

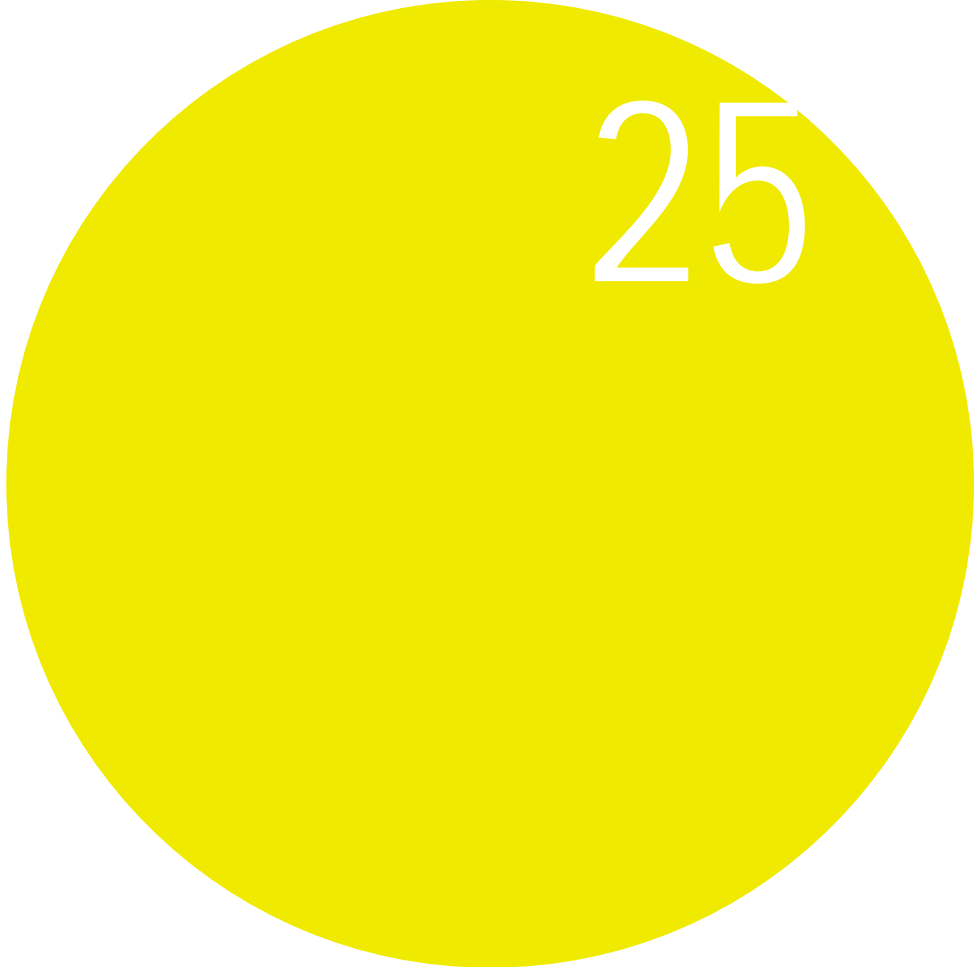


The Cheps market of ideas

Eight higher education policy innovations for Europe

The 8 higher education policy innovations

- European study finance
- The HE policy information system
- Professional doctorates
- The University Matching Toolkit
- The European World Class University initiative
- Individual Learning Accounts
- Professional higher education managers
- Real European Degrees



Euro SF

for equal access and mobility in the EHEA

Currently:

- Student finance: a national barrier to access
 - tuition fees, debt aversiveness, costs of living, ...
- Student support often intransparent
 - scholarships, loans, parents, in kind, eligibility, ...
- Inequality between countries & groups of students
 - SES, home or independent, full-time vs part-time, ...
- Student finance: a barrier to mobility
 - differences in costs, tuition, (non)portability, ...

