



Quality
Culture

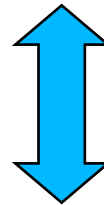


The Cooperative Development of the Quality Culture in HE to Enhance Student-Centred Learning and Employability: the Approach at the University of Prishtina

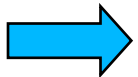
**Presentation held on the occasion of the
FEDORA Summer University in Ioannina, Greece
Introduction to the Thematic Symposium
on Thursday, 16th June 2011**

**Dr Gerhart Rott
University of Wuppertal**

Student guidance and counselling services as part of a quality culture of the university and of Higher Education



Student-centred learning and employability



Focus on University of Prishtina (UP) supported by the TEMPUS project "**Fostering and Developing the Quality Culture at the University of Prishtina**"

Ms Arlinda Beka (UP)

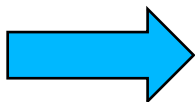
- Manager of Career Development Centre (CDC; formerly 'Link') since 2008 part of the team since the very beginning
- Link launched as a joint project of OSCE and UP in 2006 to improve student support by guidance and counselling and to facilitate integration into the labour market
- CDC fully integrated into the university since 2008 with a focus on students career development



'The role of the Career Development Centre in the Professional Preparation and Development of UP Students'

Mr Willy Aastrup (University of Aarhus):

- Exploration of the fundamentals of a policy of inclusion of students with special needs in academic life
- Implementing the learning-oriented perspective at the University of Aarhus with a special focus on the interplay of quality culture and inclusion
- Participation in numerous European policy development programs (chairing the FEDORA working group: Inclusion/Equal Opportunities)



**‘Policy of inclusion of disabled students
in university education’**

Mr David Stanbury (University of Reading)

- Ten years of experience leading careers education at the University of Reading
- Exploration of approaches to working collaboratively with academic colleagues to embed career learning in the subject curriculum; forming productive partnerships with academics
- Identification of the role of 'identity' as a potential point of contact between career learning and the 'home' degree discipline



'Exploring the complexities of cooperation: issues and approaches in improving the partnership between the careers centre and the faculties'

