

Speakers and Poster Session

Speakers

Programme as of 30 June 2011

Opening

- **Prof. Dorothy Kelly** – Chair of the Executive Board of the Coimbra Group and University of Granada (ES) Pro-Vice-Chancellor for International Relations

Dorothy Kelly is Vice Rector for International Relations and Development Cooperation at the University of Granada, where she is a professor of translation. As Vice Rector she is a member of the Executive Board of the Spanish Rectors' Conference's Committee for Internationalisation and a member of Spain's Bologna Experts Team covering the area of mobility. She is also currently the Chair of the Executive Board of the Coimbra Group of Universities. Dorothy Kelly obtained her BA in translating and interpreting at Heriot-Watt University, Edinburgh (Scotland), and her doctoral degree from the University of Granada. Her main research interests are translator training, directionality in translation and intercultural competence, interests she has combined over the years with intense international activity, co-ordinating international mobility and joint degree programmes, as well as studies into the impact of mobility on intercultural competence and the learning environment.

Key note speaker

- **Dr. Endika Bengoetxea** - Policy Officer - European Commission - DG Education and Culture

Endika Bengoetxea works in DG Education and Culture at the European Commission since March 2009 after more than 13 years as professor at the University of the Basque Country in Spain. Since coming to the Commission he has worked in Unit C1 on higher education policy and Erasmus programme management tasks. He currently is responsible for the coordination of Erasmus centralised actions and the EACEA, the Erasmus University Charter, Erasmus Country Desk Officer for the UK, and in policy works notably on third cycle policy, quality assurance and transparency tools.

Dr. Bengoetxea has a BSc in Computer Science from the universities of the Basque Country (ES) and Brighton (England), an MSc in medical imaging from the University of Aberdeen (Scotland), and a PhD in Image and Signal Processing from Télécom Paris in France.

He has worked as professor at the Computer Engineering Faculty in San Sebastian (University of the Basque Country) from 1996 to 2009. Being a former Erasmus student in 1993/94 in the UK, Dr. Bengoetxea had several management positions in the University of the Basque Country related to international relations. From 2001 to 2009 he has also been academic expert in DG EAC and DG INFSO programmes such as Leonardo, Erasmus, Tempus, Erasmus Mundus, FP6 and FP7.

MORNING SESSION: Developing systems for the Quality Assurance of Higher Education Institutions' Continuing Education Programmes

CHAIR

- **Prof. Carla Salvaterra** – University of Bologna, Vice Rector for International Relations

Carla Salvaterra is professor of Identities in European History and Papirology at the Faculty of Humanities of the University of Bologna. She is Vice Rector for International Relations. She has a long experience in the management of curricular reforms and thematic networks projects. She represents University of Bologna within the Pilot Projects: Tuning Educational Structures in Europe, for the History discipline. She is member of the Italian Bologna Promoter Group and she is DS/ECTS National Advisor.

She has participated at the group appointed by the Academic Senate of the University of Bologna to develop a system for the internal quality assurance of the degree courses.

Speakers and Poster Session

Presentation of QACEP project findings by members of QACEP Core Group

- **Jan Raeymaekers – University of Leuven (BE), Office for Educational Policy**

Jan Raeymaekers holds a Master degree in History (specialized in Ancient History) from K.U.Leuven (1991). After a stay at the Universität zu Köln in Germany he became assistant and tutor in the Department of Classical Studies at K.U. Leuven (1992-1998). In May 1998 he started working as information architect for education, implementing SAP Campus Management in the Anemoon project. He was responsible for the development of new administrative systems for curriculum development in general and for the introduction of bachelor's and master's degrees in particular. Since February 2004 he is responsible for curriculum development as policy officer in the Office for Educational Policy at K.U.Leuven. He is also responsible for the implementation of ECTS.

