

Task Force Enhancing Knowledge Sharing in the EHEA community
8th meeting
9 October 2023
Tirana, Albania

Country	Name	Last Name
Belgium Flemish Community	Liesbeth	Hens
EQAR	Magalie	Soenen
ESU	Tamara	Ciobanu
Italy	Ann Katherine	Isaacs
Malta	Adam	Liwak
Montenegro	Dunja	Bulajic
Netherlands	Robert	Wagenaar
Romania (Co-Chair)	Cristina	Ghitulica
United Kingdom	John	Reilly
In-Global Project External Expert	Colin	Tück
In-Global Project Expert	Teresa	Morales
In-Global Project Expert	Alin Marius	Matei
BFUG Secretariat	Edlira Adi	Kahani Subashi
BFUG Secretariat	Jora	Vaso
BFUG Secretariat	Manjola	Hasa
BFUG Secretariat	Xhulia	Balla

European University Association (EUA), European Commission, EI-ETUCE, Germany, could not attend.

1. Welcome by the Host

On behalf of Bizena Bijo (Albania, Co-Chair), Linda Pustina (BFUG Vice-Chair), and the BFUG Secretariat, the Head of the BFUG Secretariat welcomed all participants to the 8th Meeting of the Task Force on Enhancing Knowledge Sharing in the EHEA community. Due to the absence of Bizena Bijo (Co-Chair, Albania) for health reasons, the meeting was co-chaired by Cristina Ghitulica (Co-Chair, Romania) and Ann Katherine Isaacs (Italy).

2. Adoption of the Agenda

The agenda was adopted without changes.

For more information, please see: [Draft Agenda TF EKS 8th Meeting](#)

3. Tour de table

A tour de table followed, during which participants introduced themselves and explained their



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respective roles within the institutions/bodies they represent.

4. Approval of Minutes of the 7th Meeting

The minutes of the 7th meeting were approved.

5. Information on recent developments

TF EKS members were briefed on the recent Board meeting in Tbilisi, in which the TF EKS Romanian co-chair presented the TF report. It was decided to postpone the breakout sessions for the BFUG in February. Mrs. Ghitulica announced that the Board requested a final report before the Madrid Board meetings, but it was noted that the TF EKS could only provide a draft report at this stage. It was commented that work on the draft report should not disrupt the current productive period for the groups. Completing TF's work for the BFUG in November was deemed impossible, especially considering that work on the Action Plan started this year. The report might be easier to draft, but preparing recommendations, though materials are available, will likely not be ready by year-end, and further work on it will be needed.

For more information, please see: [Task force update and implementation of the action plan](#)

6. Update from the IN-GLOBAL project

A brief overview on the development in the In-Global Project since July was provided. There have been three online focus group meetings between May and September, with the last two taking place in September. The second focus group was held with QA agencies and ENIC-NARIC centers and the third one with students, HEIs and Rectors' Conferences. A report is being prepared on the outcomes of these meetings. Regarding the translations of the Rome Communique, the project coordinator is collecting the existing ones and supporting new translations, and make them available on the project [website](#). It was suggested that an evaluation should be conducted to determine the costs and added value of the Communique translation. The translation appeared to be less important among western European countries, judging from the list of countries that have already or are translating the Communique. These countries might prefer to work with the English version, while other countries acknowledged the benefits of the translation. The potential global multiplier effect of translations, specifically in relation to countries outside the European Higher Education Area (EHEA) that use European languages, was raised as other argument for the value of translation.

Further updates on IN-GLOBAL included the project's financial and administrative support for the activities of the Coordination Group on Global Policy Dialogue. Interviews have been held in recent CG meetings which will be posted on the website and disseminated via social media.

It was explained that on the website are regularly posted various EHEA events. In this regard, there was a call to make the selection process more systematic. It was decided that an inclusive approach be adopted, aiming to incorporate events from all working groups, but to consider notifying BFUG members of the opportunity to share events.