Four point agenda for the first decade of the European Higher Education Area

1. European citizens for the 21st Century: Lifelong access to learning

2. A partnership to support quality, creativity and innovation

3. A European higher education identity in the world

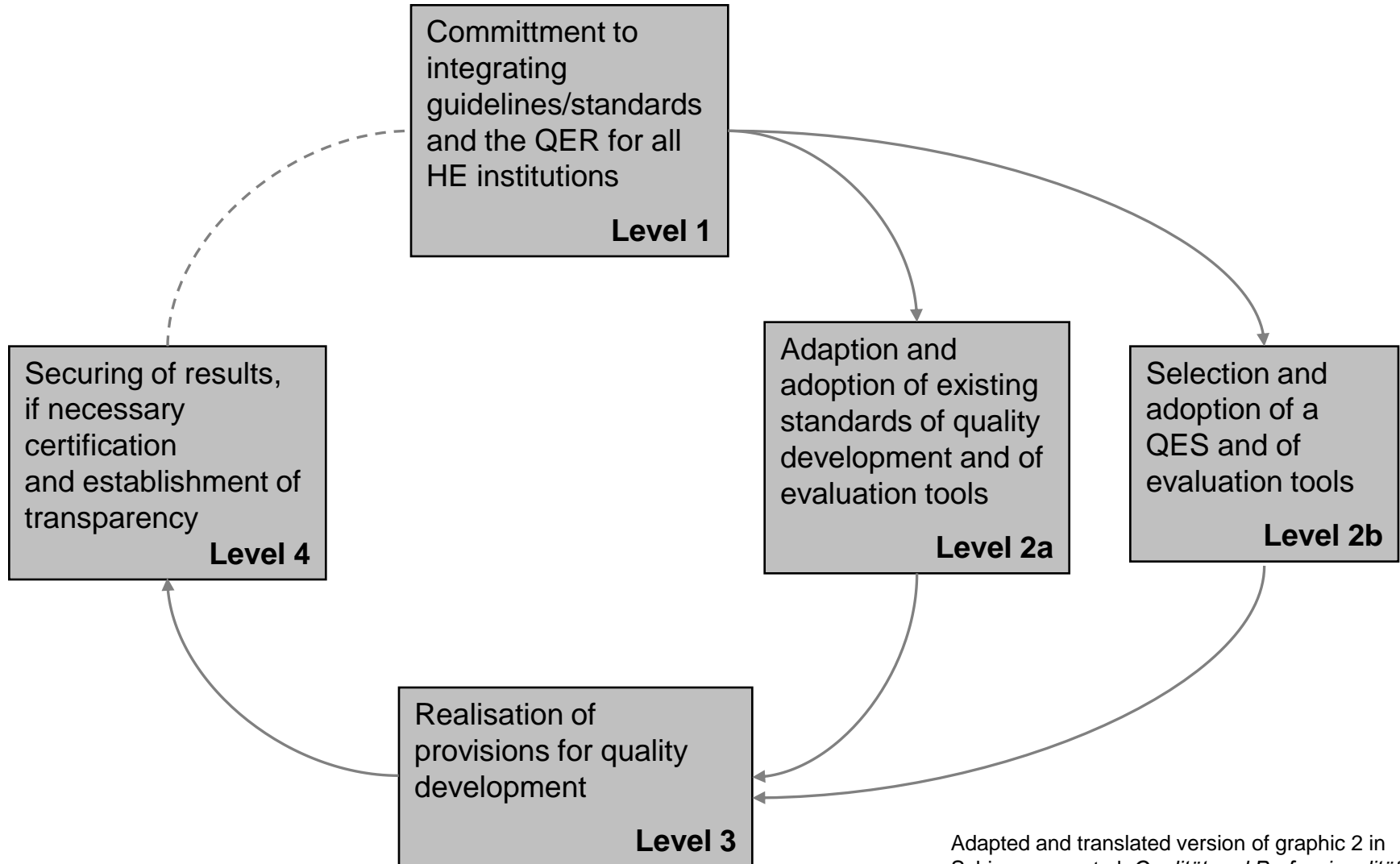
4. The European Knowledge Area

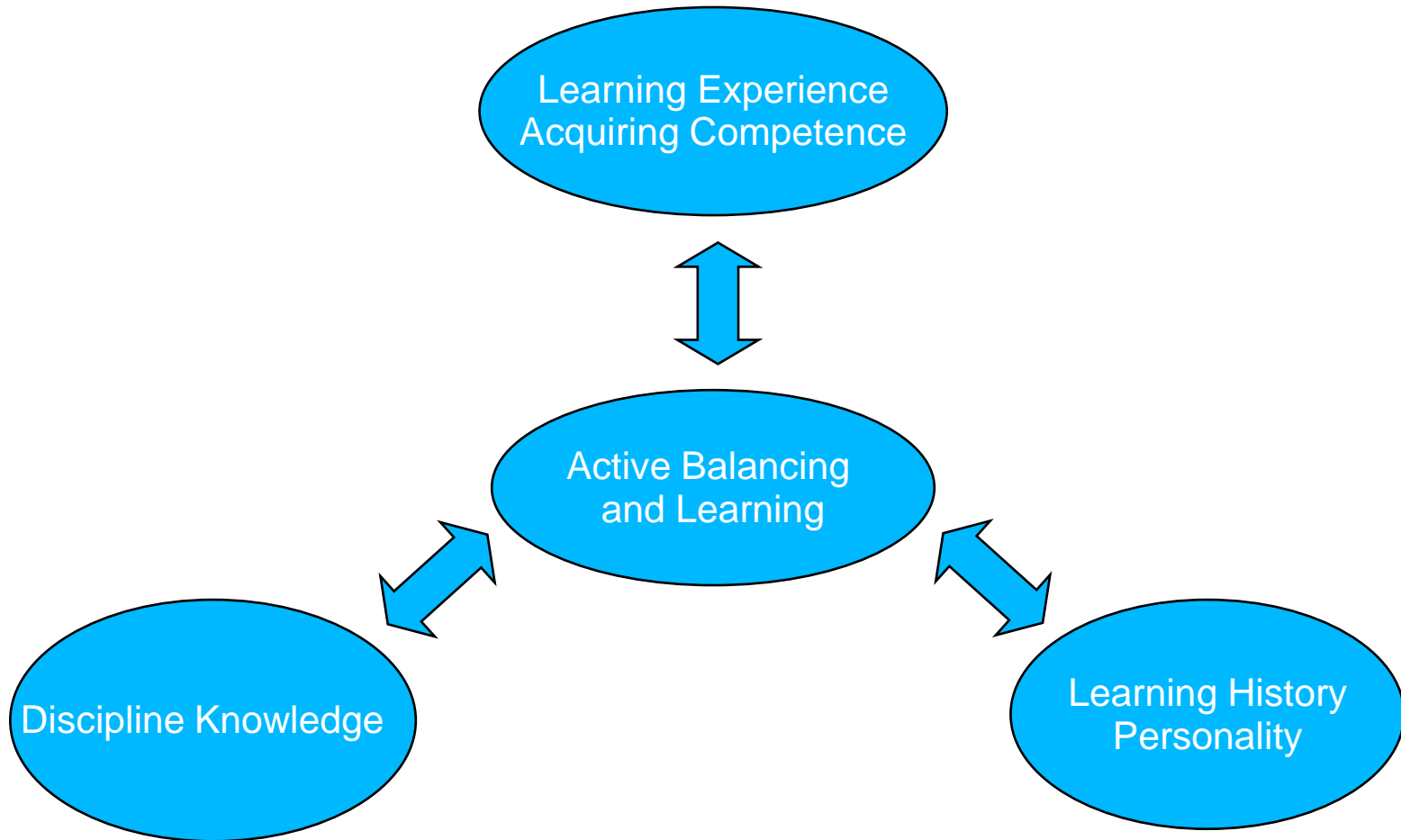
Hanne Smidt, EUA 2011

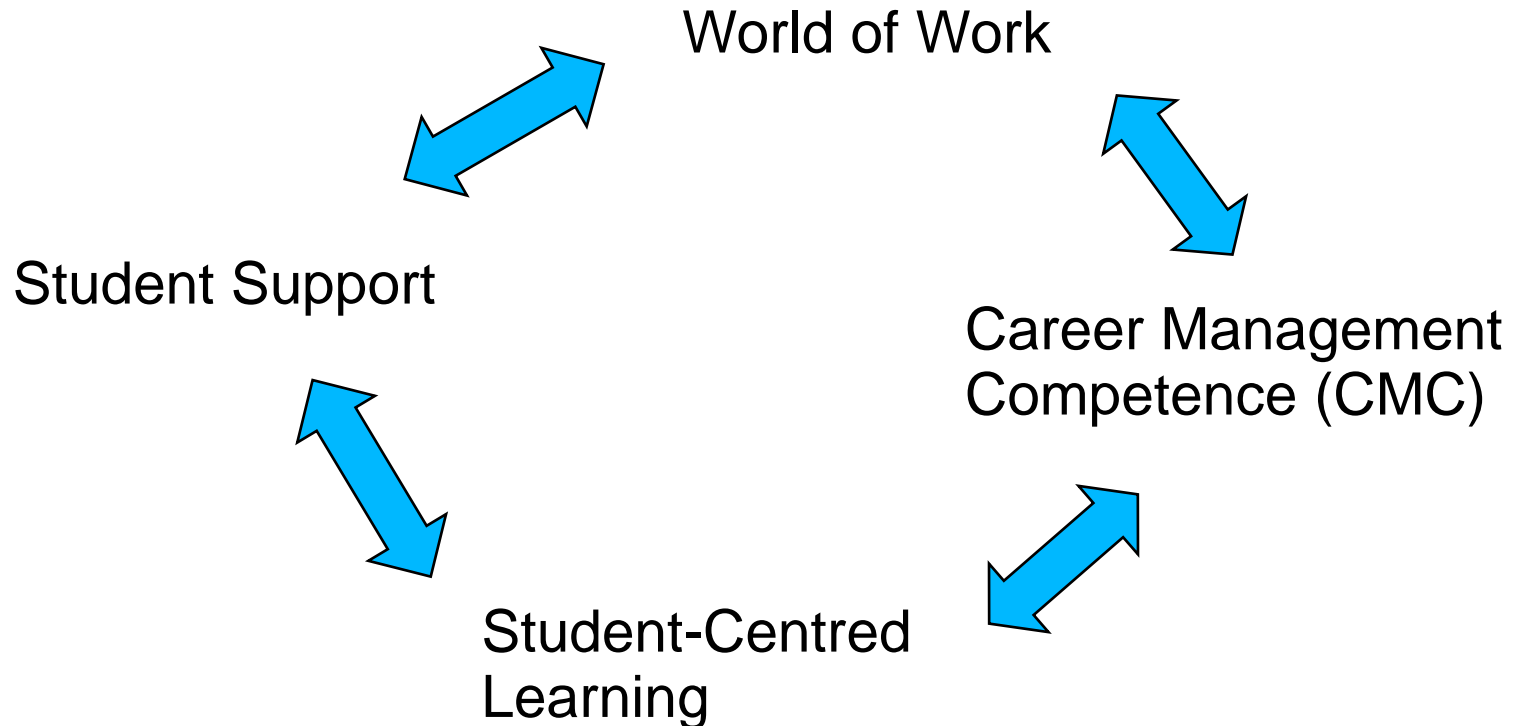
- Quality assurance and quality culture
- Outcome- and competence-orientation of the European Higher Education Area (EHEA) puts the focus on the student as a person and a learner
- Aim to improve employability on Bachelor- and Master-level puts the focus on
 - how students are able to transfer academic knowledge into the world of work and
 - how this can explicitly be supported during and within Higher Education (HE).

