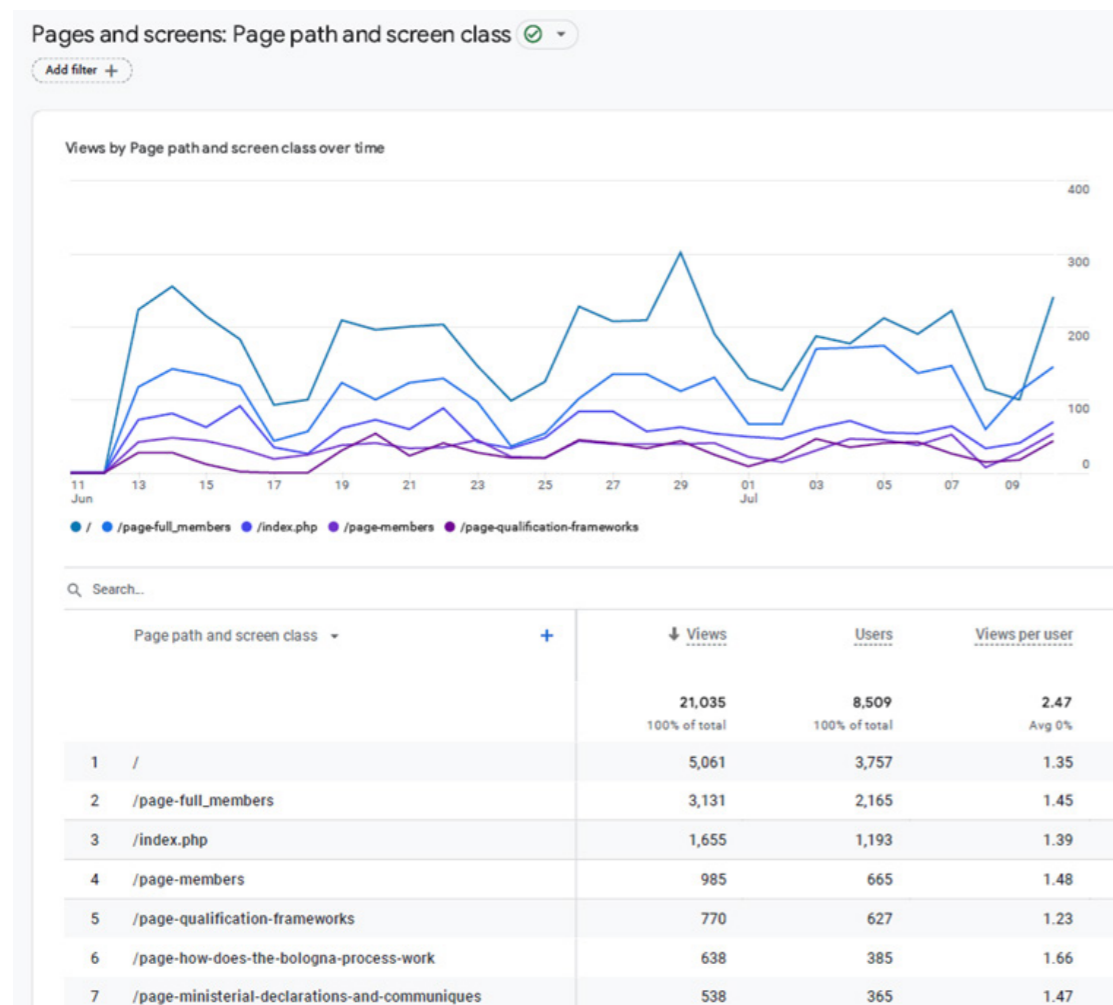


Figure 3. Page paths and views.

User Acquisition

In the span of one month, the EHEA website has attracted a total of 8,500 users. The breakdown of user acquisition reveals that the majority (6,000 users) have accessed the page directly, indicating strong name recognition and direct traffic.

Additionally, 1,800 users have discovered the website through organic search, reflecting the effectiveness of our content in search engine results. The remaining users found their way to the EHEA website through referrals, highlighting the role of external sources in driving traffic and engagement.