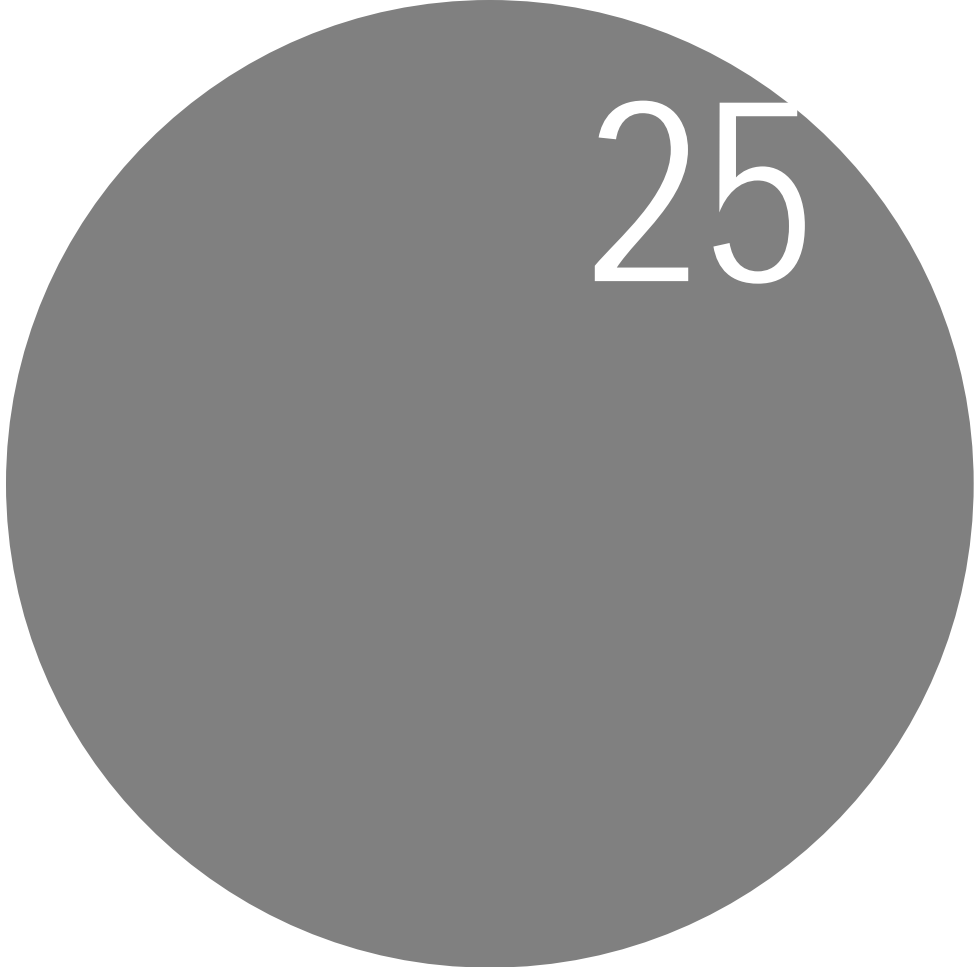
Euro SF

to stimulate the knowledge economy:

Thus: no barriers to access, 20% mobility

Therefore:

- One student financing system for the whole EU
 - grants, loans, employers' scholarships, ... + parents
- All students treated equally
 - SES, living status, full-time/part-time, home/mobile, LLL, ...
- Indexed for cost differences & decent repayment conditions
 - tuition, costs of living, ... & income contingent, EUROBAR interest
- One administrative agency, start with MA students
 - pooled resources from national governments, EIB, employers, ...



"Most discoveries are made regularly every fifteen years" (*G.B. Shaw 1906*)

A key problem in policy making is a lack of organisational memory: when people leave the organisation, their experiences leave with them

A waste, particularly because research indicates that differences in organisational memory explain differences in efficiency and effectiveness

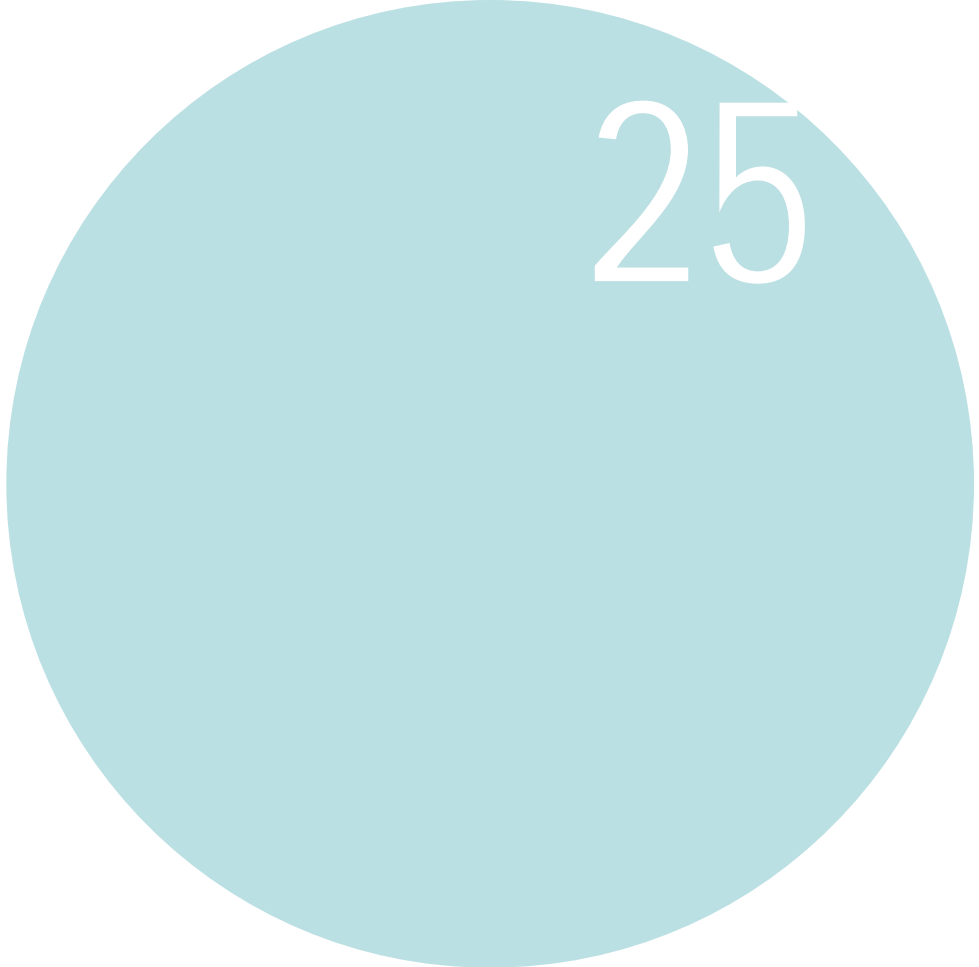
Evidence-based policies benefit from knowledge management systems that develop and maintain organisational memories

