Western Balkans workshop no.2

EVENT REPORT

W P 5

WP Lead: **Petra Videmšek**

WP Co-Lead: **Karen Celis**

WP Project Manager: **Tjaša Nabergoj**

Date of the event: **26 – 27 November, 2020**

Place of the event: **Zoom**

Please upload the report together with attachements (if any) to the SharePoint.

1 Description of the event

Please describe the event – purpose, relevant work package, and other details. If possible, paste the event agenda at the end of the document.

Work package 5 (WP5) lead, University of Ljubljana (UL) has taken over the responsibility to organise the series of the Western Balkans workshops (WS) throughout the lifetime of the EUTOPIA2050 project. The workshops are a part of Sub-work package 5.2 (SWP5.2), which is focused specifically on the regional inclusion in Western Balkans region. As proposed in the Project bid, there will be six (6) WS' within the period of three (3) years, amounting to two (2) WS' a year.

Initially, each of the planned workshops were supposed to be held in countries across the Western Balkans (WB), as to enable cross-border communication and networking not only for the WB universities, but also for EUTOPIA Partners. However, due to the limited mobility because of the COVID-19, the second Western Balkans workshop was held virtually, using Zoom platform.

The workshop was shortened to roughly four (4) hours per day, so the workshop could be manageable.

Additionally, it was held as part of the EUTOPIA week for multiple reasons. Firstly, it attracted more EUTOPIA members to participate. Secondly, our strategy aimed to utilize the EUTOPIA week's participants' motivation and readiness to participate in long conferences and meetings as a way potentially to increase the interest and attendance for our event. Thirdly, we wanted to attract more external (Western Balkans) viewers to EUTOPIA as a whole, since EUTOPIA's visibility is still relatively low.

2 Before the event

Describe the activities undertaken prior to the event – organisation, communication of the event, dissemination, and any other activity done before the event.

Before the event, the UL team had disseminated the news about the event to three main groups: WB participants - universities, EUTOPIA WP Leads and Co-leads (to forward to their team members) and UL faculties.

Aside from e-mail communication, the announcement for the WS was published on several platforms. EUTOPIA official website and Facebook were primary platforms for information dissemination, as well as UL official website and University of Warwick official website.

The greatest challenge regarding communication of the WS was that the main channel of communication about the event was e-mail. We can see the shortfalls of having to address individually the representatives of Western Balkans universities, as we cannot guarantee that the information is being disseminated or even taken into account. To add, many of our targeted universities do not have established communication channels with students and staff (e.g. website, newsletter, etc.), hence we must establish a strategy adjusted to all universities in the Western Balkans.

Nevertheless, the event has been communicated continuously for approximately 1.5 months, which should have had strong reach among professors, administrative staff and students.

3 Themes/ Guest speakers

If applicable, describe the theme(s) of the event, together with the topics discussed by each guest speaker.

NOTE: If you have attached the even agenda, only fill in the first two columns (topic not necessary).

Name	Institution/ Role	Topic
Ivan Svetlik	**University of Ljubljana/ EUTOPIA WP5 lead**	
Igor Papič	**University of Ljubljana/ EUTOPIA president**	
Iris Ivaniš	**University of Ljubljana/ EUTOPIA project manager**	
Jo Angouri	**University of Warwick/ EUTOPIA WP2 member**	
Božidar Grigić	**CMEPIUS The Centre of the RS for Mobility and EU Educational and Training Programmes**	
Tomaž Deželan	**University of Ljubljana/ EUTOPIA WP2 institutional lead**	
Katrijn D'Herdt	**Vrije Universiteit Brussel/ Internationalisation coordinator**	
Polonca Miklavc Valenčič	**University of Ljubljana/** *Assistant Secretary Genera*	
Željko Vaško	**University of Banja Luka/ Professor**	
Anil Awesti, Sara Hattersley, Jennie Mills	**University of Warwick/ Senior Teaching Fellow/ Senior University of Warwick/ Senior Academic Developer**	
Klemen Šubic	**Slovenian Quality Assurance Agency for Higher Education**	
Laura Koudela	**University of Ljubljana/ Student**	
Lanaire Aderemi & Pula Prakash	**University of Warwick/ Students**	
Carmen Mazijn	**Vrije Universiteit Brussel/ Student**	
Manja Klemenčič	**Harvard University/ Lecturer**	
Rosette S'Jegers	**Vrije Universiteit Brussel/ EUTOPIA WP2 team member**	

4 Participants

Provide short overview of your target audiences, approximate number(s) of participants (viewers in case of online event), their countries and institutions (if applicable).

Day #	Number of viewers (max.)	Comments/remarks on participation
1	35	
2	25	Multiple online EUTOPIA week events happened simultaneously; Friday evening.

As previously mentioned, the event has been disseminated among the WB participants continuously. The participants were primarily contacted through email. Our target audience were individuals responsible for international programmes, curriculum design, and students from EUTOPIA and Western Balkans institutions.

This workshop was more successful than the previous workshop in terms of participation. However, the registration numbers were much higher than the actual participation numbers (>70), which calls for a change in strategy as previously mentioned. This will be discussed in the next portion of the report.