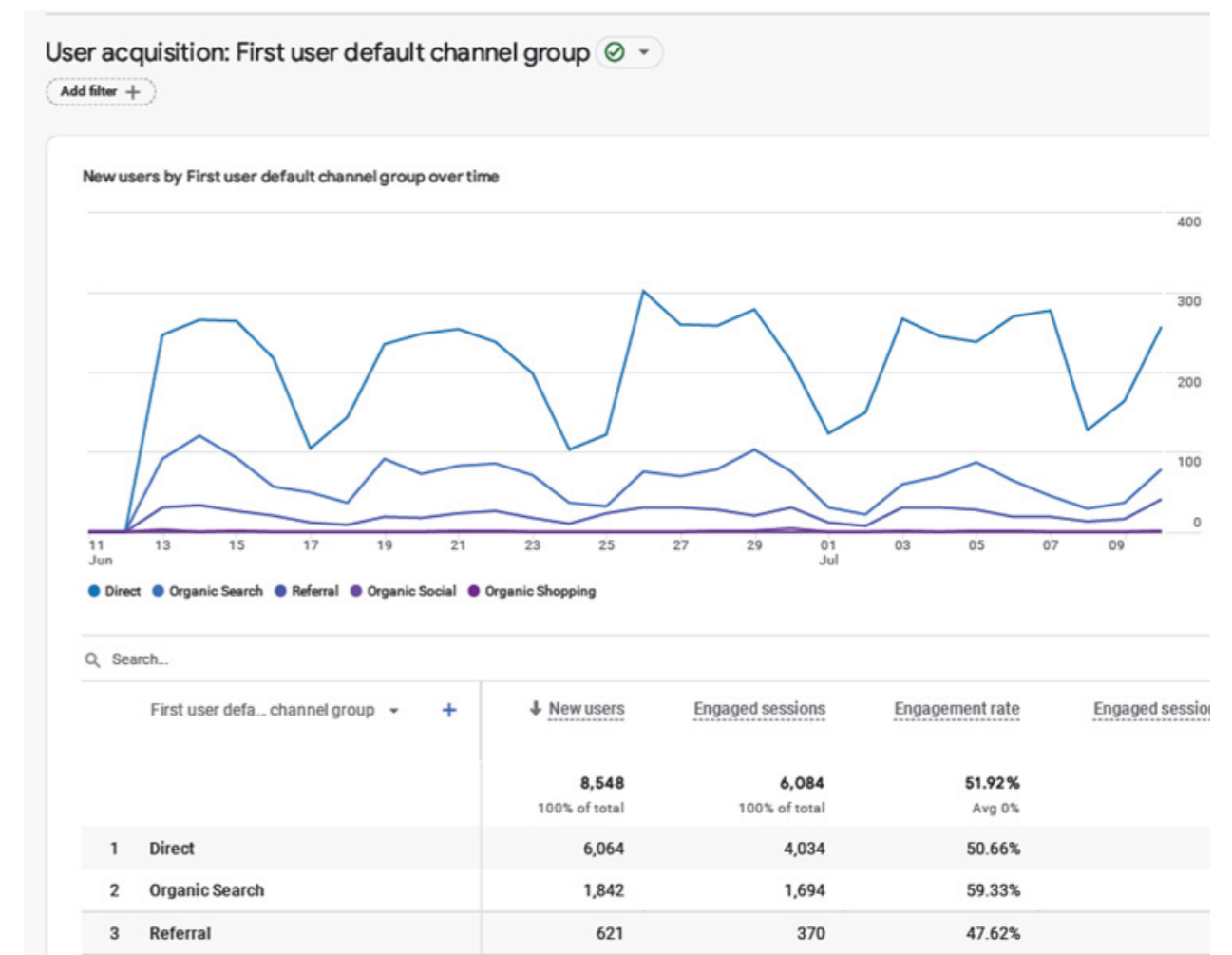


Figure 4. User acquisition in the webpage.

