

# Strategy for the Promotion of ENAEE and the EUR-ACE Label

(as adopted by Administrative Council 7<sup>th</sup> May 2012)

**2012-2013**

## **ACTION PLAN**

### **1. General Promotion**

1.1 The use of the ENAEE 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):**

The Administrative Council will engage in discussions with relevant actors and take other actions as appropriate to pursue this goal.

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 and that this should be a requirement for all newly authorised agencies.

The AC will pursue this matter further.

1.3 There are problems in some jurisdictions (e.g. UK) with the approach of ENAEE 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 ENAEE 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 ENAEE charging system. Following this a proposal for charging authorised agencies which meets their requirements and raises adequate revenue for ENAEE, should be formulated for consideration by the AC and the General Assembly.

In formulating this proposal to the AC, the Action Coordinator should consult with the Treasurer, Juhani Nokela.

**Action Coordinator:** *Alexander Chuchalin, Juhani Nokela*

**Date for Completion:** *1<sup>st</sup> November 2012*

1.4 The First ENAEE Conference will take place in the University of Porto on the 12<sup>th</sup> and 13<sup>th</sup> 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](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 Feyo de Azavedo.

**ACTION (4):**

*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. Three Keynote speakers have been identified as Basil Wakelin, Chair of IEA (has agreed to speak), an EU speaker who will address the issue of quality labels in higher education (Guy Haug to advise on this) and a Portuguese speaker to be invited by Prof. Sebastiao Azavedo de Feyo. The flyer and Registration Form are now on the website. The AC suggested that the programme should be produced on the website as soon as possible.*

**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:

- Jurisdictions such as Germany, France, Ireland and Turkey where significant numbers of labels have been awarded;
- 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:** *1<sup>st</sup> 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. Involvement with ECDEAST should be undertaken where appropriate.

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:** *1<sup>st</sup> 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. The Action Coordinator should consult with others who already have some of this information e.g. Prof. Giuliano Augusti.
- 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:** *1<sup>st</sup> November 2012*

## **5. Promotional Materials**

5.1 The new ENAEE 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 ENAEE 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 ENAEE 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 ENAEE worldwide.

In addition to the above mentioned steps, ENAEE should promote its activities outside of Europe. A significant interest in ENAEE has been demonstrated by both agencies and universities worldwide. While ENAEE will remain primarily a European network, its connections to organisations outside of Europe is desirable for its sustainability. Thus ENAEE 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 ENAEE and the EUR-ACE label prominent on the world scene. The Chairman of the Governing Group of the IEA has agreed to be a keynote speaker at the ENAEE conference in Porto in November 2012. DMG will ask him to address matters such as the different criteria for the constituent IEA accords and the EUR-ACE Framework Standards.

### **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/ENAEE glossary should continue. Ian Freeston will present an update at the ENAEE 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.*

## 7. 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

9<sup>th</sup> May 2012