

**APPROVED BY THE ENAAEE ADMINISTRATIVE COUNCIL
7 May 2012**

Strategy for the Promotion of ENAAEE and the EUR-ACE Label

2012-2013

ACTION PLAN

1. General Promotion

1.1 The use of the ENAAEE database can be of assistance in the implementation of the project on the implementation of the EU Directive on Recognition of Professional Qualifications and the proposed professional card.

ACTION (1) (For action by Administrative Council):

Discuss with FEANI how to promote the EUR-ACE label as a tool in implementing the EU Directive and Professional Card.

Action Coordinator: *Ann Van Eycken, CLAIU*

Date for Completion: *1st November 2012*

Budget: *Up to €100 for travel expenses of coordinator.*

1.2 In the 2011 report, it was recommended that all authorised agencies should accept each other's EUR-ACE labelled programmes for mutual recognition purposes.

ACTION (2) (For action by Administrative Council):

The AC should put in place a requirement that all authorised agencies should treat each other's EUR-ACE labelled programmes in the same way as they treat their own labelled programmes.

This should be a requirement for all newly authorised agencies.

Recommendation to Administrative Council:

The AC should produce a draft Mutual Recognition Agreement and circulate it to authorised agencies for comment prior to adoption.

The Promotion Committee would be willing to produce such a draft for the consideration of the AC.

1.3 There are problems in some jurisdictions (e.g. UK) with the approach of ENAAEE to raising revenue, by charging €150 for each label awarded. A plan to deal with the UK situation was agreed by the AC in February 2012 pending a review of the ENAAEE costing system to be completed by the end of 2013.

ACTION (3):

A research survey should be carried out to identify approaches to accreditation reviews and site visits which might have implications for the ENAAEE charging system. Following this a proposal for charging authorised agencies which meets their requirements and raises adequate revenue for ENAAEE, should be formulated for consideration by the AC and the General Assembly.

Action Coordinator: *Alexander Chuchalin*

Date for Completion: *1st November 2012*

1.4 The First ENAAEE Conference will take place in the University of Porto on the 12th and 13th November 2012. The conference theme is,

EUR-ACE®, the European Quality Label for Engineering Degree Programmes,

Experiences and Perspectives

The flyer can be viewed at

http://www.enaee.eu/wp-content/uploads/2012/11/flyer_porto_fin.pdf

A Conference Committee was established as follows,

Chair, Prof. Giuliano Augusti,
Treasurer, Françoise Come
Programme and Promotion, Denis McGrath
Local Organiser, Prof. Sebastiao Foyo de Azavedo.

ACTION (4) (For action by Administrative Council):

The planning and promotion of the conference is well under way and details are on the website. The conference committee will continue its work within the budget provided.

Action Coordinator: *Prof. Giuliano Augusti*

2. Jurisdictions where an agency authorised to award the EUR-ACE label already exists

The following table lists the number of EUR-ACE labels awarded up to December 2011.

ASIIN – Germany	346
CTI – France	276
Engineers Ireland	115
MUDEK – Turkey	111
AEER - Russia	96
Engineering Council – UK	31
Ordem dos Eng. PORTUGAL	6
TOTAL	981

It is clear from the above that there are two categories involved:

- a) Jurisdictions such as Germany, France, Ireland and Turkey where significant numbers of labels have been awarded;
- b) Jurisdictions such as Russia, UK and Portugal where a relatively small number of labels have been awarded.

In the case of (a), it is necessary to promote the EUR-ACE label so that engineering departments fully understand the benefits of having their programmes labelled and can engage in dialogue together. It is also important that employers are made fully aware of the value of the EUR-ACE Label when awarded to an engineering programme.

ACTION (5):

In the case of (a), it is known that MUDEK devotes a half-day of its annual conference to ENAEE matters and CTI already organised a successful promotion event in Paris in February 2012. Therefore, subject to cost-sharing between each agency and ENAEE, Engineers Ireland and ASIIN should organise promotional workshops similar to that organised by CTI.

Action Coordinator: *Jean Claude Arditti*

Date for Completion: *1st November 2012*

Budget: *Up to €1000 (to cover expenses of invited speakers from outside the agency jurisdiction) per seminar. Total €2000.*

ACTION (6):

In the case of (b) the Promotion Committee should engage in dialogue with these agencies to identify problems and propose actions to be taken to resolve these. It is noted that a section of the ENAEE conference in Porto in November 2012 will be devoted to promotion of ENAEE by OE.

