

HEIDA Project

*Data driven decision making for internationalization of higher education:
Bridging the gap between faculty and admin using effective communication
platforms*

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NA DAAD Erasmus+ Annual Conference
Heidelberg, Germany



**KOÇ
UNIVERSITY**

UAB
Universitat Autònoma
de Barcelona



Mednarodna fakulteta
za družbene in poslovne študije
International School
for Social and Business Studies
Celje · Slovenia · Europe

This session

1. The HEIDA Erasmus+ Strategic Partnership and structural support for internationalization procedures
2. Roles of the project coordinator and partners
3. Envisaged benefits for:
 - International Offices
 - Internationalization of universities
4. Units that cooperated within this partnership

What is HEIDA?

- **EC Project Number:** 2014-1-TR01-KA203-013128
- **Funded by:** [Erasmus+ KA2 Strategic Partnerships](#)
- **Duration:** 24 months (Dec 2014 – Nov 2016)
- **Total budget:** 158.837 EUR
- **Project coordinator:** Koç University, Turkey
- **Key topics/keywords:**
 - Data Driven Decision Making, Evidence based decision making
 - Information sharing at institutions; organizational management
 - Internationalization at Institutions of Higher Education

Who is HEIDA?

Partner	Department	Contact person
Koç University, Istanbul, TURKEY PROJECT COORDINATOR	Office of International Programs / Vice-President for Research and Development	Melissa Abache
Universidad Autonoma de Barcelona Barcelona, Spain Project Partner	Office of International Relations	Prof. Georgeta Ion
International School for Social and Business Studies (ISSBS) Celje, Slovenia Project Partner	Research Department	Dr. Nada Trunk Sirca

Why HEIDA?

Today's realities	Challenges faced by universities
HEIs are more complex	Monitoring information about internationalization activities and outcomes beyond student mobility, international students or other basic indicators
Most institutions have as a strategic goal internationalization	Limits to what faculty and staff are prepared or able to do with limited time, resources and awareness of past, current and future efforts
Senior managers need to make decisions based on experience and data	Need to develop better analysis of performance in a user-friendly way and tell the institutions' story and strengths in a better way

“You can’t manage what you don’t measure.” (either W. Edwards Deming or Peter Drucker)

Project activities

Phase	Activity	Status
1st Phase Design Dec 2014-May 2016	Literature review and 3 case studies	Report available here
	Stakeholder focus groups in Turkey, Slovenia and Spain	Report available here
	Online survey of European universities	Survey results summary available here
2nd Phase Testing May -Aug 2016	Develop HEIDA data management tool	Web-based, open-source software tool available here
	Develop online training module	Web-based (moodle) in EN, TR, SL, ES available here
3rd Phase Dissemination July – Nov 2016	Dissemination in each partner country	Summary of activities here
	HEIDA Tool launch conference in Istanbul	Conference sessions available here
	Final reporting	Available here

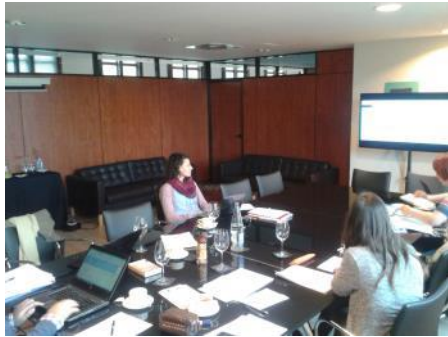
Project activities

Event Name	Location	Date
Transnational Project Meeting 1	Istanbul	05-06 December 2014
Stakeholder consultation event and Transnational Project meeting 2	Istanbul	27-28 April 2015
Stakeholder consultation event and Transnational Project meeting 3	Barcelona	26-27 October 2015
Multiplier Event Slovenia and Transnational Project meeting 4	Celje	13-15 April 2016
Training Event Spain (UAB)	Barcelona	8 June 2016
Training Event Slovenia (ISBSS)	Celje	8 June 2016
Training Event Turkey (KU)	Istanbul	07 October 2016
Multiplier Event Spain	Barcelona	9 September 2016 (tbc)
Multiplier Event and Launch Conference Turkey	Istanbul	22 September 2016

