

ELCORE WORKING GROUP

*EHEA Thematic Peer Group B
Seminar on information provision*



CENTRAL ROLE OF INFORMATION



language

format

channel

audience

style

disability

data protection and privacy

source

up-to-date

timely

TOOLS SUPPORTING RECOGNITION

LRCC 2019 Revised Template for the Diploma Supplement

 I. DIPLOMA SUPPLEMENT

1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION	
1.1 Last name(s) <input type="text"/>	1.2 First name(s) <input type="text"/>
1.3 Date of birth (dd/mm/yyyy) <input type="text"/>	1.4 Student identification number or code (if available) <input type="text"/>

2. INFORMATION IDENTIFYING THE QUALIFICATION	
2.1 Name of qualification and (if applicable) title conferred (in original language) <input type="text"/>	2.2 Main field(s) of study for the qualification <input type="text"/>
2.3 Name and status of awarding institution (in original language) <input type="text"/>	2.4 Language(s) of instruction/examination <input type="text"/>
2.4 Name and status of institution (if different from 2.3) administering studies (in original language) <input type="text"/>	2.5 <input type="text"/>

3. INFORMATION ON THE LEVEL AND DURATION OF THE QUALIFICATION	
3.1 Level of the qualification <input type="text"/>	3.2 Official duration of programme in credits and/or years <input type="text"/>
3.3 Access requirements(s) <input type="text"/>	

holder of the qualification

qualification ID

level and duration

programme and results

function of the qualifications

additional information

certification of the supplement

national higher education system

Source: LRCC. 2019. [Revised Template for the Diploma Supplement](#).

TOOLS SUPPORTING RECOGNITION

(cont'd)

ENIC-NARIC Networks EAR-HEI Manual

competent
recognition
authorities

credential
evaluators



ensure
information
is clear and
accessible

provide
information
during the
application
process

provide
information
on the
recognition
decision

Source: ENIC-NARIC Networks. [European Area of Recognition Manual for Higher Education Institutions \(EAR-HEI\)](#), 3rd Edition.

TOOLS SUPPORTING RECOGNITION

(cont'd)



Source: Idem.

CENTRAL ROLE OF INFORMATION (cont'd)



CENTRAL ROLE OF INFORMATION (cont'd)

Core principle of communication:



Does your organization efficiently send out messages to its target audiences?

CROSS-CHANNEL ENVIRONMENT

HEI information systems may include:

On-line

- Web site
- Mobile APPs
- Social media accounts
- Instant messaging
- E-mail and newsletter

Off-line

- Telephone
- In-person and word of mouth
- Mail/postal service
- Conference, recruitment fair, workshop and meeting
- Printed documentation
- Media outreach

CROSS-CHANNEL ENVIRONMENT

(cont'd)



CROSS-CHANNEL ENVIRONMENT

(cont'd)