Action Coordinator: *Prof. Ian Freeston*

Date for Completion: *1st November 2012*

Budget: *Up to €600 for travel/subsistence expenses of coordinator and €1000 per promotional seminar, if recommended. (Total €2600)*

3. EUR-ACE Applicant agencies currently under review

QUACING has been established in Italy to carry out accreditation of engineering degree programmes. It has recently applied for authorisation to award the EUR-ACE label. It is currently being reviewed by the LC. This applies also to SKVC (Lithuania), OAQ (Switzerland) and ARACIS (Romania).

ACTION (8):

If these applications are successful and subject to cost-sharing between ENAEE and each agency, these four agencies should organise promotional workshops to launch the EUR-ACE label in their jurisdictions.

Action Coordinator: *Jean Claude Arditti*

Date for Completion: *Following authorisation , two in December 2012 and one in January 2013.*

Budget: *Up to €1000 (to cover expenses of invited speakers from outside the agency jurisdiction) per seminar. Total €3000 in 2012 and €1000 in 2013.*

4. Jurisdictions where an agency carries out institutional reviews but no agency carries out programme-based accreditations

The situation of these agencies may vary widely with regard to the activities they carry out (such as institutional reviews or accreditation, quality assessments etc.) A quick overview of agency websites shows that most agencies in Europe carry out programmed-based evaluation but many do not have procedures and standards specific for engineering (ex Norway).

ACTIONS (9):

- The countries and agencies must be identified and listed
- Other stakeholders such as FEANI national members should be identified and contacted if considered helpful.
- An action plan for contacting the agencies and stakeholders must be developed. It should focus on deciding about the best strategy for introducing programme based accreditation.
- Focus on a small number of countries and concentrate effort on these, e.g. Nordic countries (excl. Finland, currently to be mentored), Spain, Greece.

Action Coordinator: *Katy Turff*

Date for Completion: *1st November 2012*

5. Promotional Materials

5.1 The new ENAAEE brochure is A4 in size and there is an additional need for a pocket-sized version.

ACTION (10):

A “pocket” sized leaflet (A4 page folded twice) should be designed. It should be provided only in soft copy on the ENAAEE website and so be available to members to print it on an A4 page as required.

Action Coordinator: *Denis McGrath*

Date for Completion: *June 2012*

Budget: *€500*

5.2 Exhibition Stand

ACTION (11):

Two banner stands, together with graphically-designed banners for the stands, and an ENAAEE flag should be purchased. The stands should be suitable for use in exhibitions and portable as baggage on an aircraft.

Action Coordinator: *Denis McGrath and Rita Heissner*

Date for Completion: *September 2012*

Budget: €2000

6. Promotion of ENAAEE worldwide.

In addition to the above mentioned steps, ENAAEE should promote its activities outside of Europe. A significant interest in ENAAEE has been demonstrated by both agencies and universities worldwide. While ENAAEE will remain primarily a European network, its connections to organisations outside of Europe is desirable for its sustainability.

Thus ENAAEE should ensure that the value of programmes which have been awarded the EUR-ACE label is appreciated by stakeholders worldwide.

ACTION (12) (For action by Administrative Council):

Contacts should be cultivated with the IEA, WFEO etc. in order to keep ENAAEE and the EUR-ACE label prominent on the world scene.

ACTION (13) (For action by Administrative Council):

Accreditation and the EUR-ACE label should be promoted in order to expand its application in regions such as MENA (Middle East and N. Africa), where there are a large number of unemployed people with engineering degrees who would greatly benefit from international recognition.

Recommendation to Administrative Council:

The work on the IEA/ENAAEE glossary should continue. Ian Freeston will present an update at the ENAAEE Porto conference. All other contacts should be further developed.

Agencies which have overseas links should promote the EUR-ACE labels, especially in the Middle East and Africa.

6. Budgetary considerations.

For 2012 the total budgets for Promotion are as follows:

- **Publications and Promotional Material.**
Budget for calendar year 2012 is €2,500.
- **Promotion Activities**
Budget for calendar year 2012 is €10,000

Denis McGrath
Chair, Promotion Committee

7 May 2012