Project dissemination activities

Activities	Estimated reach
Project website	1500 page views (July 2016)
Twitter account	270 followers
LinkedIn group	128 members and 1000+ page views (July 2016) plus announcements in other Higher Education related groups with audience of 10.000+ members
Koç University international newsletter (KUnnection)	2000+ HEI contacts in 3 editions (Jun 2015, Dec 2015, Jun 2016)
International Association of Universities (IAU) Virtual Resource Center	10,000+ page views per month
MakeLearn and TIIM International Joint Conference (27-29 May, 2015, Bari, Italy)	200 participants
ISSBS conference on quality and e-learning in education (26 January, 2016, Kosovo)	300 participants and also featured on local tv
IV International EDO Congress (May 11-13, 2016, Barcelona)	100 participants
NAFSA Annual Conference – ITRU Breakfast Reception (June 2, 2016 Denver) and HEIDA flyers	100+ participants
MakeLearn and TIIM International Joint Conference (25-27 May, 2016, Timisoara, Romania) session about HEIDA	200 participants
HEIR2016 Conference (7-8 September 2016, Liverpool, United Kingdom) session about HEIDA	200 participants
Direct mailing to HEIs in Europe, US and Asia	1000+ institutional contacts
Multiplier events in Spain, Slovenia and Turkey	Approx. 100 participants
HEIDA conference (September 22-23, 2016, Istanbul)	40+ participants
UK NARIC Conference (November 21-22, 2016, London)	200+ participants

The HEIDA team in action!



The HEIDA team in action!



Project short term (outputs)

- web-based **tool (HEIDA Tool)** to choose relevant **goals, indicators and data, compare and visualize across time**
 - Open-access software (free to install, use and maintain)
 - Adaptable to each university's needs
 - Easy to search, export and visualize data
 - **Needs more development on the data input aspect**
- An online **training resource** for staff:
 - Moodle e-classroom in **English**, Turkish, Slovenian and Spanish
 - Internationalization goals and use of indicators and data
 - Data management practices
 - Effective decision making for internationalization

Project long-term expected benefits at HEIs

- Get better at ‘mapping’ and sharing information about our international activities across the university.
- More capacity to:
 - Choose and develop **strategic international partners**
 - Use our **alumni networks** overseas
 - Give more students **study abroad opportunities**
 - Attract more students from **key regions/institutions**
 - Influence government **policy** in areas like research, curricula, migration, etc

What do we expect from the project in the long term (outcomes)?

Results	IMPI Goals				
	<i>Goal 1:</i> To enhance the quality of education (SIU)	<i>Goal 2:</i> To enhance the quality of research (CF)	<i>Goal 3:</i> To prepare students effectively for life and work in an intercultural and globalising world	<i>Goal 4:</i> To enhance the international reputation and visibility of the unit (Perspektywy)	<i>Goal 5:</i> To provide service to society and community social engagement (CHE)
Output	In 2006, Institution X sent 10 bachelor-level students on a student exchange programme to Institution Y in another country.	In 2005, the unit received 12 international visiting researchers from different countries.	In 2007, Department X sent abroad 37 students (i.e. 30% of its study-abroad eligible students) for a study period of at least 3 months.	Each year from 2002-2010, Institution Y increased the number of highly-qualified professors it employs by 10-15%.	In a given year, 20% of an institution's graduating students have enrolled in a international service learning module at least once during their studies.
Outcome	In 2008, four of these students graduated from Institution X after completing in-depth bachelor-level research projects focused on topics they were introduced to at Institution Y. Two of these students went on to master's-level study in the field related to this undergraduate research.	In 2010, 7 of these international visiting researchers continued to collaborate with the unit upon return to their home institution.	94.5% of these students (35 in total) obtained proven intercultural communication skills in the foreign setting, based on pre- and post-study abroad evaluation.	In 2008-2010, Institution Y achieved accreditation in several high-visibility fields, and raises its standings in key rankings, in part due to the rising quality of the academic programmes offered by its increasingly international professoriate.	Of these students who have participated in an international service learning module, 50% have gained demonstrable insight into societal needs and the application of academic learning to non-university settings.
Impact	By 2012, one of these students was an advanced Phd candidate, carrying out research in cooperation with both Institution X and Y. This doctoral project provided the impetus for the launch of a new joint master's course between these institutions.	By 2012, the unit's domestic researchers had published 10 different pieces (books and peer-reviewed articles) with the visiting researchers in international scientific publications.	In 2011, 5 of these 35 students (14%) were employed within six months of graduating in jobs in which their employers rated their intercultural communications skills as "good" or "excellent".	In 2011, Institution Y demonstrated clear market advantage over competitor institutions in its country, attracting high levels of research funding, top new faculty, and highly competitive students.	Five years after graduation, one quarter of the graduates who had enrolled as students in the institution's service learning module held positions of responsibility in NGOs and other socially-oriented organisations.

Who uses the HEIDA tool and online training?

- **Senior Management** (Presidents/Rectors/Vice Presidents or Vice-Provosts)
- **Directors of Administrative Units** (Alumni, Careers, Admissions, International Office, Academic Affairs, Communications and Marketing)
- **Professors with international cooperation responsibilities** (Deans, Directors, Erasmus Coordinators)
- **Coordinators** at administrative and academic units

Join the HEIDA online community

- Follow us on **Twitter:**
@HEIDAProject
- Join the **LinkedIn** group
- Email the team heida@ku.edu.tr
- Check the project website
<https://heida.ku.edu.tr/>