



BOLOGNA PROCESS OFFICIAL SEMINAR
THE EXTERNAL DIMENSION OF THE BOLOGNA PROCESS

***“PUTTING EUROPEAN HIGHER EDUCATION AREA ON THE MAP:
DEVELOPING STRATEGIES FOR ATTRACTIVENESS”***

ORGANIZED BY

**HELLENIC MINISTRY OF NATIONAL EDUCATION AND
RELIGIOUS AFFAIRS**

And

**Managing Authority of the Operational Programme
for Education and Initial Vocational Training**

With the collaboration of

**Academic Cooperation Association
Hellenic Quality Assurance Agency**

24th -26th June 2006



**Hellenic Ministry of National Education and Religious Affairs
Managing Authority of the Operational Programme for Education and Initial Vocational Training – European Commission
Co-financed by the European Social Fund and the European Regional Development Fund**

Participation of the Bologna Stakeholders in the OECD Forum

A fixed number of Bologna stakeholders will be able to participate for the very first time in the OECD Forum on 27-28 June 2006. Countries non-members of the OECD will be given priority. Please contact aseminar@ypepth.gr and simon.gregg@oecd.org or sue.lindsay@oecd.org .

More about the Seminar

Greece joined the Bologna Process from the very beginning in 1999. During the last two years more intensive steps towards the establishment of the European Higher Education Area have been made. Following the mandate of the 45 Ministers in Bergen and within the work programme set by the Bologna Follow-up Group, Greece is hosting a seminar on the attractiveness of European Higher Education Area organized by the Hellenic Ministry of Education and Religious Affairs and the Managing Authority of the Operational Programme for Education and Initial Vocational Training in collaboration with the Academic Cooperation Association (ACA) and the Hellenic Quality Assurance Agency. This seminar constitutes part of an official cycle of seminars, followed by the External Dimension Group, whose recommendations will contribute to the ministerial conference in London in 2007 and consequently to the shaping of a European strategy on the external dimension of the Bologna Process.

Stakeholders and representatives from all 45 countries of the Bologna Process, representatives from OECD and OECD countries, other organizations, as well as European and International experts are expected in Athens. In the seminar the Bologna Process will be highlighted – the way it operates, what has been achieved so far and its links with other areas of the world. Moreover, international, European, national and institutional strategies and good practices for enhancing attractiveness will be presented as well as Quality Assurance practices with regards to cross border higher education.

The working language of the seminar is English.

Aim and the Context of the Bologna Seminar

The ministers mentioned in the Bergen Communiqué:

“The European Higher Education Area must be open and should be attractive to other parts of the world. Our contribution to achieving education for all should be based on the principle of sustainable development and be in accordance with the ongoing international work on developing guidelines for quality provision of cross-border higher education.. ...We look forward to enhancing the understanding of the Bologna Process in other continents by sharing our experiences of reform processes..... We stress the need for dialogue on issues of mutual interest.We ask the Follow-up Group to elaborate and agree on a strategy for the external dimension”.

The seminar takes place on the 24-26 June 2006 just before the OECD ministerial meeting. We have chosen these dates in order to enable OECD experts and OECD countries' representatives to attend the seminar with a dual purpose: Firstly, to present the Bologna Process and its achievements so far. Secondly, we envisage this meeting as a great opportunity to promote exchange of views and good practices on the internationalization of higher education. Having in mind that Bologna is a complex and multi-layered process we have included in our seminar the views and practices of governments, stakeholders, Higher Education Institutions and students, and other agencies from Europe and OECD area as well. Last but not least, it would be unthinkable not to mention Quality Assurance when discussing the internationalization of Higher Education. For that reason we have included the presentation of the European Standards and Guidelines approved by the Ministers in Bergen, and the OECD provisions for Quality in Higher Education.

The Method of Work

The focus of the seminar will be on exchanging ideas, expertise and good practices on issues of international interest concerning Higher Education Area. The seminar will consist of an Introductory Part, four Plenary Sessions and two parallel Workshops as well as a variety of social and cultural activities.

The **Introductory Part** consists of two speeches that set the scene.

The topic of the **First Plenary Session** is “**Bologna Process in the Spotlight: Dressing Up For Success**”. This session consists of two informative speeches which aim at presenting information about the Bologna Process giving an overview of the historical background to an external audience, focusing on information about how the Bologna Process operates and what has been achieved so far, the links and interaction with other areas of the world, the recent developments as well as future potentials. The two other speeches will present the perception of the European Higher Education Area by other areas of the World. During the discussion the participants will explore how the European Higher Education Area can be put on the map and how a European strategy for attractiveness alongside national strategies can be developed.