A project to acquire, access, combine and preserve knowledge that is important for developing organisational memory

Our first product is a unique box with 10 DVDs that brings together centuries of the best HE research in an easy to use format to craft the most successful policies

On a variety of essential HE subjects you will have easy access to original texts, author Q&A videos, out-of-print reports, conference key notes and unreleased materials

The DVDs will be updated annually and include a comprehensive search engine guiding you through more than 400 hours of information that you need for inspired, evidence-based and effective policy-making



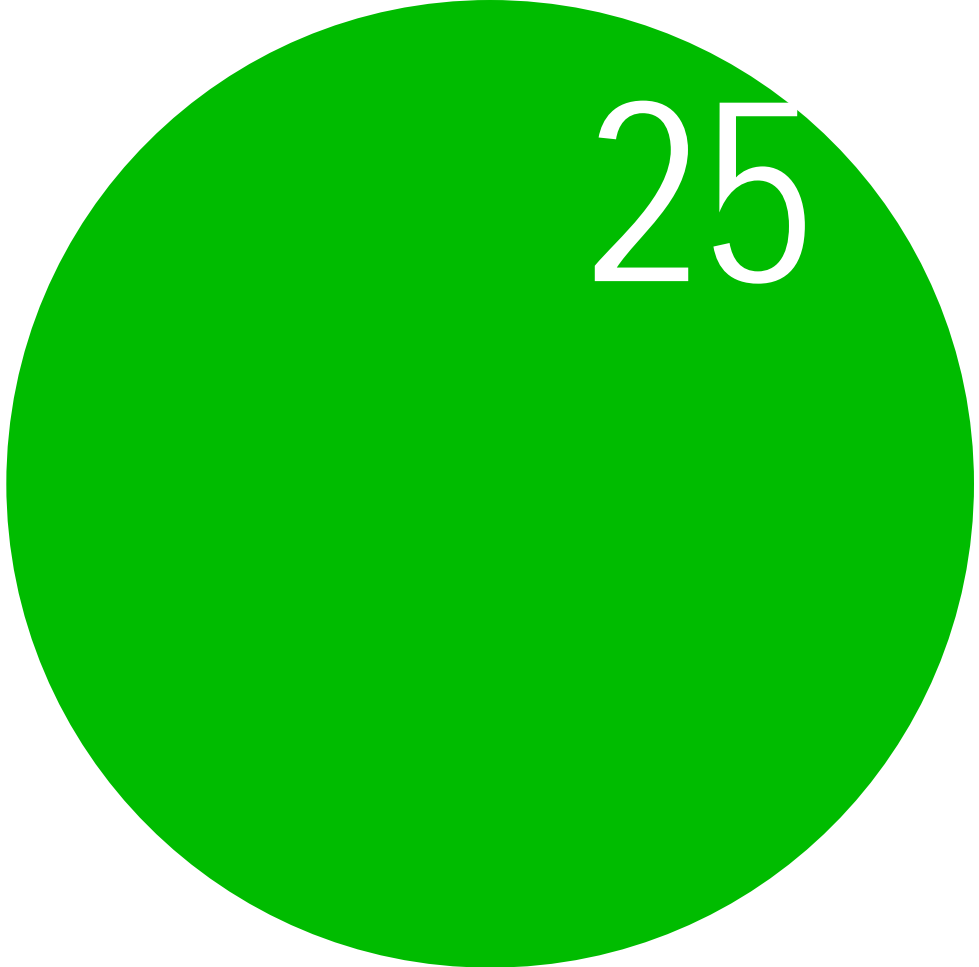
What does this involve?

- Alternative to conventional PhDs
- Practice-based research
- Focus on professional practice
- Combination of 'Consideration of use' & 'Fundamental understanding'
- Enquiry-based learning
- Quality assessment by expert practitioners
- Accredited degree programs



Why is it important?

