



European Network for Accreditation of  
Engineering Education

## The Promotion of ENAEE

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## **1) Introduction**

ENAEE has authorized accreditation agencies in currently 7 countries to award the EUR-ACE<sup>®</sup> Label. Agencies from 5 additional countries are currently in different stages of the authorization process.

The aim of this paper is to define a marketing strategy for ENAEE in order to ultimately increase both the number of labels awarded in countries where an authorized agency operates and the number of countries where an agency awards the EUR-ACE<sup>®</sup> label.

In order to achieve this goal, the Administrative Council of ENAEE set up a working group on marketing to define the strategy.

### **Purpose**

The main aim of the promotion strategy is to convey a clear message of the benefits of ENAEE for different categories of countries (see item 2) and stakeholders (such as agencies, universities, employers, students, professional organizations).

## **2) Jurisdictions**

There are four categories of jurisdiction which need to be addressed in different ways through targeted promotion activities.

These categories are defined as follows:

- 1) Jurisdictions where an agency authorized to award the EUR-ACE<sup>®</sup> label already exists
- 2) Jurisdictions where an agency which carries out programme based assessments exists but is not authorized to grant the EUR-ACE<sup>®</sup> label
- 3) Jurisdictions where an agency carries out institutional reviews but no agency carries out programme based accreditations
- 4) Jurisdictions where there is no agency in operation

For each of these four groups, different strategies will be proposed.

More specifically, it is proposed that ENAEE should itself carry out promotion activities by focussing initially on the second and third categories. Within each of the categories, jurisdictions shall be identified in which a connection to ENAEE already exists or where personal contacts have been established.

With regard to the first category, it is assumed that no country-specific concept can be proposed by ENAEE but rather material shall be provided allowing the respective agencies to develop and implement their own strategy best fitting the specific needs of the stakeholders in this jurisdiction.

### 1) Jurisdictions where an agency authorized to award the EUR-ACE<sup>®</sup> label already exists

The main focus for agencies in this category is the promotion of mutual recognition: Agencies awarding the EUR-ACE<sup>®</sup> label shall accept each other's labels.

The extent of this acceptance will depend on the work and scope of responsibilities of the individual agencies, taking into account the national legislations under which they operate. It is thus understood that recognition of the label may have different – legal and/or private – consequences in the countries. For example, in countries where there is an official register for professional or chartered engineers, programmes with the label may be considered as fulfilling the education standards for entering the register.

#### **Recommendation to Label Committee**

The Label Committee should consider recommending to the AC that all authorized agencies should accept each other's labels for mutual recognition purposes.

#### **Proposed activities:**

Authorized agencies are requested to issue a statement describing the benefits that mutual recognition will have in their jurisdictions. There may be different ways to achieving mutual recognition, depending on the status and scope of the agencies.

Subsequently, mutual recognition of the labels shall be promoted as the main benefit of the EUR-ACE<sup>®</sup> label for agencies. Additionally, more informal benefits will be promoted to other stakeholders such as doctoral schools (accepting graduates of EUR-ACE<sup>®</sup> labelled Master's programmes) or employers (employing graduates of EUR-ACE<sup>®</sup> labelled programmes).

New agencies are expected to accept the principle of mutual recognition upon authorization. This will be essential to support mutual trust among agencies.

#### **Approach**

Authorized agencies are expected to carry out promotion activities. They should identify in their jurisdictions the relevant stakeholders and focus groups for promotion activities and prioritize them. As a next step, agencies should then develop relevant activities.

ENAEE will offer the agencies means of promotion (see item material) for different groups. It will then be up to the individual agency to use the material as it sees fit, including translations if required.

As a next step, it is advisable to promote the EUR-ACE<sup>®</sup> label to major employers by signalling that graduates of EUR-ACE<sup>®</sup> labelled programmes fulfil these standards so that employers can be assured of the qualification of a graduate.

The main aim of promotion activities for agencies in the next three categories is to reveal the benefits of ENAEE such as the envisaged mutual recognition.

