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SUMMER SCHOOL

GENOA 24-28 JULY 2023

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Universities-Communities: strengthening cooperation

Erasmus+ project
KA2 Capacity building
in High Education

WORKSHOP
**Third Mission of Universities:
Challenges and European Perspectives**
10-12 July 2023, online



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<https://unicom.community>



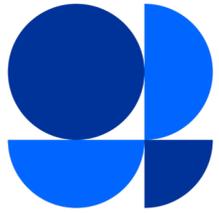
Culture of quality assurance and community engagement in international educational projects implementation

Nataliia Shofolova
Institute of Higher Education
National Academy of Educational
Sciences of Ukraine



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<https://unicom.community>



Universities as a drivers of social, economic and cultural development of Ukraine

War and postwar environment –
destruction of infrastructure and communities

Necessity of investment, new business partners, drivers of development

Universities should be a key players in society
renewal and generate greater social, economic and
cultural impacts to reinvent the country

To increase their impact, universities should be
more engaged



**Third Mission of Universities:
Challenges and European Perspectives /
Третя місія університетів:
ВИКЛИКИ ТА ЄВРОПЕЙСЬКІ ПЕРСПЕКТИВИ**

WORKSHOP / ВОРКШОП (майстерня)

Responsible partner / Відповідальний партнер

Ivan Franko National University of Lviv /

Львівський національний університет ім. Івана Франка

10-12 July 2023, online / 10-12 липня 2023 р., онлайн формат



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Community engagement in higher education

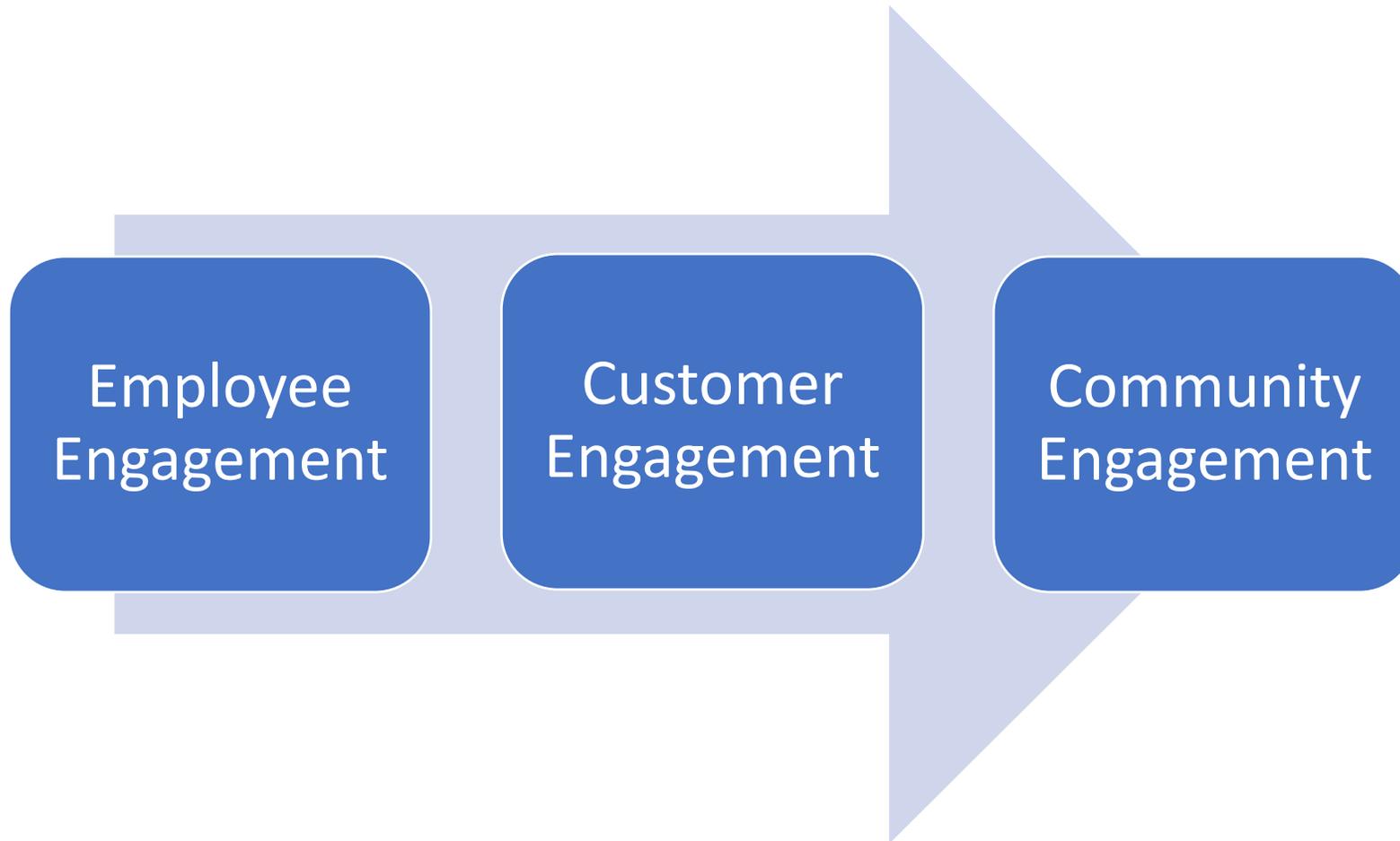
‘Community engagement’ refers to the development of mutually **beneficial partnerships** between universities and their external communities, in order to address societal needs – and is, thus, a fundamental aspect of the social responsibility of higher education*.