- **Anna-Kaarina Kairamo - Aalto University (FI), Professional Development (Aalto PRO)**

Anna-Kaarina Kairamo is Training Manager of New Solutions at Aalto University Professional Development. She has worked with several publishing companies for ten years as a Publishing Editor and Publishing Manager and several years as an Information Manager with Helsinki University of Technology Lifelong Learning Institute Dipoli. Since 1995 she has been participating as a project manager in a number of EU R&D projects related to ICT in education and professional learning. She was the founder and the leader of the Teaching and Learning Development support services at TKK 2000-2006, and the leader of Lifelong Learning Unit at TKK Dipoli 2008-2010.

- **Norma Ryan – University College Cork (IE), Quality Promotion Unit**

Dr. Norma Ryan is a Biochemist by discipline and, prior to taking up her current post as Director of Quality Promotion in UCC, was a Statutory Lecturer in Biochemistry, serving as a senior academic in the Department of Biochemistry in UCC. Dr Ryan is responsible for the design and implementation of quality assurance reviews of all departments, faculties and support service units in UCC, a process aimed at accountability and quality improvement in the University. In her present role Dr. Ryan is a member of the University Management Team as well as of Academic Council and the Governing Authority of the University. Dr. Ryan has led many projects in UCC aimed at improving the quality of the student experience.

Recommendations for quality development in university continuing education programmes. The SWISSUNI and the Swiss Center of Accreditation and Quality Assurance in Higher Education (OAQ) experience

- **Hans-Rudolf Frey – ETH Zurich, Centre for Continuing Education**

Hans-Rudolf Frey is Deputy Head of the Centre for Continuing Education at ETH Zurich, Switzerland, and President of Swissuni – Swiss University Continuing Education (umbrella organisation of the continuing education centres of all Swiss universities), frey@zfw.ethz.ch, www.zfw.ethz.ch, www.swissuni.ch. His presentation will discuss the quality model for university continuing education programmes recently developed by Swissuni – Swiss University Continuing Education in collaboration with the Swiss Center of Accreditation and Quality Assurance in Higher Education (OAQ). The model is geared to the principles of impact-orientation, multidimensionality, stakeholder involvement, flexibility and constant quality improvement. It also attaches more importance to quality culture and personal commitment than to explicit strategies and formalised standards. Today, it serves the continuing education centres of all Swiss universities as a common starting point for their own quality initiatives.

AFTERNOON SESSION: Tools and pilot experiences in implementing quality improvement of HEIs' Continuing Education Programmes

CHAIR

- **Prof. Wim Van Petegem – University of Leuven, Media and Learning Policy Unit**

Prof. dr. ir. Wim Van Petegem holds an MSc degree in Electrical Engineering from the University of Ghent (Belgium) and one in Biomedical Engineering from the K.U.Leuven (Belgium). He got his PhD in Electrical Engineering from K.U.Leuven in 1993. He has worked at the University of Alberta, Edmonton (Canada), at the Open University of the

Speakers and Poster Session

Netherlands and at the Leuven University College (Belgium). Currently he is Professor at K.U.Leuven (Belgium) and head of the Media and Learning Unit (formerly known as AVNet). He is actively involved in different networks of universities related to e-learning, virtual mobility and lifelong learning. He is Vice-Chairman of EuroPACE, President-elect of SEFI, Member of the Executive Committee and Fellow of EDEN, Past-Chairman of the Task Force e-Learning in the Coimbra Group and Vice-President of IACEE.

QACEP project pilot: self-evaluating Continuing Education Programmes and monitoring participants' feedbacks

- **Cinzia Castelluccio – University of Bologna, Quality Assurance Unit**

Cinzia Castelluccio holds a PhD in Biochemistry and Physiopathology of Ageing (University of Bologna, Italy, 1993) and a PhD in Cellular and Molecular Biotechnology (University of Bologna, Italy, 2005). From 2002 to 2005, as coordinator of the interfaculty degree programme in Biotechnology of University of Bologna, participates to "CampusOne" project, a national Project on Italian academic programme reform, according to Bologna Process. During this time she was involved in the presentation of a self-evaluation report of the programme and became an expert on national approaches about Quality Assurance of degree programmes. Until 2009 she was responsible of the organisation of this degree programme and also of the Master degree programmes in Biotechnology (Lauree specialistiche/magistrali). From 2009 she is responsible for the Continuing Education Programmes (Post-Lauream) Quality Assurance Unit and for the communication of the teaching and learning Area of University of Bologna.