- Communiqué of the Conference of European Ministers Responsible for Higher Education (Leuven and Louvain-la-Neuve, April 2009):
 - Student-centred learning
 - Curriculum focused on the learner in all three cycles
 - Active learning
 - Effective support and guidance structures
 - Employability
 - Accessibility and quality of careers- and employment-related guidance and counselling services for students and alumni

- Qualifications frameworks based on learning outcomes → facilitation of mobility and employability at all levels + increase of coherence and articulation of the three cycles
- Emphasis on the key role of student services, particular guidance and counselling services → improvements and “real change of attitude” on employability and holistic views on students’ success
- Critical for improving education: shift to student-centred learning
 - “It takes considerable time for academics to implement and take ownership of the Bologna tools in a way that would promote the deeper agenda of more student-centred learning. This issue alongside attitude changes and staff development will require further attention.” p. 91







Common ground: enhancing academic-based competence by active learning and empowerment of the student to achieve life-long learning and CMC

- ***“Ne jemi udhëheqës në përsosmëri”
“We are the leaders in excellence”***
Strategjia Universiteti Prishtinë/Strategy University of Prishtina 2009-2013 (p.43/92)



Evolving practice step by step

- ***Striving to offer high quality research and education***
- ***Becoming a university with an attractive profile in the European Higher Education Area***
- ***Contributing to the economic, social and cultural welfare as Kosovo’s society major publicly financed autonomous university***
- ***Enhancing cooperation with the relevant stakeholders***
- ***Achieving excellence on the basis of a realistic perspective towards the challenges and risks and opportunities***

•Objective

- Encouraging mutually rewarding cooperation developing UP's quality culture encompassing
 - Teaching staff and students
 - Faculty and central level (Academic Development Office; Career Development Centre)
 - Senior university management (Rectorate)
 - External stakeholders
- Establishing a holistic approach at the university as a learning organisation

- **Part of:** “Tempus IV Structural Measures”
- **Duration:** 2009-2011
- **Partners:**
 - University of Prishtina
 - National University of Ireland Cork
 - University of Salzburg
 - University of Wuppertal
 - World University Service Austrian Committee (WUS Austria)
 - Ministry of Education, Science and Technology

Areas of action:

- Development of quality culture and self-evaluation of faculties through active involvement of academic and non-academic staff with the objective of achieving comparability on a European level
- Development of enhanced quality assurance standards for doctoral programmes and research
- Development of a QA/QI Strategy for 2011-2016
- Active orientation towards European developments in quality assurance
- Further advancement of the student support services

Developing cooperation with the faculties

Activities carried out to date to achieve this outcome:

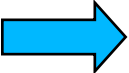
- CDC carried out workshop and presented itself to students of several faculties
- Leaflets, newsletters informing about CDC's services were distributed

 CDC presented itself at different internal university forums outcome: approved guidelines for cooperation

Student Support Day to deepen the understanding of the need for student support services within the Bologna Process

Activities carried out to date to achieve this outcome:

- A Student Support Day took place on **17th May 2011** at UP

 Special opportunity for students and faculty members to reflect together on how students may use their time at the UP in the best possible way and how student support services can foster students' aspirations in their field of study

- External experts presented the issue of student support in the Bologna Process using the results of the Trends reports and considering the European Standards and Guidelines for QA and up-to-date policy developments
- Interactive Workshop (including SWOT analysis) carried out with the objective to clarify:
 - Resources in student support at the UP
 - Innovative steps to be taken in order to develop efficacious cooperative student support services at UP
- Participating parties: faculty members (especially study coordinators), CDC, ADO and students' representatives

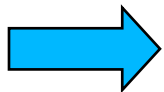
Developing trainings for students and high school students

Activities carried out to date to achieve this outcome:

- CDC developed a number of trainings for students, such as:
 - How to approach the labour market,
 - How to present yourself in a job interview,
 - Importance of practical work (internships) during studies