- Improvement of professional education
- Enhance professionalisation of staff at UAS
- Demand for research in professional practice settings
- Depth of professional understanding
- Diversity of career aspirations



Position in networks is becoming more important

Diversity of higher education institutions is growing

Need to identify 'proper' partners

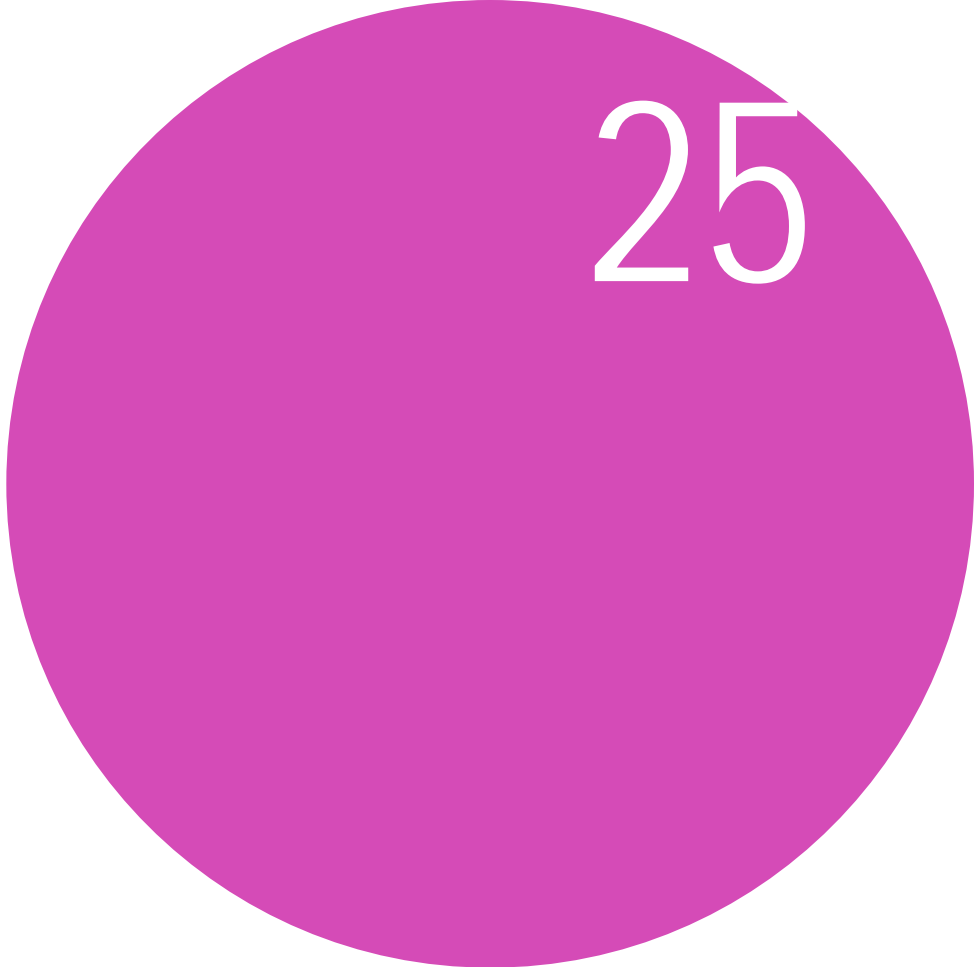
Proper:

- Sustainable
- Complementary
- Compatible
-

U-Matching expresses your institutional profile

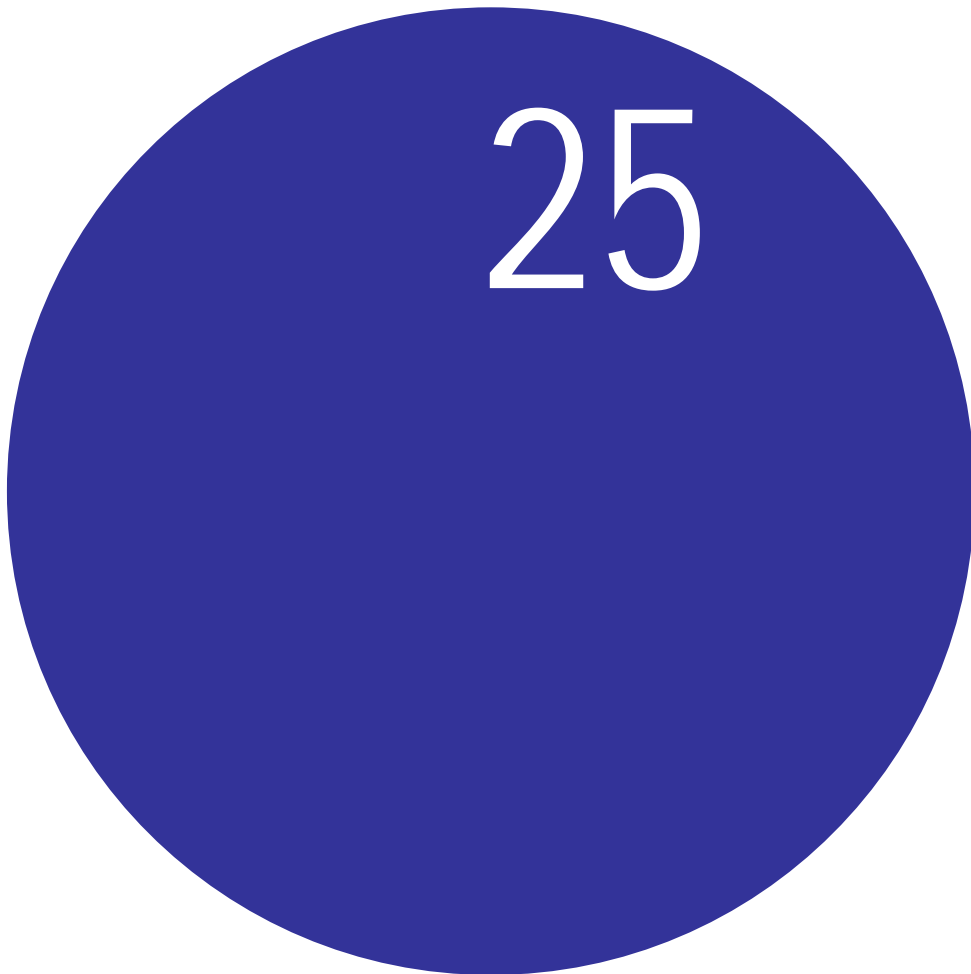
- Six dimensions; 25 indicators
- Ambition based
- On-line support available
- U-Matching as a first step