The **Second Plenary Session** focuses on the issues of “**Quality Assurance, International Trends and the European Response**”. In this session the European Standards and Guidelines approved by the Ministers in Bergen and the OECD provisions for Quality in Higher Education are presented. Additionally, an expert from USA is invited to present certain aspects of USA's Accreditation System. Furthermore, the President of the newly established Hellenic Quality Assurance Agency will highlight contemporary challenges.

The **Third Plenary Session** will explore the topic of the “**Strategic management of Higher Education Internationalization: Opportunities for Higher Education Institutions and Students**” and it aims at presenting opportunities and strategies offered by the Bologna Process to Higher Education Institutions and students.

Finally, the last day of the seminar consists of the **Fourth Plenary Session** during which reports from the workshops will be drawn up and the General Rapporteur will summarize and present the proposed recommendations regarding the issues examined. After discussion, the recommendations will be adopted and forwarded to the BFUG.

Workshops:

1. Promoting Higher Education globally: What can national practices teach us?

2. Smartening Up For Guests: How can HEIs develop Strategies and Policies to Attract International Students

The seminar is comprised of two parallel workshops following the third plenary session which will spark the participants' interest, provide food for thought and activate fruitful discussions. The objective of the first workshop is to present national practices for promoting the attractiveness of the Higher Education Area and to encourage participants to learn from these practices. The second workshop is concerned with issues of HEIs management and in particular how can they develop adequate strategies so as to attract international students.

Significance of the Date and the Place of the Seminar

The date for organizing this event has not been randomly chosen but it was intentional that the BFUG seminar preceded the OECD Ministerial Conference to be held on 27th June also in Athens. We believe that there are common aims and areas of interest and we consider this event as a unique opportunity for the actors of the Bologna Process and the stakeholders of the Higher Education in OECD countries to exchange ideas on issues of mutual interest and share experiences and good practices.

Additionally, June is an excellent month to visit the city of Athens and participants will have the opportunity to relish a variety of social events and cultural visits that we have included in the programme of the seminar.

**HELLENIC MINISTRY OF NATIONAL EDUCATION
AND RELIGIOUS AFFAIRS**

SECRETARIAT FOR HIGHER EDUCATION

BOLOGNA OFFICIAL SEMINAR

THE EXTERNAL DIMENSION OF THE BOLOGNA PROCESS

Athens, 24-26 June 2006

*“Putting European Higher Education Area on the Map: Developing Strategies
for Attractiveness”*

Programme

SATURDAY 24 JUNE

Venue: Athenaum Intercontinental Hotel, Athens

09:00 – 09:30 Registration of participants

09:30 – 10:00	Welcome addresses: Marietta Giannakou, Minister of National Education and Religious Affairs Athanasios Kyriazis, Secretary for Higher Education <i>“Reforms of the Hellenic Higher Education System towards modernization and internationalization”</i>
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10:00 - 10:15	Introductory Speech : Toril Johansson, Director General of Higher Education of Norway, Chair of the External Dimension Group of the BFUG <i>“Why and how do we develop a Strategy for the External Dimension of the Bologna Process?”</i>
10:15 – 10:45	Keynote speech: Bernd Wächter, Director of ACA <i>“The global attractiveness of European higher education. Myths, facts and challenges.”</i>

10:45 – 11:15 Coffee break

11:15 – 13:30	First Plenary Session: Bologna Process in the Spotlight: Dressing Up For Success Chair: Ioannis Gerothanasis, Vice - Rector of the University of Ioannina
11:15 - 11:35	Foteini Asderaki, BFUG Member, Hellenic Ministry of National Education and Religious Affairs <i>“Historical background and key features of Bologna Process”</i>
11:35 - 11:55	Peter Van der Hijden, European Commission <i>“Towards an External Strategy for European Higher Education”</i>
11:55 - 12:35	Connection with other continents Mexico: Alejandro Diaz Perez Y Duarte, Ambassador of Mexico to Greece <i>“Mexico’s interest in the Bologna Process”</i> Australia, William Thorn, Counsellor, Australian Department of Education, Science and Training <i>“Australia and the Bologna Process”</i>
12:35-13:30	Discussion: <i>“How can we hang together? – Is there a need for a European strategy for attractiveness of EHEA?”</i>

