

## European Network for Accreditation of Engineering Education

### Promotion Committee

**Minutes of a Meeting held at ASIIN Headquarters, Robert-Stolz-Strasse 50470, Dusseldorf, on Friday 29<sup>th</sup> July 2011 at 11.45 a.m.**

Present

Denis McGrath (Chair) (DMG)  
Jana Moehren, ENAEE Project Manager (JM)  
Jean Claude Arditti (JCA)

1. Discussions with graphic designer concerning,

Website  
New Logo  
New leaflet

JM informed the meeting that the graphic designer, Wiebke Mudt (WM) was unable to attend.

- It was NOTED that the AC had decided that work on the redesign of the website be postponed until the new database (being dealt with by JM) was complete.
- It was NOTED that two proposals for the new logo would shortly be provided by WM. **(Action JM)**
- It was DECIDED that the new ENAEE brochure should be designed professionally in terms of its graphics and text. It was AGREED that JM and DMG should meet WM and explore the possibility of giving her a contract to design and get printed a new brochure using the new logo. **(Action DMG/JM)**

- The objectives of the new brochure are to communicate to stakeholders (accreditation agencies, universities, employers, students)
  - A description of ENAEE and the EUR-ACE label
  - Benefits of membership of ENAEE and the use of the EUR-ACE label
  - How it works
  - How an accreditation agency can obtain authorization to grant the EUR-ACE label
  - Contact details
  - (Lists of members and authorized agencies?)
  - Frequently asked questions

## 2. Wikipedia insertions for ENAEE and EUR-ACE

- It was AGREED that the following terms should be defined and submitted for inclusion in Wikipedia,

European Network for Accreditation of Engineering Accreditation (ENAEE)  
EUR-ACE Label

- It was further AGREED that,

The following key words should be included in the definitions to ensure effective “Googling” leading to early exposure of the definitions,

Engineering accreditation in Europe  
Mutual recognition  
Quality label  
Bachelor  
Master  
Bologna process  
Engineering network  
Engineering programmes

- Prof. Francesco Maffioli be asked to deal with this and produce a proposal for the Promotion Committee by the end of August. (**Action DMG**)

## 3. CTI Promotional Event 2012

- It was AGREED that
  - This event was a category 1 promotional event as described in the Promotion policy document, to promote ENAEE/EUR-ACE Label in France
  - The date would not be 9<sup>th</sup> Feb 2012 as previously proposed

- It should take place, with the General Assembly, before the expiry of the terms of office of members of the AC and LC. **(Action JCA/Giuliano)**
  - The event would be jointly organized by CTI and ENAEE
  - ENAEE to provide promotional material and pay the expenses of ENAEE speakers from outside France
  - The event should be of one day's duration (10.00 to 16.00) starting and finishing with a plenary session and include three modules promoting ENAEE/EUR-ACE label to students, employers and universities respectively.
  - Personal invitations to be given to key stakeholders to ensure effective stakeholder participation
  - Languages to be French and English as required
  - Lunch to be organized as a networking activity
  - The event should be publicized on the ENAEE and CTI websites.
4. International Recognition of Second Cycle accredited programmes for PhD entry especially in the USA.

It was AGREED that a meeting with George Peterson, former CEO of ABET should be arranged when he next visits Germany, to discuss the above and related matters. **(Action DMG)**

It was further AGREED that the committee should also consider approaches to Australian, Canadian and South African authorities. **(Action DMG)**

5. Any Other Business.

5.1 The 2011 budget of €5,000 for conferences and € 10,000 for publications was NOTED.

It was AGREED that DMG would contact Giuliano and seek clarification on the budgetary provision for 2011 and 2012 for the brochure and new website.

5.2 It was AGREED to recommend to the AC that an Annual Conference of ENAEE should be established. It should be attached to the General Assembly and linked to a national promotion event like the proposed CTI event and should as a minimum break even financially.

It was further AGREED to recommend to the AC that a conference committee be established and assigned a budget.

5.3 It was AGREED that the next meeting would take place on Thursday 29<sup>th</sup> September 2011 at 09.30 in Lisbon.

Denis McGrath,  
Chairman.