### 2) Jurisdictions where an agency which carries out programme based assessments exists but is not authorized to grant the EUR-ACE<sup>®</sup> label

Agencies falling under this category may operate in different ways depending on whether engineering is a regulated profession or not. The jurisdiction of the work of the agencies may also depend on governmental requirements and restrictions.

Furthermore, it must be assessed whether the agencies are engineering specific or whether they cover the whole range of degree programmes.

#### **Proposed activities**

- ➔ The countries in which such an agency operates must be identified and listed
- ➔ A number of agencies will be selected for prioritization
- ➔ A plan of action for getting in touch with these agencies will be defined

### 3) 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 evaluations or accreditation, quality assessments etc.)

#### **Proposed activities**

- ➔ The countries and agencies must be identified and listed
- ➔ Other stakeholders such as national associations of engineers must be defined and listed
- ➔ An action plan for contacting the agencies and stakeholders must be developed. It shall focus on deciding about the best strategy for introducing programme based accreditation.

FINHEEC can be a priority candidate for two reasons: There is a Finish member (TEK – Finish Association of Graduate Engineers) and there seems to be national interest in programme accreditation. Currently, FINHEEC carries out institutional reviews.

To support the specific promotion activities, ENAEE shall define and then promote its understanding of **programme accreditation**. Namely, that it derives from a common understanding of the profession (academia and industry) of the competences graduates of engineering degree programmes shall have acquired. This approach applies in other professions where public health & safety is a major consideration, such as medicine, dentistry, architecture etc.

The members of ENAEE have defined these desired competences in a list of expected learning outcomes in the EUR-ACE Framework Standards. In this regard, programme accreditation procedures assess whether these commonly agreed standards are achieved by the degree programme under review.

Collaboration with other organisations such as ENQA and ECA is envisaged.

#### 4) Jurisdictions where there is no agency in operation

Even though no accreditation agency is active in jurisdictions falling under this category, there may be state organisations or branches of the Ministry or similar bodies doing some sort of programme or institutional checks of higher education.

A contact for starting activities may be national EUA branches or engineering organizations.

Agencies in this category shall not be a priority in ENAEE's promotion activities, unless ENAEE learns through personal contacts or knowledge that there is a particular interest or preliminary activities being carried out.

### **3) Benefits**

The EUR-ACE<sup>®</sup> label is understood to be the main product of ENAEE and must thus be positioned in relation to similar products (such as accreditations issued by national or regional agencies).

A main priority of any promotional activities must be to emphasize the benefits of ENAEE and the EUR-ACE<sup>®</sup> label.

The main benefit of being an authorized agency is mutual recognition of each other's labels.

Furthermore, an important benefit of the EUR-ACE<sup>®</sup> label is that it assures quality based on internationally agreed criteria and that programmes awarded the labels are in line with internationally established good practice in engineering education.

Some further benefits of interest to different stakeholders are:

- EUR-ACE<sup>®</sup> label is the educational standard for the professional card supported and encouraged by FEANI
- EUR-ACE<sup>®</sup> label facilitates mobility as required by the European Directive on Professional Recognition
- EUR-ACE<sup>®</sup> label assures the quality of a programme with regard to guidelines agreed upon by relevant stakeholders
- EUR-ACE<sup>®</sup> label assures quality above *generic* minimum standards set by laws
- Dialogue between ENAEE and IEA with the aim of facilitating worldwide mobility of graduates of EUR-ACE<sup>®</sup> labelled programmes through mutual recognition.

### **Approach**

The benefits must be detailed differently for the four categories established above (see item 2).

For agencies falling under categories 3 and 4, the starting point for promotion activities is explaining the benefits of programme accreditation and the relationship between programme and institutional accreditation. Furthermore, the specific approach of ENAEE must be explained concisely in order to give interested agencies a brief introduction to the working methods and objectives of ENAEE.