- **Matteo Sgarzi – Consorzio Universitario Alma Laurea**

Matteo Sgarzi holds a Master degree in International Relations, History, Political Sciences (ISCED 5°), University of Bologna. Since 2001 has been working in the Education and Training field. First at the Statistical Observatory of the University of Bologna which set out analysis about student characteristics, performance and satisfaction. And then to AlmaLaurea continuing working on similar topics. Since 2004 he was charged of the international project coordination on the behalf of AlmaLaurea. Participate at several EU funded projects among us EAL -Net Project, eTEN Programme (Project Coordinator); EUROWEX Project, BENPHE Project, ATLANTIS Programme, REFLEX Project, 6th Framework Programme, GRADUA2 Project, ALFA Programme.

Discussion on experiences presented by programme managers and coordinators from institutions in QACEP Consortium

Aalto Pro (Finland), University of Bologna (Italy), Institute for Lifelong Learning – UB (Spain), University of Leuven (Belgium), University College Cork (Ireland), University of Warsaw (Poland)

The abstract of the posters which will be interactively presented during the lunch break are listed at the end of this document.

Round table: Cooperation with external stakeholders to improve the Quality of HEIs' Continuing Education Programmes

- **Marta Bronzo - Belgian-Italian Chamber of Commerce, European Desk**

Marta Bronzo is project manager at the CCBI European desk. She has experience in managing complex projects, such as the Open Eye (Erasmus for Young Entrepreneur EU programme), O.LI.V.A. project funded by the IOC, and other projects funded by the Italian Ministry of Economic Development. She is experienced in the organization of training courses to adult learners on European policies and programmes. She has held classes at the different courses organized by the Chamber of Commerce, in Italian and English languages, in the field of EU projects, EU funding programmes, placement and job orientation. She held classes also at the Italian Ministry of interior, at the Assocamere World convention, at the European Commission Career fair, at the European Association of International Education (EAIE) annual meeting, and at the Chambers of Commerce in Rosario (Argentina), Delhi, Bangalore, and Mumbai (India). Publications: Guide to EU funding – 2010 (Ed. CCBI – Ilmiolibro); La ricerca come motore per lo sviluppo. Il caso dell'India. – 2011 (Ed. Veneto Region).

She is editing a book on EU projects drafting that will be published by Mursia before the end of 2011.



Speakers and Poster Session

- **Françoise De Viron** - Catholique University of Louvain and Secretary General of EUCEN, the European Association for ULLL, and member of its Steering Committee

Prof. Françoise De Viron is professor at Ecole d'Éducation et de Formation (PSP) and Louvain School of Management - Université Catholique de Louvain (UCL). She is Academic Member of GIRSEF, Interdisciplinary Research Group on Socialization, Education and Training and RIFA, Interdisciplinary Research Group dedicated to Adult Training and Education (UCL - IACCHOS). Member of CRECIS (Centre for Research in Entrepreneurial Change and Innovative Strategies) (2008 -); Steering Committee Member of EUCEN (European Universities Continuing Education Network), the largest European multidisciplinary Association in University Lifelong Learning (2004 -); President of the 'Commission Education Tout au Long de la Vie du Conseil Inter Universitaire Francophone' (2004 -) in charge of the University lifelong learning development within French-speaking Belgium, providing recommendations to Universities Authorities and Minister of Higher Education.

- **Michael Gaebel** - European University Association, Higher Education Policy Unit

Michael Gaebel joined the EUA in 2006. Until 2009 he was in charge of EUA's new international strategy and for global exchange and cooperation. In 2009, he became the Head of the Higher Education Policy Unit, which focuses on the Bologna Process, lifelong learning, internationalisation and global dialogue.

Before joining EUA, he worked for more than a decade in higher education cooperation and development in various parts of Asia.