- *definition of TEFCE project. <https://www.jstor.org/stable/10.1163/j.ctv1v7zbn5.27>
- https://www.ehea.info/Upload/3%20TEFCE%20TFarnell_BFUG%20WG%20SD_17_02_2022.pdf



Business approach to engagement



Community engagement tools for businesses

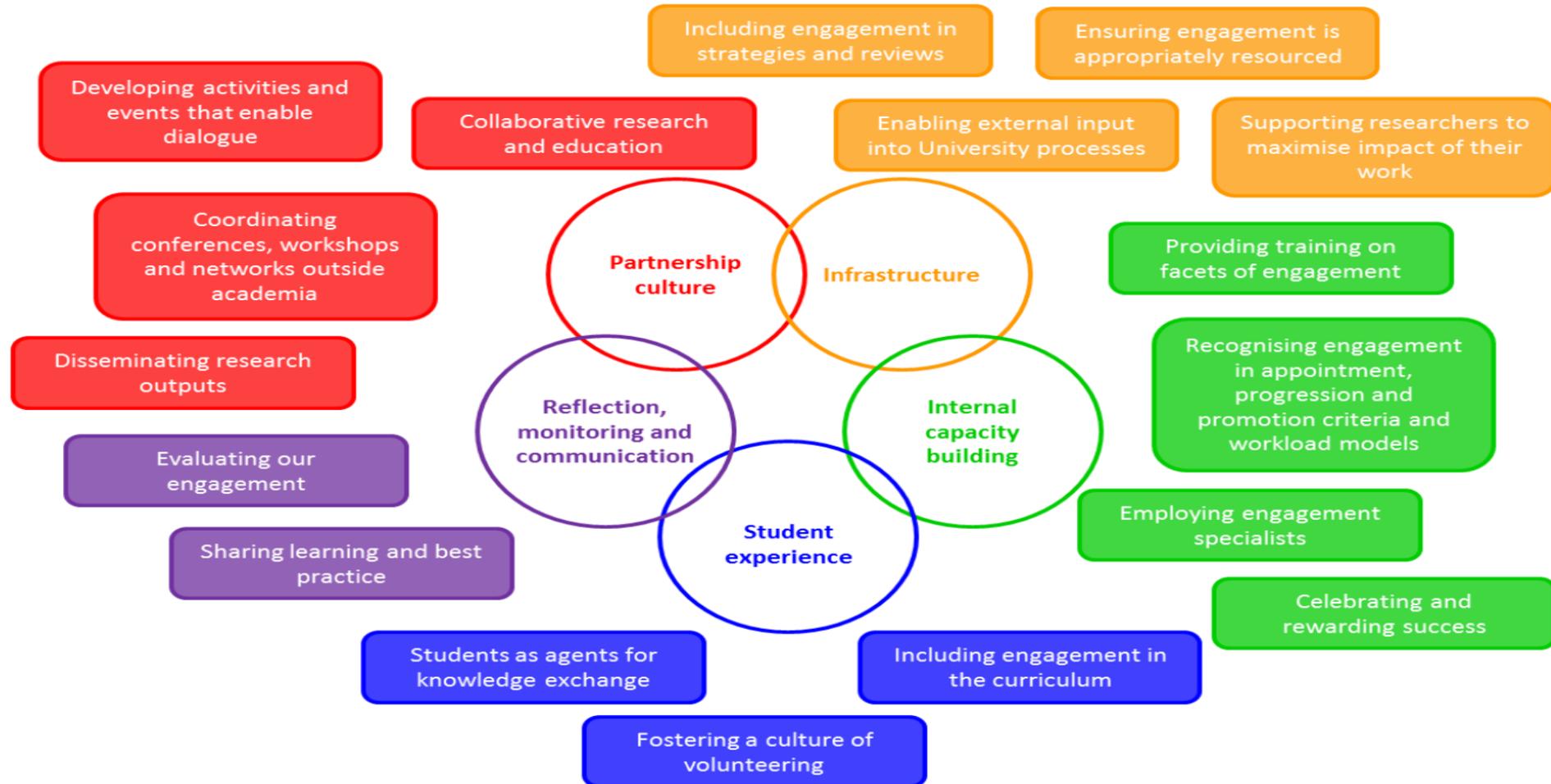
- 1. Live events
- 2. Traditions
- 3. Sponsorships
- 4. An online community
- 5. A course
- 6. Open meetings
- 7. Webinars
- 8. Polling members
- 9. Contests
- 10. Volunteering
- 11. Donating
- 12. Tell community stories
- 13. Get involved in local business councils
- 14. Give your space
- <https://www.mightynetworks.com/pro/learn/community-engagement-ideas-for-businesses>