### **Proposed activities**

- ➔ Devise a paper about the relationship to institution-based reviews (see below)
- ➔ Members of existing agencies shall be invited to participate in programme accreditations carried out by one of the authorized agencies
- ➔ Specialist advice and/or consultancy service shall be offered

### Programme Accreditation and Institutional Review

Universities and other higher education institutions have in place quality assurance processes generally based on institutional and/or programmatic review. These processes generally take the form of self-studies focusing on an evaluation of the achievement of certain performance criteria. The conclusion of such processes normally involves the production of a report which is then subject to debate and evaluation by academic staff together with external evaluators in a formal way. The purpose of these processes is to ensure that these institutions are operating to a standard considered necessary and in line with international practice. This serves also to assure governments and the public that public monies are being used efficiently.

Professions such as engineering, medicine, architecture and others carry out work which affects directly the lives of the public. Their decisions, when practising their professional

activities, have a direct impact on the public and the environment. Therefore, in order to ensure that these actions are carried out safely and ethically, the graduates must possess specific competences. The professions concerned have laid down these competences. In the case of the engineering profession there is widespread international agreement on these competences through international agreements such as the Washington, Sydney and Dublin Accords and in Europe, through ENAEE.

To ensure that engineering education programmes produce graduates who can demonstrate satisfactory achievement of these competences, they are subject to accreditation by their professional body or another accreditation agency which carries out programme-based accreditation.

For agencies falling under category 2, the starting point for promotion activities is the definition and publication of the benefits of ENAEE, most particularly mutual recognition. Furthermore, the added value of an ENAEE authorization must be emphasized (as compared to ENQA membership or a listing on EQAR)

For agencies falling under category 1, the main task of ENAEE is to provide material and strategic suggestions for devising and implementing their own promotion actions. As the agencies themselves know the situation and the market in their own country better than any outsiders, they should devise the best fitting communication processes and actions for their particular circumstances, such as advertising in journals, presentations in universities, etc.

An additional benefit for agencies will be the exchange of good practice. One subject for good practice can be methods and means for making employers more aware of and interested in EUR-ACE<sup>®</sup> accreditations.

#### **Proposed activities**

- An annual conference with workshops on subjects of interest to agencies from the different categories. For category 1, these subjects include the exchange of experiences, best practice, or mechanisms on how to deal with employers. Each year a different authorized agency should host this conference (possibly in conjunction with the general assembly of ENAEE). For categories 3 and 4, a workshop on programme accreditation should be offered.

#### **4) Material**

The material produced and provided by ENAEE shall be usable for multiple purposes. Firstly, it shall be informational for agencies wishing to be authorized. Secondly, the material shall be provided to support agencies in their contact with stakeholders in their country.

## **Approach**

A number of different materials shall be produced:

- A standard PowerPoint presentation with arguments and benefits of ENAEE. This presentation shall be adapted by the authorized agencies according to their needs
- A brochure composed of several inlets for students, employers, agencies
- An informative website and access to the database
- A workshop outline that the agencies can carry out in their countries.
- A list of FAQs to be developed.

All material should be provided both electronically and in hardcopy, if applicable. The agencies should be provided a version that they can translate into their national language if they desired to do so.

Furthermore, agencies can be assisted in implementing the directive and exchanging ideas

## **Proposed activities**

- ➔ Change the EUR-ACE<sup>®</sup> logo / provide a high resolution logo for including in promotional materials (.eps)
- ➔ Ask a graphic designer to devise a new logo and also an outline for other material (website, brochure, etc.)

## **5) Promotion of ENAEE worldwide**

In addition to the above mentioned steps, ENAEE should promote its activities outside of Europe. As significant interest in ENAEE has been demonstrated by both agencies and universities worldwide, the expansion of ENAEE's activities is already under way. While ENAEE will certainly remain 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 label is appreciated by stakeholders worldwide.

To this end, ENAEE should be represented at conferences and other events related to engineering education, publish in journals and become a member of relevant organization.