13:30 – 15:00 Lunch buffet

15:00- 17:00	Second Plenary Session: Quality Assurance, International Trends and the European Response Chair: Sokratis Katsikas, Rector of the University of the Aegean
15:00- 15:20	Mr Séamus Puirseil, Vice-President of ENQA <i>“Reform and Renewal- International Approaches to Quality</i>

	<i>Assurance</i>
15:20 – 15:40	Bernard Hugonnier, Deputy Director for Education, Directorate for Education OECD <i>“The UNESCO/OECD Guidelines on Quality Provision in Cross-Border Higher Education”</i>
15:40 – 16:00	Barbara Brittingham, Director Commission on Institutes of Higher Education at the New England Association of Schools and Colleges, USA. <i>“Quality Assurance in the United States: Benefits and Challenges”</i>
16:00 – 16:20	Prof Spyros Amourgis, President of the Hellenic Quality Assurance Agency. <i>“Opportunities and constraints in Higher Education and Quality Assurance”</i>
16:20 – 17:00	Discussion

20:30 Official Dinner

SUNDAY, 25 JUNE 2006

09:30-11:30	Third Plenary Session: “Strategic management of Higher Education Internationalization: Opportunities for Higher Education Institutions and Students” Chair: Dimitrios Skiadas, Special Secretary for the Management of Community Support Framework Programmes
09:30-09:50	Lesley Wilson, Secretary General of EUA <i>“The internationalisation of Europe’s universities – opportunities and responsibilities for institutions”</i>
9:50-10:10	Prof Marijk Van der Wende, President of the Governing Board of the OECD Programme on Institutional Management in Higher Education <i>“Attractiveness & competitiveness: the combined impact of the Bologna Process and the Lisbon Strategy on strategic management”</i>

10:10-10:30	Anita Līce, CoCo Committee of ESIB <i>“Not Just Numbers: Student Views on Internationalisation and Mobility”</i>
10:30-10:50	Dr Wedigo de Vivanco, Past President of EAIE, Dean of International Affairs at the Freie Universität Berlin <i>"How can an international association promote the realization of the Bologna process?"</i>
10:50 – 11:30	Discussion

11:30 – 12:00 Coffee break

12:00 – 13:30 Parallel Workshops			
Promoting European Higher Education globally: What can national practices teach us?		Smartening Up For Guests: How can HEIs develop Strategies and Policies to Attract International Students	
A1	A2	B1	B2
Rapporteur: Dr. Vidar L Haanes	Rapporteur: Professor Vasilis Papazoglou	Rapporteur: : Dr Wedigo de Vivanco	Rapporteur: Galanaki Katerina
Keith Andrews, UK	Eric Froment, France	Prof. Daskalopoulou Sophia, University of Aegean	Katerina Galanaki, Athens University of Economics and Business
Katja Jaeckel (DAAD), Germany	Pál Hatos, Hungary	Linda Tobash, Institute of International Education, USA	Peter Brady, Napier University, UK
Dr. Felix Wilcek (ÖAD), Austria	Luciano Galan, Spain	Keiko Momii, Japan	Friedrich Bechina, Mariano Fazio, Holy See
Discussion			

13:30-15:00 Lunch Buffet

17:00-19:00 Visit to the Acropolis

19:00- 20:30 Stroll around Plaka

20:30 Dinner at Plaka

MONDAY, 26 JUNE 2006

10:00 – 10:40	Fourth Plenary Session <i>Chair: Prof Athanasios Kyriazis, Secretary for Higher Education, Hellenic Ministry of National Education and Religious Affairs</i>
10:00- 10: 10	A1 Rapporteur: Rector, Professor, Vidar L Haanes MF Norwegian School of Theology
10:10 – 10: 20	A2 Rapporteur: Professor Vasilis Papazoglou, National Technical University of Athens
10:20 – 10:30	B1 Rapporteur: Dr Wedigo de Vivanco, EAIE Past President, Dean of International Affairs at the Freie Universität Berlin
10:30 – 10:40	B2 Rapporteur: Galanaki Katerina, ECTS, DS National Contact Point, Bologna Promoter for Greece

10:40-11:00 **Coffee break**

11:00 – 11:30 General Rapporteur: **Prof. Pavel Zgaga**

Presentation of the conclusions of the seminar and the proposed
recommendations to the Ministers.

11:30 – 12:30 **Discussion – Adoption of the recommendations**

13:00-14:00 **Lunch Buffet**

End of the Seminar

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