next steps: U-Map (activity based)
 U-Multirank (performance based)



- WCU is an important national issue worldwide:
 - Building WCUs has been the dream of generations of Chinese not only for pride, but also for the future of China
 - Top level research to make Germany a more attractive research location
 - Place France among the highest ranking international universities
- The “Bologna Process” strives for a true European Higher Education Area
 - Was “officially” launched in March 2010

- More investment in research
- More research output
 - Attracting researchers and academics from an international pool
- Better educated labour force
- Promote knowledge transfer
- It is about being globally competitive as a system and improving national wellbeing
 - This should apply also to the EHEA
- Can Europe promote WCU policies that transcend national boundaries?
 - European excellence in higher education?
 - A WCU with a European identity?



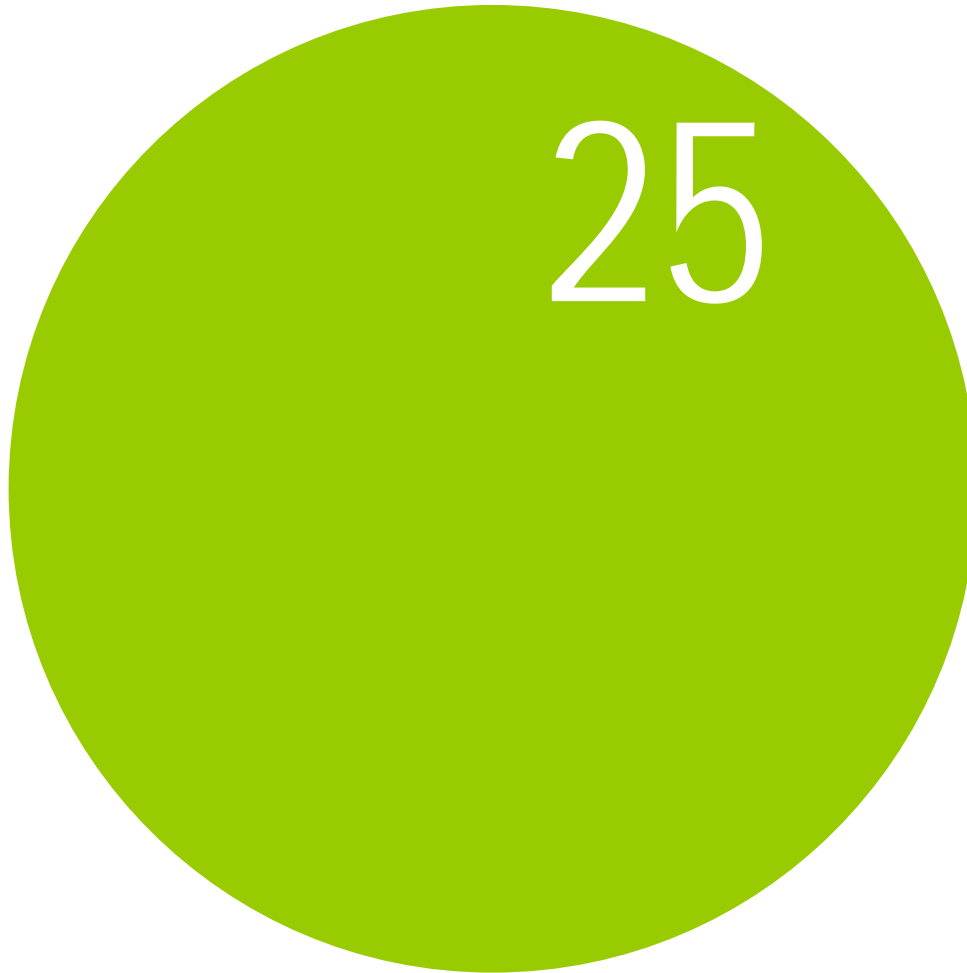
Individual Learning Accounts

Savings account and overdraft facility (student loan entitlement) in one

- To encourage saving for (lifelong) learning
- To allow account holder to pay for tuition fees
- Draws on all potential funding sources for post-compulsory education: students, their parents/grandparents, employers, government

Benefits of the ILA

- Will inject much-needed extra private resources into higher education
- Allows employers to stimulate their employees' training
- Allows government to provide a financial stimulus to encourage lifelong learning
- Will encourage private (retail) banks to provide student loans, because:
 - The student loans agency collects debt repayments from (ex-)students and transfers repayments to private banks
- Empowers individuals as consumers of (and investors in) higher education



What are the benefits?