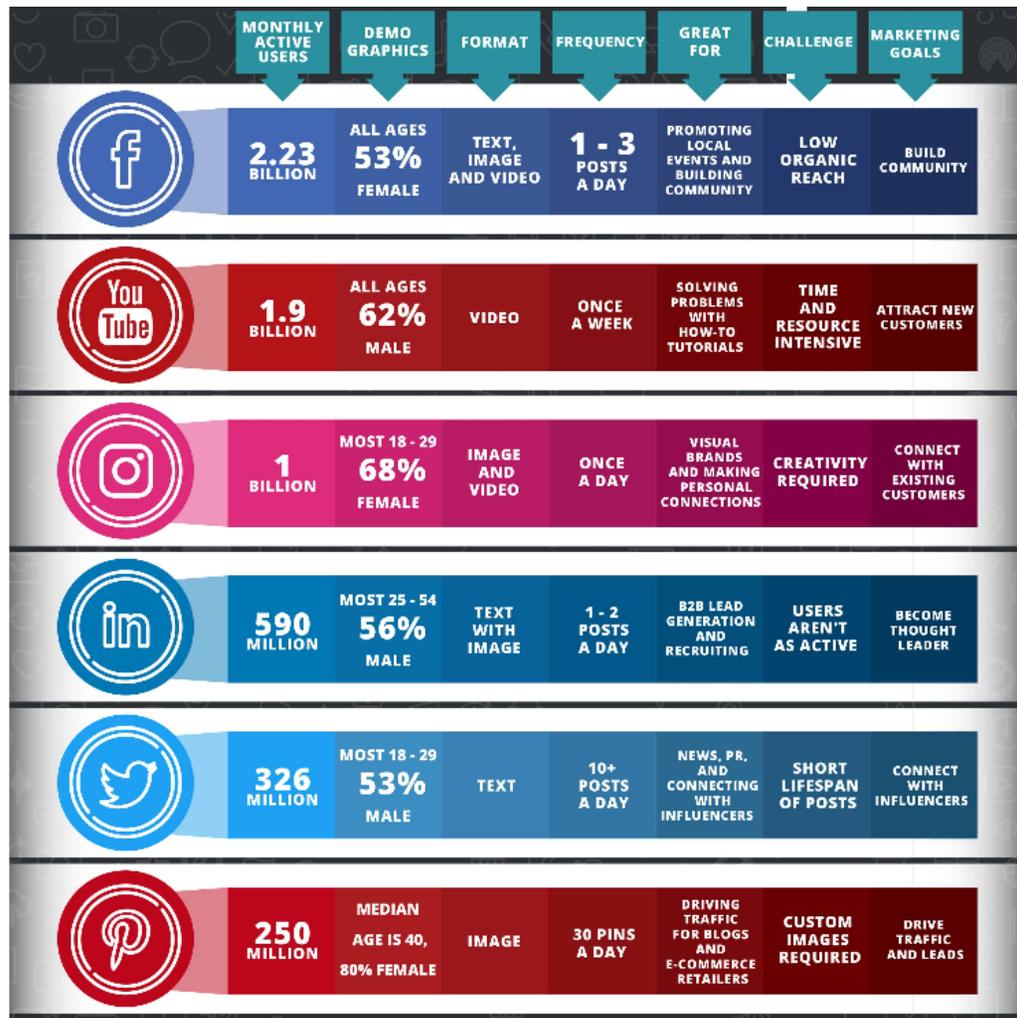
Social media

-  There are almost 3.2 billion active social media users. In relation to the global population (42% penetration rate).
>>> + 13% (362 million) between January 2017 to 2018
-  A little more than 4 billion people use internet on a regular basis. (53% penetration rate).
>>> + 7% (248 million) between January 2017 to 2018
-  Across the world, there are 5.1 billion unique mobile users (68% penetration rate).
>>> + 4% (218 million) between January 2017 to 2018

Source: HootSuite. <http://ow.ly/5ITb50x1McV>.

CROSS-CHANNEL ENVIRONMENT

(cont'd)



Source: HootSuite. <https://www.angiegensler.com/how-to-choose-the-right-social-media-platform-for-your-business/>.

CROSS-CHANNEL ENVIRONMENT

(cont'd)

- ▶ Organizations, regardless of their purpose, must update their communication channels to reach their audience and therefore facilitate recognition procedures.
- ▶ Many methods and strategic approaches used on digital platforms directly come from the Marketing & Communications field.
- ▶ Nowadays, the growth of organizations includes digital factors; more key performance indicators (KPI) will be based on digital products and services.

>>> ADAPTABILITY IS A PRIORITY <<<

AUDIT YOUR COMMUNICATIONS

- ▶ Ultimate goal is to measure your organization's ability to share and receive information.
- ▶ Identify a clear scope of work: how far will you review your organization's communications?
- ▶ Identify each component of your communication infrastructures, from content creation all the way to your IT systems.
- ▶ List your successes and failures.
- ▶ Start thinking about potential improvements for the future.

ESTABLISHMENT OF PROTOCOLS

Emergencies

- Systems are down
- Physical office not functioning
- Temporary suspension of operations
- Health/Sanitary situation
- Political crisis



Setup a service continuity plan



Adjust your service delivery/operations



Update your information systems



Communicate with your audience

CREATION OF USER PERSONA

- ▶ Personas are the representation of **fictional users** that would be most likely to engage with your organization. Each one of your personas stands for a unique segment.
- ▶ Their creation involves your imagination, story-telling processes and already existing data on key stakeholders. Stronger ideas will come out in a collaborative setting.
- ▶ For each one of your personas, create a chronological flow-chart to **describe their journey with your organization**, from (their) beginning to (their) end.

CREATION OF USER PERSONA

(cont'd)

Resources to use and re-use

INTERNAL

- Data collected from procedures
- Digital data already existing
- Previous research and publications
- Interviews with service users

EXTERNAL

- HEI publications
- Stakeholders publications
- Academic and research papers
- News articles
- Unsolicited reviews and feedback

USING PERSONA TO AUDIT COMMUNICATIONS

Worksheets – Step 1

Worksheets – Step 2

RECOMMENDED READING



1. ICT for information accessibility in learning (ICT4IAL) consortium (2016). *Guidelines for Accessible Information*. Retrieved from: <https://www.ict4ial.eu/guidelines-accessible-information>
2. ENIC-NARIC Networks. [European Area of Recognition Manual for Higher Education Institutions \(EAR-HEI\)](#), 3rd Edition
3. 99designs (2018). *How to create a user persona*. Retrieved from: <https://99designs.ca/blog/business/how-to-create-user-personas/>
4. EUR-Lex (2016). *General Data Protection Regulation* (full text). Retrieved from: <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

QUESTIONS

- ▶ Do you believe your organization's information to support qualification recognition is **accessible** and **reliable**?
- ▶ What are your information strength and weaknesses?



JOIN THE CONVERSATION!



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#Qualifications

#Mobility

#Recognition

#HigherEd

#Refugees

#IntlEd

#SDG4