Nevertheless, all of the sessions during the two days of the workshop were successful in terms of Q&A sessions. Our participants had at least 10 minutes to ask questions regarding each topic, which the presenters answered. The participants were much more active than during the previous workshop. One reason behind that might be that in this workshop, the viewers were able to verbally pose a question, whereas the last time they were only able to write the questions down, which partially discouraged discussions/ conversations.

5 Post-event dissemination and communication

Describe the plans after the event – communication with participants, surveys, dissemination plans, etc.

Post-event plans are similar to those from the previous workshop.

Firstly, the collection of PowerPoint presentations will be sent to the registered viewers.

Secondly, we will establish new communication plan among the Western Balkans universities PR offices to extend the reach of information about the future workshops, promote EUTOPIA as a whole, as well as ensure that the information about the workshop is seen by everyone at these universities. E-mail as primary and most often only form of communicating the workshops are very limiting as we are able only to acquire a small number of contacts.

If successfully established, this network of communication officers will be used to also disseminate PR packages in Western Balkans languages, so the materials become more accessible by a wider public.

It is crucial to maintain the information about the WS in circulation, so the promotion of other WB workshops throughout the project progressively becomes easier and has wider reach.

Please fill in the table with news, articles and other dissemination material for the event, if applicable.

Title	Channel (Twitter, EUTOPIA, LinkedIn, etc.)	Type of publication (news, interview, etc.)	Link
	Website	Schedule	https://warwick.ac.uk/global/partnerships/europe/eutopia/eutopia-week/#schedule
	Facebook	Post	https://www.facebook.com/unilj/photos/a.292404010785112/5589757074383086/

6 Conclusions

Write down your conclusions from the event or any additional comments.

In sum, the Western Balkans workshop was successful.

Firstly, the guest speakers were prominent experts and researchers in their fields, and the diversity of the speakers was ensured. It was very important for the organiser to have representatives from EUTOPIA and Western Balkans, as well as experts from EU-related organisations as The Centre of the RS for Mobility and EU Educational and Training Programmes. We are glad that one session was devoted to the US perspective and one to students who excellently presented their experiences. This kind of diversity meant that different points of view and different experiences provide useful information on international programme design, creation and inclusion of students in such processes. The institutions, which the speakers represented, are at different levels of development in terms of international or interuniversity programmes, which makes for a great balance in information provided to the WB institutions.

Secondly, the participation and engagement from our audiences was much higher this time. As previously stated, this might be due to the format of the conference as this time, actual conversation between the presenters and the viewers was enabled instead of merely written questions.

Thirdly, even though the decision to hold the workshop as part of the EUTOPIA week had both good and bad sides to it, the EUTOPIA members and students got the opportunity to see what these workshops do and how they function. Certainly, it is important to acknowledge the relatively low numbers of participants on the second day, however, as it has been already presented, new communication strategy will be developed in order to increase the reach and interest among the Western Balkans institutions.

Finally, we plan to develop a new format of the virtual workshop to make it more engaging and easier to participate in (e.g. shorter duration, panels, etc.)

Next workshop is planned for April, 2021. Considering the current circumstances, it will also be held in virtual form.

7 Agenda (if applicable)

26 Nov, 2020, 14.00 – 18.00		
14.00-14.10	Welcome	I. Svetlik, University of Ljubljana I.Papič, University of Ljubljana
	Introduction to the EUTOPIA Alliance and project	I. Ivaniš, University of Ljubljana
14.10-14.45	Changing context of curricula design	I. Svetlik, University of Ljubljana
14.45-15.25	How to design a study programme?	J. Angouri, University of Warwick
15.25-15.35	----------------------BREAK--------------------	
15.35-16.10	How can EU programmes support creation of international study programmes?	B. Grigić, CMEPIUS The Centre of the RS for Mobility and EU Educational and Training Programmes
16.10-16.50	Study programme design from the perspective of quality assurance	T. Deželan, University of Ljubljana
16.50-17.00	----------------------BREAK--------------------	
17.00-18.00	Experiences with (international) study programmes design	K. D'Herdt, Vrije Universiteit Brussel P. Miklavc Valenčič, UL Ž. Vaško, University of Banja Luka
27 Nov, 2020, 13.00 – 17.00		
13.00-13.40	Study programme design from the perspective of social inclusion	A. Awesti, S. Hattersley, J. Mills, University of Warwick
13.40-14.20	Messages to study programmes' designers from the National Accreditation Agency	K. Šubic, Slovenian Quality Assurance Agency for Higher Education (SQAA)
14.20-14.30	----------------------BREAK--------------------	
14.30-15.30	The role of students in study programmes design	L. Koudela, University of Ljubljana L. Aderemi & P. Prakash, University of Warwick Carmen Mazijn, Vrije Universiteit Brussel
15.30-15.40	----------------------BREAK--------------------	
15.40-16.20	Specifics of an international study programme design	M. Klemenčič, Harvard University
16.20-17.00	EUTOPIA vision and action of curricula design	R. S'Jegers, Vrije Universiteit Brussel
17.00	Conclusion of the workshop	I. Svetlik, University of Ljubljana