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The meeting addressed the topic of choosing a slogan for dissemination materials related to the EHEA. Several slogans were suggested, with "Connecting worlds" being considered a strong option. The need for clarity in linking the slogan to education or higher education was emphasized, and concerns were raised regarding the use of the word "world." It was recommended to use "EHEA" to clarify the context. Some participants pointed out that "Learning beyond borders" was too focused on learning and did not encompass the broader scope of education. The idea of reverting to the original Bologna Process slogan, "Shaping a new environment," was brought up, with a modified version, "Shaping education for change," focusing on sharing and collaboration. Participants agreed that the slogan should be concise, limited to five words, and incorporate key terms like diversity and mobility. It was noted that the materials would be shared with individuals familiar with the EHEA, making the slogan's catchiness more important than its informative aspect. "Transforming education, connecting worlds" and "Transforming education together" garnered some support, and ultimately the WG agreed on "European Higher Education Area. Transforming Education Together" as the most appropriate slogan.

For more information, please see: [IN-GLOBAL Project overview and update](#)

7. Implementation of the Action Plan¹

Updates on all activities listed in the Action Plan were shared and discussed.

Activity 1

Currently, Activity 1 includes results of the 2019 consultations but is lacking conclusions from a literature review. It was clarified that this task entails a literature review on only the methods of explaining or disseminating the Bologna Process (BP). The European Commission's crucial role in disseminating and implementing the BP was noted. The central question revolved around how to ensure a broader understanding of the BP. Members were encouraged to seek articles addressing dissemination methods, with a goal of identifying around 10 relevant articles by early December. In the meantime, members were asked to share any articles they come across and any materials from stakeholder organizations aimed at promoting the BP that were deemed valuable.

Regarding the focus groups of Activity 1, it was highlighted that the minutes will be used in drafting recommendations. Key takeaways included the expectations in several countries that Quality Assurance (QA) agencies should disseminate information about the BP, and the role of individuals within the ministry responsible for the BP in determining its visibility within their country. Countries already part of the Task Force were deliberately excluded from the focus groups as they can directly share their experience. A correlation analysis of focus group results with survey results was suggested. It was announced that a report based on the survey data is underway.

¹ [Task Force on Enhancing Knowledge Sharing Action Plan](#)



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Colin Tück (In-Global Project External Expert) presented the results of the [survey concerning stakeholders' perceptions of the BP](#).

Based on the survey results, it was concluded that knowledge-sharing activities are essential, both at the level of the EHEA and at the national level. The need for proactive actions to raise awareness and enhance understanding of policy areas, especially those less known, was underlined. Determining specifically what recommendations can be drawn from the survey was deemed crucial. The difference in the way students, teachers, and European stakeholders perceive things was evidenced, and underscores the ongoing challenge of knowledge sharing in bridging this gap.

There were a few recommendations for the next survey such as using a method of averaging values so that a large number of responses from a particular country does not heavily influence the overall survey results; separating the results for organizations and for individuals; and providing a more detailed written analysis of the results.

It was reiterated that the breakout sessions would be postponed for the BFUG meeting in February. An idea was shared of setting up a booth or a dedicated corner with a screen and a team that can conduct interviews and create a video showcasing information on the Bologna Process to enhance understanding, especially given the survey results indicating a lack of knowledge about the BP governance structure. This method could be replicated at similar events in order to enhance familiarity with the BP.

Activity 2

The discussion specifically regarded the need for text for the video capsules, which will serve as the foundation for creating scenarios and scripts by communication experts. It was clarified that the capsules will be produced by the Euronews Romania TV channel and will therefore provide professional content., the description to be provided by the TF members and BFUG experts on these topics should provide essential information. The capsule topics already addressed include the social dimension, fundamental values, digitalization, and academic integrity. TF members were encouraged to contribute to topics that have not been addressed yet and consideration was given to reaching out to other working groups for their contribution on certain topics. A proposal emerged concerning the development of a content on the European approach for quality assurance in joint programs.