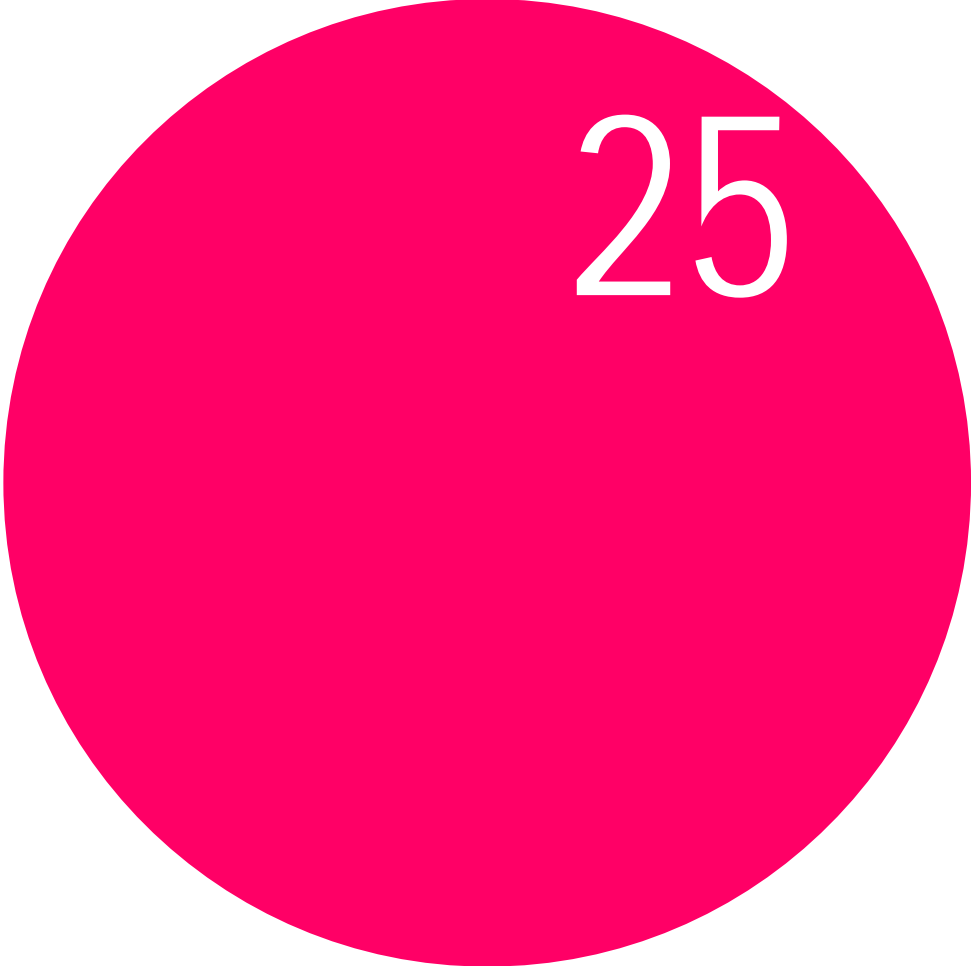
Professional managers have a three-fold purpose:

- Decrease the bureaucratic workload of academics
- Generate input for strategic decision-making
- Serve as communicators and mediators between faculty and administration

Profile

Professional managers provide professional assistance in at least one of the following fields:

- Fundraising
- Writing funding applications
- Entering partnerships with other HEIs
- Staff & Student mobility programs
- Negotiations with stakeholders
- Project management
- Student services
- Bologna