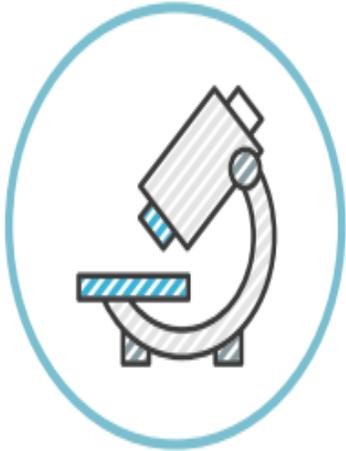
Community engagement in University

Engagement activities

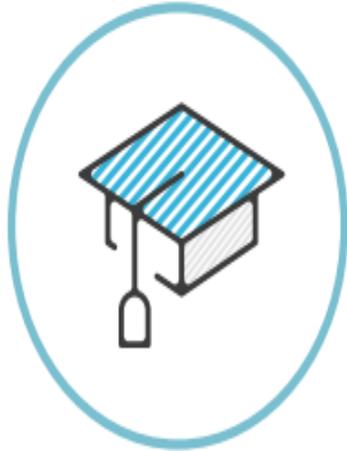
As an engaged university, our aim is to facilitate engagement between our staff and students and society beyond academia, including:



Dimensions of university-community engagement



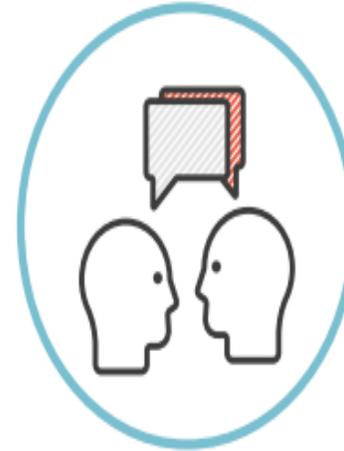
Engaged Research



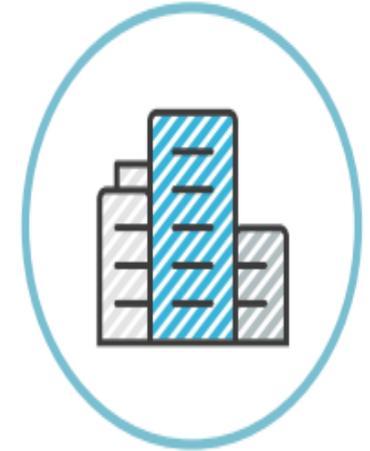
Teaching and Learning: Accredited Community Engaged Learning and Research



Student Volunteering



Public Engagement and Involvement



Institutional Infrastructure and Architecture





Culture of university-community engagement

Partnership culture: Staff, students and systems are open and responsive to the expertise and partnership of the university's stakeholders at all levels from the local to the international. This culture enriches our work and delivers better research and educational programmes and outcomes. This includes investing time and resources to deliver mutual benefits over a sustained period, and an ability to share responsibility for outcomes.

