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To: Françoise Profit
From : Tanya Sammut-Bonnici

BOLOGNA PROCESS COMMUNICATION TOOLBOX - SUGGESTIONS

Objectives

- To package communication materials for the general public and non-experts in the Bologna Process
- To publicise the Bologna Process to all stakeholders through web based materials
- To increase public awareness and knowledge of the Bologna frameworks

Task

- To develop a toolbox of basic communications materials which can be adopted and customised by the respective member states and the secretariat, and disseminated to EHEA internal and external stakeholders.

Target Cohorts

- Internal stakeholders of the Bologna Process:
 1. Governments
 2. Educators (via local education provider institutions)
 3. Employers (via local employer associations)
 4. Students (via local student unions)
 5. Parents and general public
 6. Organisations representing the above cohorts
- External stakeholders of the Bologna Process:
 7. Education institutions outside the EHEA preparing students for education in the EHEA
 8. Education institutions outside the EHEA receiving students from the EHEA

'Bologna Process Communication Toolbox' Content

- **Communication Tools*** which can be adapted and customised by EHEA members
 - Web Page Templates series addressing Cohorts 1 to 8
 - E-Post Card Templates addressing Cohorts 2, 3 and 4
 - If budgets are limited print materials can be excluded
- **Content Style**
 - Infographics, tables
 - Supplementary descriptive text in summary form
- **Sample Topics** to feature in the series of templates
 - Introduction to Bologna Process: Objectives, Members
 - Bologna Process: Key Performance Indicators
 - Graphic Representation of Levels and Ects (Possibly Duration and Entry Levels)
 - Social Dimension
 - Mobility
 - Lifelong Learning
 - Employability
 - Qualification Frameworks/ Degree Structures
 - Education, Research and Innovation
 - International Openness
 - Data Collection / Reporting on the Bologna Process Implementation
 - Financing and Governance of Higher Education
 - Quality Assurance
 - Recognition
 - Transparency Tools
 - Student Centred Learning

Operational Structure

- Secretariat to coordinate production of 'Bologna Process Toolbox' materials, possibly through internal or external sources
- NOTE: Member states may already have templates and materials which they may be willing to share