Demographic User Data

In one month, the website insights show the diverse geographic reach of our platform. Among the users, approximately 700 hailed from Spain and Italy, indicating a strong presence in Southern Europe. Germany accounted for nearly 600 users, while the USA contributed around 400 users, showcasing international engagement. France and the UK also revealed substantial participation, with both countries contributing over 300 users each.

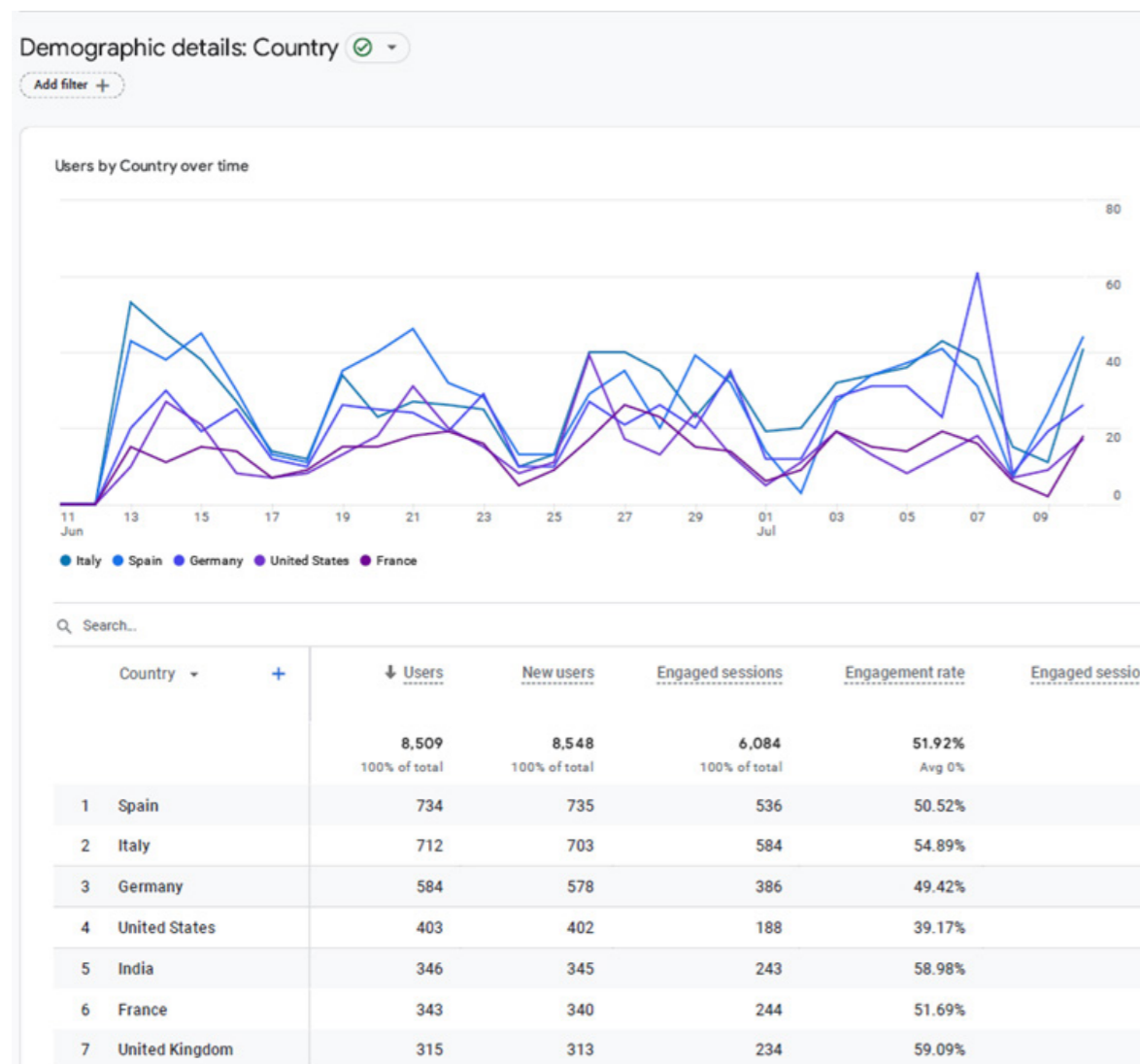
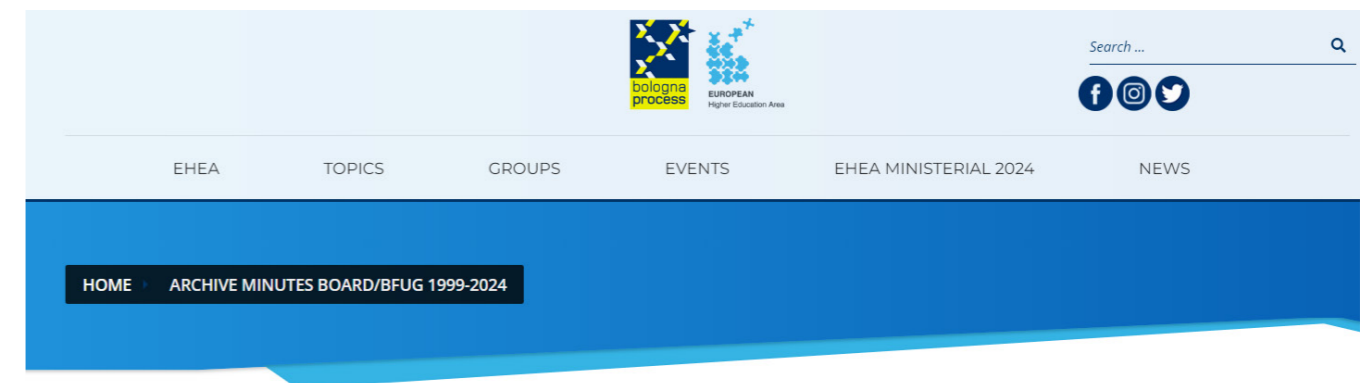