Infrastructure: The systems and infrastructure of the University actively support collaboration between the University and its local, national and international stakeholders. The University provides a supportive environment for engagement which is embedded in research and teaching and occurs at a variety of levels – from individual staff members and students, through research areas and departments, to the University as a whole.

Internal capacity building: Academics, Professional Services and students are equipped to develop productive partnerships, collaborations and engagements with the relevant publics and partners and stakeholders. Staff and students are given recognition for the delivery of a range of engagement activities and outcomes with the understanding that such activities are part of the development of careers.

Student experience: Engagement is embedded in the student experience and curriculum for both undergraduate and postgraduate students. All students have the opportunity to undertake engagement activities through their degree courses or as part of their extracurricular activities.

Reflection, monitoring and communication: The various teams and groups involved in partnership, collaboration and engagement are working productively together, with activities collectively monitored, reflected upon and communicated.

<https://www.bristol.ac.uk/media-library/sites/public-engagement/documents/Engaged%20University%20Strategy.pdf>

Relationship of QA and community engagement

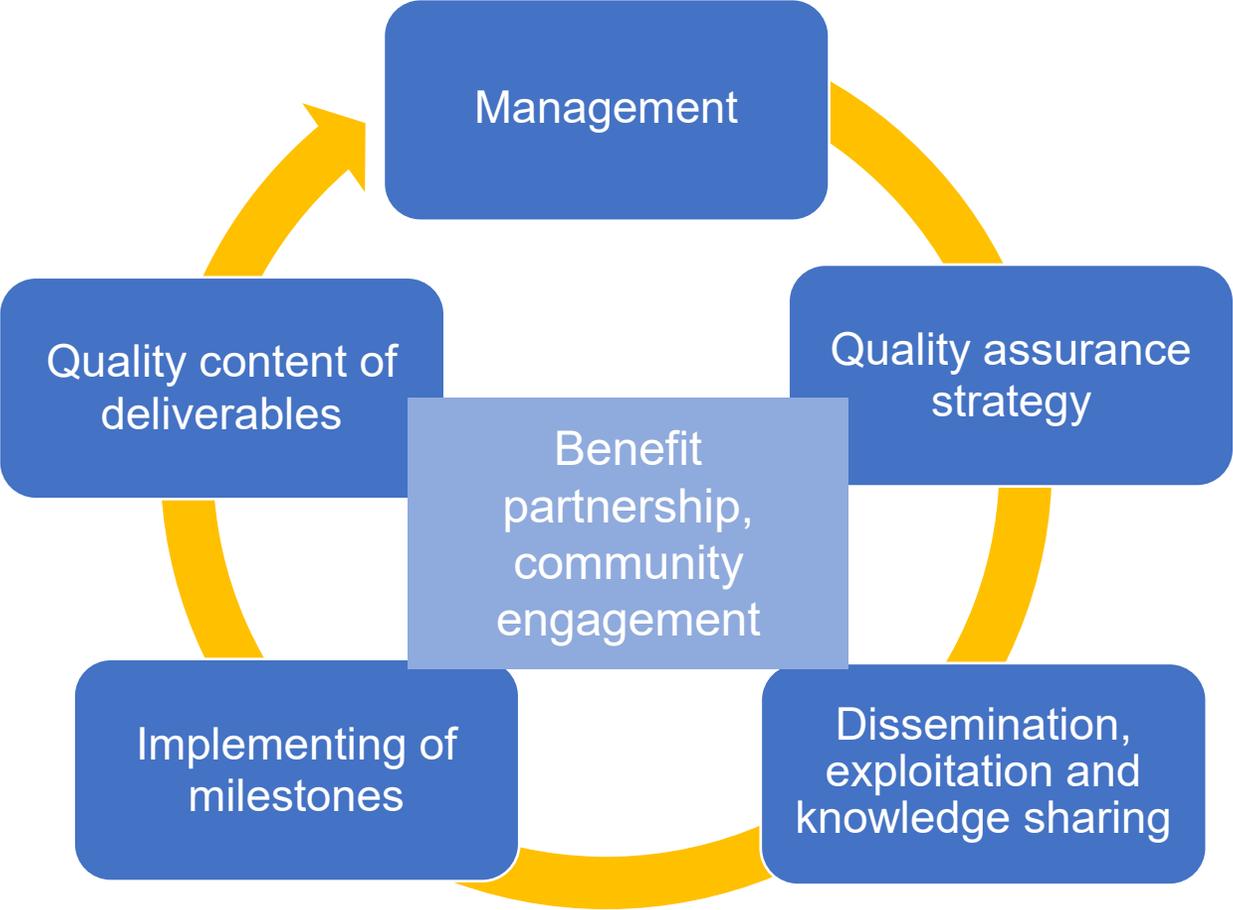
- Engagement rate is an important indicator of the fit between the quality of content and audience. Quality assessment and evaluation help us to improve the quality and enhance of engagement.