Prospective sustainable results:

- Development of a coherent framework for good-quality trainings on CMC offered by CDC and tailored to be delivered on a central level
- Development of a framework in coordination with the faculties, taking into consideration what students may acquire in the context of their courses



Close cooperation with faculties will open up ways for students to make use of full range of opportunities to acquire CMC at university and at work

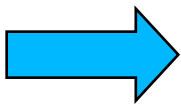
Increasing knowledge about UP among high school students

Activities carried out to date to achieve this outcome:

- In May 2011, the CDC visited 3 high schools in Prishtina and the surrounding area:
 - Dialogue with principals, deputy directors, school secretaries, school psychologists and graduates
 - Promotion of study programmes as well as services offered by CDC
 - Distribution of information material about UP and CDC Information about scholarships, financial aid

Prospective sustainable results:

- Future institutional cooperation between high school students and UP will develop within a consistent framework in which faculties and CDC have a defined role to play
- High school students will have an increasingly good understanding of the study opportunities at UP



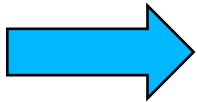
Solid foundation to develop more specific, experiential further steps in the communication between UP and high schools

Exploring the development of guidance and counselling for students with disabilities (special needs) within CDC

Activities carried out to date to achieve this outcome:

- **1st seminar held 15th to 17th February 2011**
 - Presentation of Danish and German approaches to guidance and counselling for students with special needs in the general European context
 - Trainings held for CDC staff and other relevant staff (topics: guidance and counselling strategies, cooperation strategies)

Prospective sustainable results:



- Development of a policy of inclusion by the UP
- Clear definition of the CDC's role in this field of action

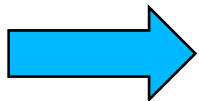
Organisation of Career Fairs

Activities carried out to date to achieve this outcome:

- 1st Career Fair at UP took place on **8th December 2010**
 - Local companies and organisations presented themselves to UP students and graduates
 - Work-related seminars and presentations offered
 - Dialogue between different stakeholders opened up
- Preparatory Committee to be formed
- Cooperation with the Chamber of Commerce, Kosova

Prospective sustainable results:

- Institutionalisation of the Career Fair as a sustainable model to enhance the UP's cooperation with the world of business
- Establishment of close cooperation between the UP and labour market representatives



Significant enhancement of UP graduates' job opportunities

Round table on transition from university into the job market

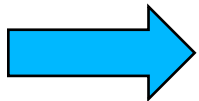
Activities planned to achieve this outcome:

Organizing an event to bring the important stakeholders together

- Government and other state institutions
- Chamber of commerce and business association
- Union representatives
- University: Rectorate, faculties, student representatives, CDC, ADO
- National expert

Prospective sustainable results:

- Enhancing knowledge about approaches, tasks and interests of relevant stakeholders
- Identifying common ground between the UP, labour market representatives and the government



More targeted and effective network building and cooperation by relevant stakeholders to enhance UP graduates' job opportunities

Activities to achieve this outcome:

- Identify existing models at the faculties
- Communicating these models within the UP
- Enhanced cooperation with the employers
- Institutionalisation of the Career Fair as a sustainable model to enhance the UP's cooperation with the world of business
- Establishment of close cooperation between the UP and labour market representatives

Prospective sustainable results:

- Increasing cooperation between faculties, CDC and employers in the area of internships



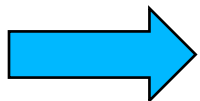
Improvement of the quantity and quality of internships and other work experiences

Activities:

- Updating existing address material
- Establishing contact with the alumni
- Alumni newsletter

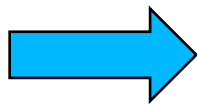
Prospective sustainable results:

- Continuous contact with the alumni to encourage visits to the university to support students' CMC
- Providing a database for further research



Developing a strategic relationship with the alumni

- International cooperation by the CDC and with the CDC
- Opening up new opportunities to enrich the work CDC



Backing up CDC's pioneering task in the UP and the region

The results of the activities presented will be reflected in the QA/QI Strategy for 2011-2016

- Contributing to the focus:
- Student-centred learning,
- Student support, in particular guidance and counselling provision,
- Possibly: inclusion
- Employability, CMC

Challenging work in progress!



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Thank you for your attention!

Dr Gerhart Rott
University of Wuppertal
rott@uni-wuppertal.de
www.tempusiv.uni-wuppertal.de