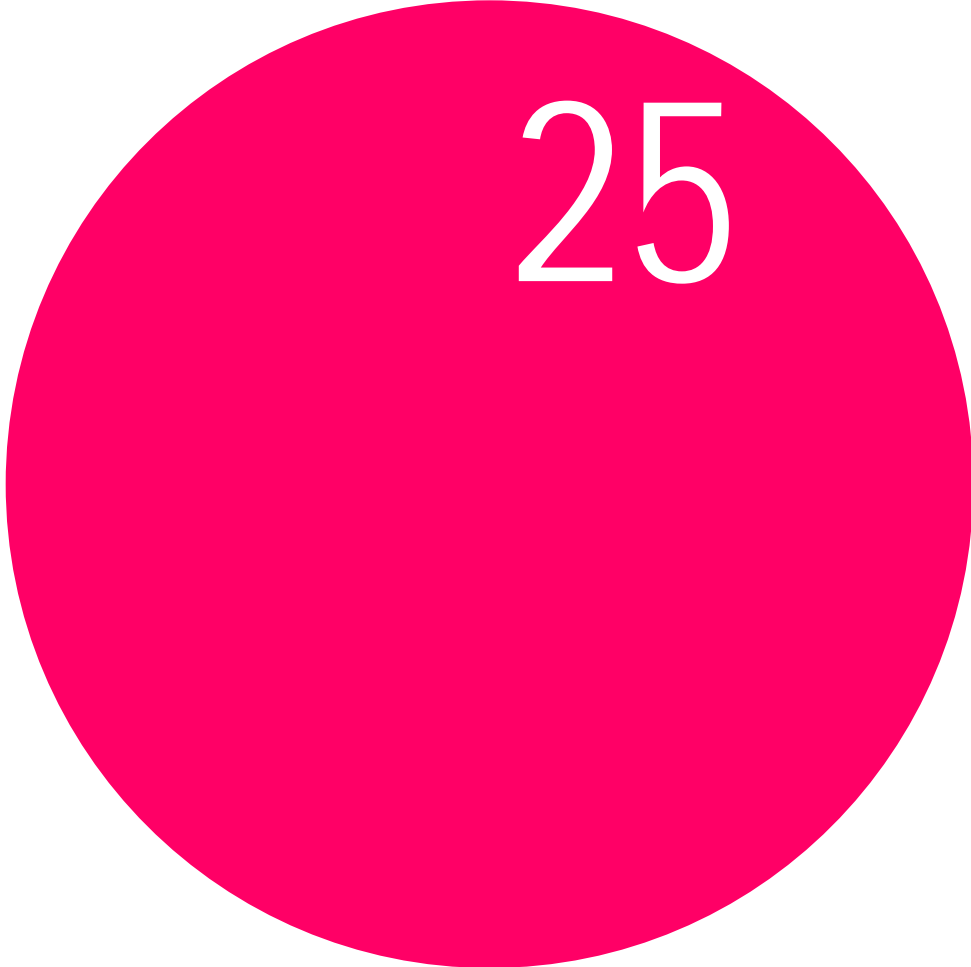


Envision a European Higher Education Area free of obstacles...

- Where students and professionals can enjoy full study opportunities and have full access to the labour market
- An internal European market of Degrees in higher education like the Schengen Pact to move without border controls

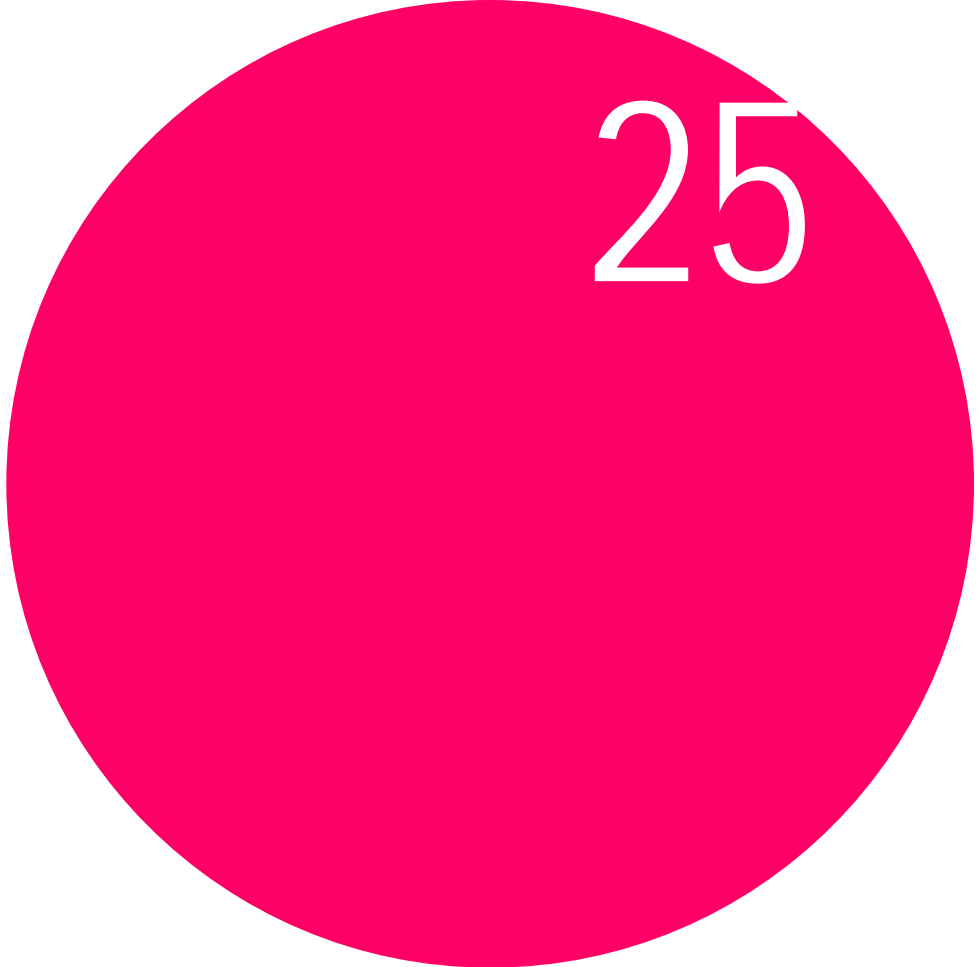
Benefits of Real European Degrees

- Passport for mobility with portable degrees – both students and professionals can use their Real European Degree in other (Bologna participating) countries because quality is assured.
- Guaranteed recognition everywhere – diploma's don't need to be evaluated afterwards but are guaranteed to be recognized. Real European Degrees are comparable in quality throughout Europe and qualify guaranteed for entering study programmes and the labour market.
- Based on unified learning outcomes: equal in value (all cycles)
- Smooth mobility worldwide – Real European Degrees will have stronger value outside of Europe as well because other countries can better relate to them.
- Stronger European degrees: both within Europe as well as on a global scale