<https://keyhole.co/blog/calculate-engagement-rate/>





Quality assurance and community engagement culture - the opinions, beliefs, traditions and practices concerning quality of project content and community engagement.



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UNICOM Quality Assurance Strategy

- Co-leaders in Work Package 6:
 - Institute of Higher Education of the National Academy of Educational Sciences of Ukraine (IHED)
 - Dragomanov Ukrainian State University (DUSU)
 - Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU)
- Internal quality assurance will take the form of
 - self-assessment
 - peer-assessment
 - evaluation (value and impact)
- will be organized and managed by IHED and DUSU
- External assessment and evaluation will be conducted by Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU)

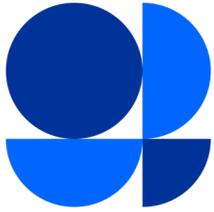




UNICOM Quality Assurance Strategy

- The goal of QA Strategy is to ensure high quality project implementation in line with the best European practices as to the academic content and process.
- IHED, DSU, ACEEU have agreed that quality assurance approach should
 - facilitate implementation of the project
 - ensure high quality of its results
 - NOT put extra pressure on project partners considering a rather vulnerable position of many Ukrainian participants
- 3 foci:
 - progress → process → results





UNICOM Quality Assurance Strategy

- QA Strategy respects the values of UNICOM project:
 - participation and agency
 - trust and knowledge sharing
 - diversity and intercultural cooperation
 - inclusion
- and is based on the principles of
 - openness and transparency
 - efficiency (= achieving maximum results with minimum efforts and costs)
 - shared leadership
 - social responsibility and accountability
 - to the Grant-holder
 - to one's own institution
 - To external stakeholders





UNICOM Quality Assurance Strategy

3 foci: progress → process → results

- QA Strategy looks into:
 - progress: typical monitoring procedures (meeting deadlines in implementation, timely reporting etc.)
 - process: assessment of events and activities, evaluation of their impact on individual, project and institutional levels, as well as benefit for external stakeholders
 - results: assessment of project deliverables (outputs), evaluation of their value for the project, partner universities, communities and society at large
 - during external assessment and evaluation: evaluation of overall project success and measuring project impact





Elements for evaluation of project implementation (process, activities, events)

- 1) **Management:** overall coordination, communication, dissemination, visibility, involvement of all partners into collaboration.
- 2) **Ethics, managing diversity & conflict avoidance management:** avoidance of conflicts, mitigation and conflict resolution
- 3) **Teamwork:** partner participation, motivation, eagerness to contribute and share knowledge, readiness and capability to contribute (the right people from partner institutions delegated to participate in activities).
- 4) **Contributions to project implementation:** knowledge exchange and sharing, benefits obtained from community engagement and capacity built in the course of project implementation, personnel development, augmented links with stakeholders etc.; relevance, sustainability and impact from undertaken activities.
- 5) **Personal growth of project participants** (enhanced competencies, lessons learned, self-evaluation etc.).
- 6) **Open questions** about partners opinion, which help lead partners to improve the process