Figure 5. Demographic participation in user data.

BFUG AND BOARD MINUTES ARCHIVE

The Secretariat worked to add the ‘BFUG/ Board minutes archive since 1999’ to the EHEA tab in the homepage, to render it more accessible to page visitors and shorten the time spent on the webpage searching for the minutes. Now, all this information has been made accessible in one page.



ARCHIVE MINUTES BOARD/BFUG 1999-2024

[BFUG Meetings 1999 - 2024 Minutes Archive](#)
[Board Meetings 1999 - 2024 Minutes Archive](#)

Figure 6. The new category, the archive of all BFUG and Board meetings, 1999 – 2024

EHEA MINISTERIAL CONFERENCE

A dedicated section has been added to the EHEA tab in the homepage, providing comprehensive information about the EHEA Ministerial Conference held in Tirana 2024. This includes details about the conference, contact information, a gallery, and the final Tirana Communiqué. At the request of several Working Groups, a section containing specific information on the BFUG Secretariat, has been added within this same EHEA tab.

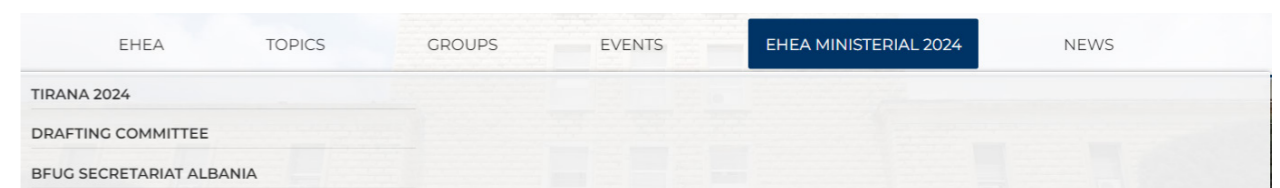


Figure 7. The new category, the EHEA Ministerial.