Michael graduated with a Masters in Middle Eastern Studies and German Literature and Linguistics from the Freie University Berlin, Germany

- **Franky Tolpe** - (Dexia Real Estate Banking - Student of the Postgraduate Programme in Real Estate Studies, K.U.Leuven, 2010/2011)

Franky Tolpe holds a Master degree in Architecture (Sint-Lucas School of Architecture Brussels ass. K.U. Leuven, 1991), a complementary teacher training degree (Sint-Lucas School of Architecture Brussels ass. K.U. Leuven, 1994), a degree of complementary studies in prevention, safety and security (N.A.V.B. Brussels, 2000), and a degree Postgraduate Programme in Real Estate Studies, K.U.Leuven (2010).

Between 1991 and 1998 he works at a Brussels Office in Architecture and Engineering. In 1998 he started working at Dexia Bank N.V. where he was responsible for the development of new branches. Between 2000 and 2006 he was projectmanager at Dexia Real Estate Banking. Since 2006 he is responsible for the department Dexia Real Estate Banking - Technical Team.

Posters session - Abstracts

Programme as of 3 September 2011

- **Continuing Education Programme THE USE OF GIS TECHNOLOGY**
Involvement of stakeholders in planning, implementation, monitoring and improvement of the programme

Authors: Marjaana Laurema, Anna-Kaarina Kairamo
Aalto University Professional Development - Aalto PRO

A recruiting training programme in the use of GIS technology is executed by using the Finnish Further Education with Companies (FEC) model. The purpose of the five month programme is to employ the participants in the field of GIS by providing GIS technology university level continuing education. The contract is signed between the programme participant, the company, and Aalto PRO. After the training, the company together with the programme participant decide on the participant's future employment in the company. All participants also make a personal project work. The program's societal impact and benefit for the participant is very good, as the employment of the participants is successful. The structure of the programme supports rotation of theory and its' implementation into practice in good balance.

The content and concept of the programme is a result of collaborative development process with participants, companies and the paying client "Centre for Economic Development, Transport and the Environment". Evaluation and gathering feedback from all stakeholders takes place through the whole process.

Planning discussions on the required competences take place with the paying client before it orders the programme. The needs of the company are tracked before starting the placement process. Feedback for formative and summative evaluation is gathered through the programme using questionnaires, discussion sessions, group work sessions and interviews. Also tutoring sessions between the training manager, company tutor and participant provide useful feedback. Alumni of the programme play an important role in the programme improvement.

QACEP tools and report templates will be customised and integrated with Aalto PRO existing tools for planning, reporting and development.

- **Continuing Education Programme FRESH AND PROCESSED FRUIT & VEGETABLES: ECONOMY, INNOVATION, MARKETS**

How the programme benefit from self-evaluation

Authors: Luigi Vannini, Chiara Cecchetto
DEIAGRA - Department of Agricultural Economics and Engineering, University of Bologna

The Department of Agricultural Economics and Engineering of the University of Bologna presents the Continuing Education Programme "Fresh and processed Fruit and Vegetables: Economy, Innovation, Markets".

The Programme addresses operators already working in the F&V sector, willing to enlarge technical knowledge and develop managerial competences to understand market trends and re-launch companies' competitiveness. The Programme is open both to graduates and to candidates holding a high school diploma. The training consists of 300 hours including lectures, workshops with experts, technical visits and "working group methodology" to promote peer education. The time schedule is organised on a 2-days a week basis.

The QACEP pilot self-evaluation was carried out in parallel to the closure of the 2010 edition and the design of its 2011 edition. This represented a benefit for the new programme since the final assessment allowed settling down strengths and fixing up weaknesses in order to improve the programme structure. The Programme could take advantage of the QACEP pilot self-evaluation in terms of an effective planning of the forthcoming edition.

Speakers and Poster Session

▪ **Continuing Education Programme DIPLOMA IN GEOLOGY**
Using and Customising the Self-evaluation Tools for a practical and field-based Continuing Education Programme

Author/s: Bettie Higgs, Norma Ryan, Mary McCarthy Buckley and Rose Walsh
University College Cork, Ireland

The 2-year Diploma in Geology continuing education programme has been running for 21 years. This programme consists of four 15 E.C.T.S. modules, and attracts students who are interested in career change and career enhancement. It also attracts a large number of students who have an amateur interest and wish to increase their understanding of the world around them, and play their part as citizens. This programme is at level 7 in the Irish National Qualification Framework. Between 20 and 30 students participate each year. A small number of students choose the Distance Learning option. The programme team routinely request student feedback for evaluation purposes. This year, the pilot QACEP self-evaluation was carried out mid-cycle. In customising the self-evaluation tool some questions will be added to take account of feedback from distance learning students.