Characteristics of project deliverables assessment

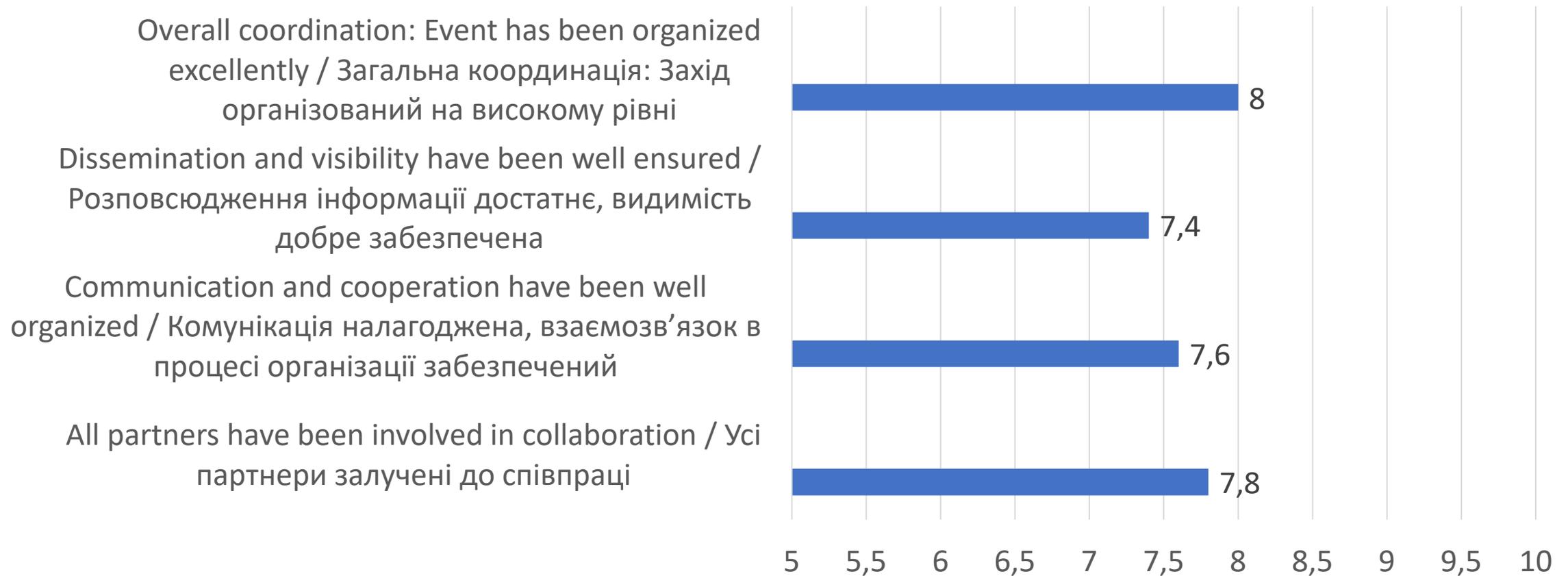
- 1) **Relevance:** timely preparation, compliance with project objectives, work plan, tasks etc.) – first-glance assessment
- 2) **Design:** logic structure, language clarity and accuracy, data presentation etc.
- 3) **Content:** specific, quality of data (validity& statistical relevance), significance of ideas, proposals and recommendations, contribution to project theme or attainment of project objectives
- 4) **Publicity and dissemination:** openness and visibility at the preparation stage (e.g. access to all partners, channels for discussion, expression of opinion etc.), open access to UNICOM project outputs upon their finalization and approval by the consortium, dissemination strategy and different channels for dissemination and public access, collection and processing of feedback
- 5) **Impact:** practical “usability”/utility, feasibility of recommendations, significance and influence of ideas, recommendations on the launch of academic, expert and public discourse etc.)
- 6) **Open questions** about partners opinion, which promote to improve deliverables.