The Rules of the CHEPS market

- Single currency (the HEPP)
- 6 HEPP per customer
 - (no loans/gifts/theft/discounts/returns)
- Innovative ideas can be purchased
 - for 1, 2 or 3 HEPP depending on how much you “buy” them. 3 HEPP purchasers receive a gadget, others a receipt
- No more than one purchase per market stall
- No obligation to spend all of your HEPP
 - Only buy ideas that you support
- Market open until 16h00 – 4 x 15 minute sessions
- Customs declaration (and Lustrum book collection)
 - on leaving the Ravelijn foyer to return here

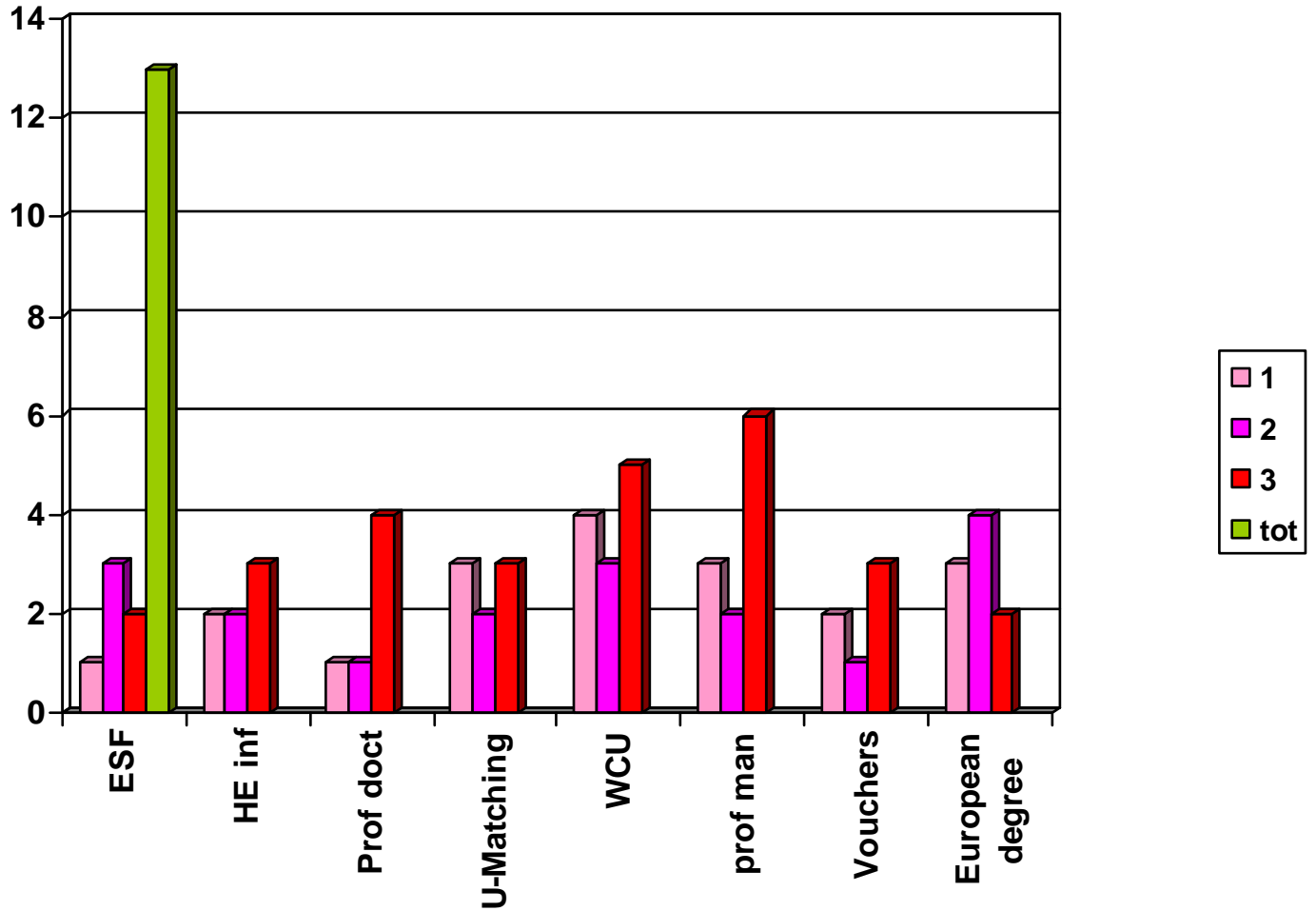


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The **Cheps** market of ideas

Eight higher education policy innovations for Europe





		Number of products purchased (1, 2 or 3 HEPP purchases)						
		0	1	2	3	4	5	6
UNSPENT HEPP	0							
	1							
	2							
	3							
	4							
	5							
	6							