Activity 3 & 4

During the meeting, the Co-Chair discussed the progress of the guidelines focusing on events and podcasts. The concern raised was that the guidelines, primarily developed by the In-Global project's communication experts, needed input from the TF members. Members were encouraged to examine the new versions and contribute their insights to enhance their suitability for the task force's scope. It was noted that the overarching goal is to transform these documents into tools that provide practical guidance on fostering knowledge sharing. The importance of avoiding an advertising



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approach and focusing on knowledge dissemination was emphasized. These guidelines will serve as official documents and potentially be annexes to the TF's recommendations.

Activity 5

The Co-Chair raised a question for the members regarding the feasibility and desirability of organizing an event in conjunction with the Ministerial Conference, similar to the one planned for the Rome Ministerial conference. This side conference could allow for discussions on various topics and aspects of the Bologna Process. The Co-Chair expressed her belief in the value of such an event, and it was left for the members to consider the idea and await additional information from the Secretariat on the upcoming Tirana Ministerial Conference.

To attract senior participants, it was suggested that the content of the event should be compelling and forward-looking, with a focus on the future. The idea was raised to consider using a controversial or provocative title for the event to pique interest and engagement. It was noted that the upcoming Ministerial Conference delegations are expected to include one student representative, one representative from higher education institutions and one representative of QA agency for each country.

It was noted that interviews and videos recently produced in Bucharest are ready for dissemination. The plan includes sharing them soon on the EHEA website and various social media platforms like Facebook and LinkedIn.

Activity 8

The discussion underlined the appreciation for the networks of experts' impact on the implementation of the Bologna process, as emerged from the focus groups. The need for a concise and informative document on establishing Bologna experts networks was highlighted. This document should provide clear guidance on how to activate Bologna experts networks and initiate Bologna hubs.

The discussion emphasized the importance of sharing information and that the experts could support the implementation of Bologna policies and reforms.

It was also noted that reintroducing the Bologna experts after having lost them in the past might be challenging, and that not all countries are interested in reintroducing them. It was clarified that the document to be prepared by members of the TF should include information on bologna hubs and the idea of local BFUGs, which have proved effective in some countries.

Activity 9

Regarding the pilot newsletter, it was announced that there is a current version available. While there were some challenges receiving contributions, once the first issue is shared, it should generate more interest and organic content contributions from working groups. Members were reminded to



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send articles for the newsletter and promote it on social media. LinkedIn invitations have been sent to a number of contacts, but there is a need for more promotion to ensure its reach.

Contribution to the Tirana Communiqué

It was announced that the most pressing issue at the moment is the TF's contribution to the Tirana Communiqué. The co-chair commented that the text already provided was quite general and that there are two key aspects to consider to develop it. Firstly, recommendations to be included in the communiqué should be about, increasing dissemination about the Bologna Process and initiating networks of Bologna experts. Secondly, there is a need to outline the additional work required beyond what has already been achieved to guide the TF's work in the next working period, in the eventuality the BFUG will decide to continue it. The TF members suggested that a coordination group could take over the TF tasks, including coordinating national efforts to set up networks of experts. It was underscored that although the development of policies is not the primary goal of the TF, the aim is to provide recommendations tailored to the evolving BFUG work outputs. Determining the feasibility of the ongoing work and presenting plans for the next period should be determined and submitted by October 12th, 2023.

Another suggestion was to state how the TF has developed a framework for effective communication inside the EHEA which can be made more sustainable in the next working period.

8. AoB

It was announced that that TF's upcoming meeting will address the TF's recommendations, and that it will take place online in the period between 6 and 8 of November, while a future in-presence meeting for next year was tentatively scheduled for January with the potential location of Malta, which remains to be confirmed. There may also be a meeting in March.

No other issues were raised and the 8th TF on EKS meeting was successfully concluded.



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