WORKSHOP «Third Mission of Universities: Challenges and European Perspectives»

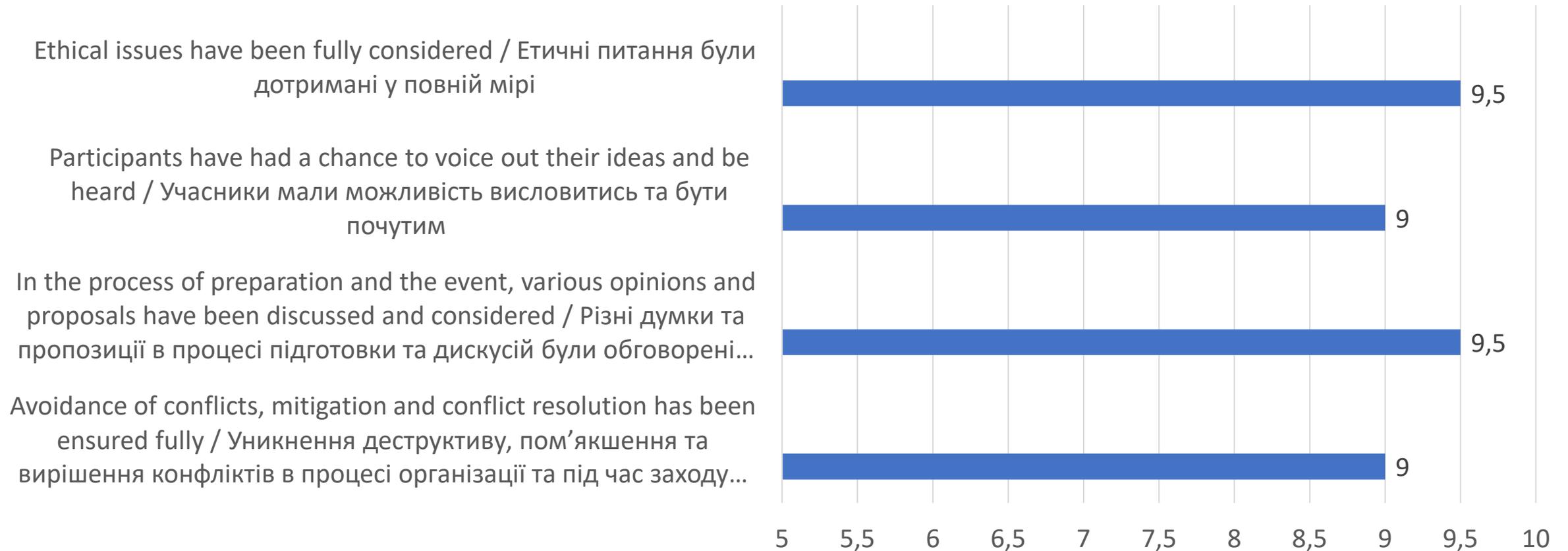
16 person, 10 partner institution

Management / Менеджмент - 7,7



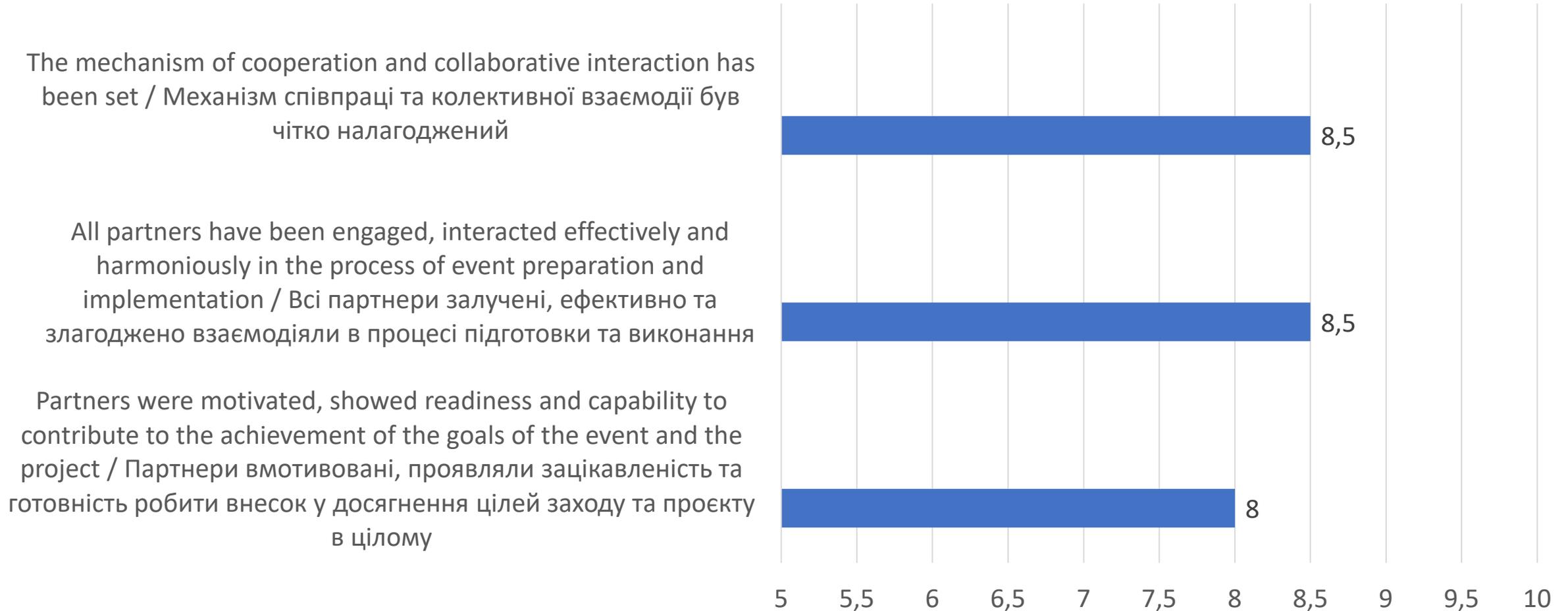
WORKSHOP «Third Mission of Universities: Challenges and European Perspectives»