EHEA NEWSLETTER AS A TOOL FOR OUTREACH

The BFUG Secretariat, in close cooperation with the Task Force on Enhancing Knowledge Sharing in the EHEA community, has completed and disseminated the first issue of the EHEA

newsletter. The newsletter focuses on showcasing the work of BFUG and its Working Groups, as well as highlighting contributions from other entities related to Higher Education.



IDEAS TO IGNITE YOUR JOURNEY

WELCOME TO THE FIRST EDITION OF THE EUROPEAN HIGHER EDUCATION AREA NEWSLETTER!

As we embark on this exciting journey together, our goal is to provide you with valuable insights, fresh ideas, and resources that will enrich your educational experience and career path.

In each edition, we'll explore ideas meant to spark your imagination, share success stories, and highlight educational trends and opportunities that are shaping the future.

We believe that education should be international, so we are sharing with you opportunities that can help you achieve that.

Join us as we embark on this adventure, and together, we'll uncover the possibilities that come with EHEA.

Thank you for being a part of our community!

LET'S BEGIN THE JOURNEY OF LEARNING TOGETHER!

ONE THING YOU SHOULD KNOW: THE BOLOGNA PROCESS

Everyone heard about it, some even benefited from it, but what exactly is the Bologna Process? How does it work? And why is it important for you? In this edition's article, we're giving you a brief read about how the Bologna Process was born, where it stands now and why it is still very relevant to you.

Well, simply put, the Bologna Process is the heart of European higher education transformation. This initiative aims to create a unified European Higher Education Area (EHEA), fostering mobility, inclusivity, and competitiveness.

HOW DOES IT WORK?

The Bologna Follow-Up Group (BFUG), composed of 49 countries and the European Commission, drives the Bologna Process. To join the EHEA, nations commit to aligning their higher education systems with Bologna's objectives.

WHAT'S THE BOLOGNA PROCESS?

Its mission is harmonize higher education across Europe. The EHEA promotes three-cycle education, mutual recognition of qualifications, and quality assurance, fostering collaboration among universities.

WHY IT MATTERS?

It is a platform for trust in terms of mobility and recognition, and fostering academic cooperation. But even more than that, it offers many opportunities for your career development.

Figure 8. Mission statement of the EHEA newsletter, and screenshots from the introductory editorial.

SOCIAL MEDIA ENGAGEMENT

The BFUG Secretariat has activated the website buttons linked to the EHEA social media accounts and has recently increased social media engagement.

The most viewed post on X (Twitter), with more than 1200 views, was:

“Meeting with member countries of the European Higher Education Area to discuss the role in society of higher education and implications for internal and external quality assurance”
Astana, Kazakhstan (June 1, 2023)

The post with the highest engagement on Facebook was:

“Vienna, Austria exploring learning outcomes in European higher education! We are happy to share the review of the recent peer learning activity held in Vienna, focused on “how are learning outcomes perceived, transmitted, and implemented in daily practice of higher education institutions?”
Vienna, Austria (August 29, 2023)

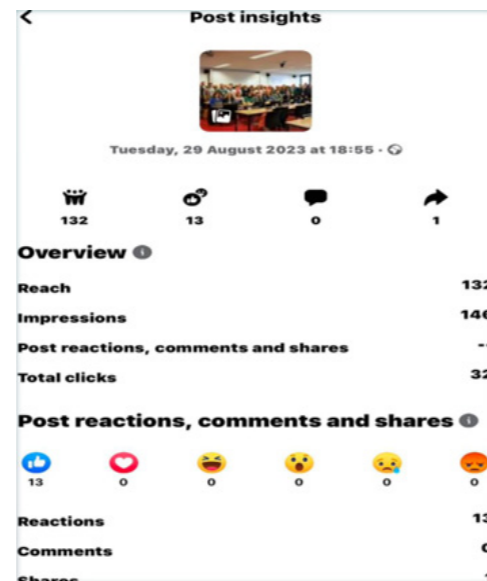


Figure 9. Social media content with the highest outreach.



Figure 9. Social media analysis conducted for the period January – September 2023.



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