▪ **Continuing Education Programme MULTIDISCIPLINARY BASIC TRAINING FOR HEALTH AND SAFETY MANAGERS AS INTRODUCTION PROGRAMME TO THE DIFFERENT SPECIALIZATION PROGRAMMES**
Good practice of stakeholder involvement

Author: Brigit Cosemans
University of Leuven in collaboration with Prevent

The University of Leuven presents in collaboration with Prevent the multidisciplinary basic training for health and safety managers as introduction programme to the different specialization programmes. This programme comprises 120 hours and is organised on a 1 day/week basis.

The QACEP tools provided added value to the programme:

- The QACEP self-evaluation tool gave an exhaustive description in one document of the existing quality assurance system.
- Our own assessment data relating to the course, its content and the lecturers' didactic competencies were complemented by the QACEP questionnaire with extra information.

We will also present the structure we use to involve the different stakeholders of this programme.

▪ **Continuing Education Programme POSTGRADUATE WARSAW STUDIES**
Good practice on the design of programme goals and objectives

Author: Jolanta Choinska – Mika
University of Warsaw, Institute of History

The Programme was designed in response to the growing social interest in history, culture and society of Warsaw. It is an interdisciplinary program aiming to raise awareness of the current problems in a rapidly growing capital city. The two semester course responds to the need for expert knowledge about Warsaw, demand by local media market, and the tourism industry. The programme is addressed to all those who have already obtained master degree and are interested in contemporary and old Warsaw. The poster present GOOD PRACTICE ON THE DESIGN OF PROGRAMME GOALS AND OBJECTIVES

Speakers and Poster Session

- **QACEP self-evaluation tool applied in three postgraduate programmes in health and educational fields with two different modalities.**

Or how QACEP self-evaluation tool has helped us to review and improve our internal procedures as a collaborative and multidisciplinary useful tool in quality fields.

Author: Ms Gemma Mas Crespo – Institute for Lifelong Learning from UB
Acknowledge to Ms Cristina Sanz (Postgraduate Agency from UB)

IL3-UB is a Foundation created by the University of Barcelona (UB). Currently IL3-UB mission is to provide training programmes to students and companies needed to achieve their goal for personal and professional development as well as providing services that complement it to achieve a comprehensive training. In this context, IL3-UB is in charge of all the tasks and actions from the beginning of the programme idea until the closure of the programme. This involves different departments and agents: product managers, programme directors, quality department, innovation, platform and programme design, programme coordinator and community service. All these agents and departments work together on a collaborative way to develop an excellent academic programme. With this aim we have used the QACEP self-evaluation tool in two of our traditional programmes that have been included in this pilot phase: Master in Management of Educational Centers (face-to-face and online modalities available) and Master in Medical Evaluation (online modality).

- **QACEP project – experimental survey on continuing education programmes leavers.**
Methodology and results.

Authors: Angelo Di Francia, Angelo Guerriero, Matteo Sgarzi
Alma Laurea Interuniversity Consortium

This poster want to sum up the work carried out in the framework of QACEP project, aimed to realize a pilot survey focused on a small group of Continuing Education courses set in the partner universities: Catholic University of Leuven, Aalto University, University of Barcelona - IL3, University College of Cork, University of Warsaw, University of Bologna. Objective of the pilot was to add value to the previous project's theoretical framework with some concrete output to be produced within the Consortium. Partners agreed to test a small limited set of standard monitoring tools entitled to be potentially implemented in the European context, in a comparative way and having a positive impact on the development of QA practices for Continuing Education.

It has been developed a Survey Model aimed to "evaluate" continuing education's operational and organisational aspects though the involvement of students who just completed their studies (or were about to complete their studies).