Ethics, managing diversity & conflict avoidance management /
Етика, управління різноманітністю та запобігання конфліктам - 9,25



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Teamwork / Командна робота - 8,3



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Contributions to project implementation /
Внесок у реалізацію проекту - 8,4



WORKSHOP «Third Mission of Universities: Challenges and European Perspectives»

Personal growth of project participants /
Особистісний розвиток учасників проекту - 7,8



What have impressed you most or remained in your memory after the event? / Що вразило та запам'яталось після заходу?

- Good organisation and high quality of presentations
- The monotony of the ideas/Одноманітність ідей реалізації третьої місії.
- Жага освітян до виконання своєї місії не дивлячись на умови воєнного стану
- The most impressive was the understanding of big opportunities of the European universities related to their cooperation with communities and their large-scale impact on the different processes in the society. I was also impressed by the number of challenges the Ukrainian universities are facing now and their numerous actions within their third mission they conduct in spite of the war.
- Різноманітність учасників, різні аспекти проблеми
- Each idea is unique and important in current realities, not only for the institutions but for the whole society as well.
- Extremely high level of professionalism of the participants
- Доповідь представників мелітопольського університету
- Team cooperation
- Досвід університетів
- Загальна позитивна атмосфера заходу
- Кількість вчених, які досліджують дану тематику, досвід колег
- The scale of the event, the diversity of participants
- Involvement and awareness of the importance of joint work

Any other comments you would like to make / Будь-які інші коментарі, які б Ви хотіли додати

- Thank you so much for this extremely relevant event!
- Захід був цікавим прикладами різно-галузевих взаємодій університетів з громадами. Важливим, на мою думку, знайти спільні точки дотику, механізми, які уніфікують ці взаємодії для створення ряду універсальних інструментів з реалізації третьої місії університетами.
- From my side, I just want to thank the organizers, speakers, and participants for their work, dedication, and engagement. It was a nice experience to take part in this useful workshop.
- thanks to the organizers and participants for creating conditions for the exchange, introduction and implementation of the experience of a multidisciplinary team of specialists
- Thanks a lot! Good team! Good work!
- Дякую організаторам , модераторам і доповідачам за надану можливість дізнатися багато корисного з теорії і практики третьої місії університетів
- Дякую!
- Thank you so much for this great event!
- Thanks to the organizers and participants for creating conditions for the exchange, introduction and implementation of the experience of a multidisciplinary team of specialists

Identify your emotion after the event (in one word) / Ваша емоція за результатом проведення заходу (одним словом)

Excitement

Involvement

Толерантність

Very positive

Інтерес

Задоволення

Чудова

Fair

Задоволена

Welldone!

Неймовірно)
)))

Захоплення

Impressed

Inspired

Інспірація



Thank you for your attention!

Nataliia Shofolova
n.shofolova@ihed.org.ua



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