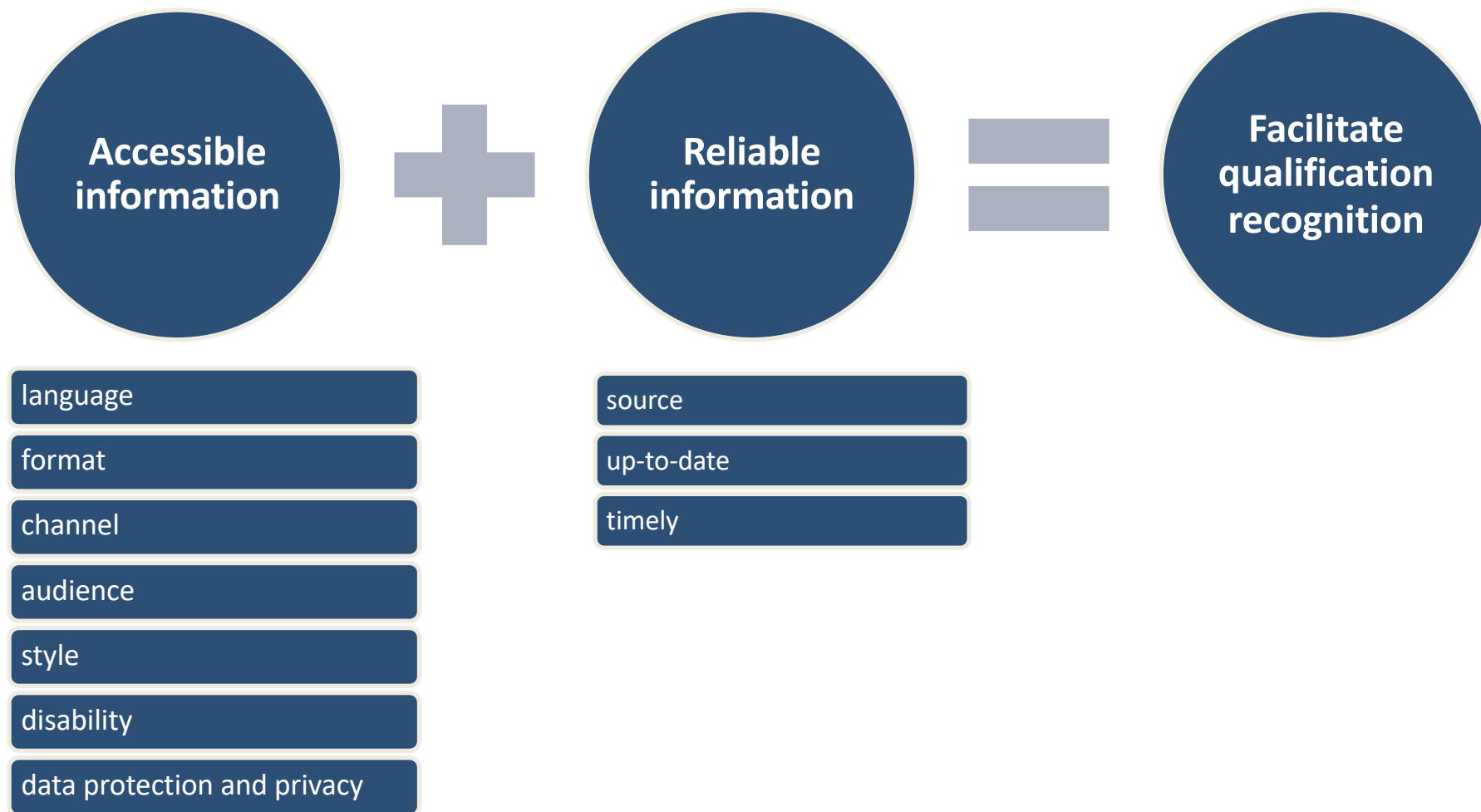


# ELCORE WORKING GROUP

*EHEA Thematic Peer Group B  
Seminar on information provision*




# CENTRAL ROLE OF INFORMATION



# TOOLS SUPPORTING RECOGNITION

## LRCC 2019 *Revised Template for the Diploma Supplement*

 I. DIPLOMA SUPPLEMENT

**1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION**

Last name(s)	First name(s)
1.1 <input type="text"/>	1.2 <input type="text"/>
Date of birth (dd/mm/yyyy)	Student identification number or code (if available)
1.3 <input type="text"/>	1.4 <input type="text"/>

**2. INFORMATION IDENTIFYING THE QUALIFICATION**

Name of qualification and (if applicable) title conferred (in original language)	Main field(s) of study for the qualification
2.1 <input type="text"/>	2.2 <input type="text"/>
Name and status of awarding institution (in original language)	
2.3 <input type="text"/>	
Name and status of institution (if different from 2.3) administering studies (in original language)	Language(s) of instruction/examination
2.4 <input type="text"/>	2.5 <input type="text"/>

**3. INFORMATION ON THE LEVEL AND DURATION OF THE QUALIFICATION**

Level of the qualification	Official duration of programme in credits and/or years
3.1 <input type="text"/>	3.2 <input type="text"/>
Access requirements(s)	
3.3 <input type="text"/>	

holder of the qualification

qualification ID

level and duration

programme and results

function of the qualifications

additional information

certification of the supplement

national higher education system

Source: LRCC. 2019. [Revised Template for the Diploma Supplement](#).

# TOOLS SUPPORTING RECOGNITION

(cont'd)

## ENIC-NARIC Networks EAR-HEI Manual

competent  
recognition  
authorities

credential  
evaluators



ensure  
information  
is clear and  
accessible

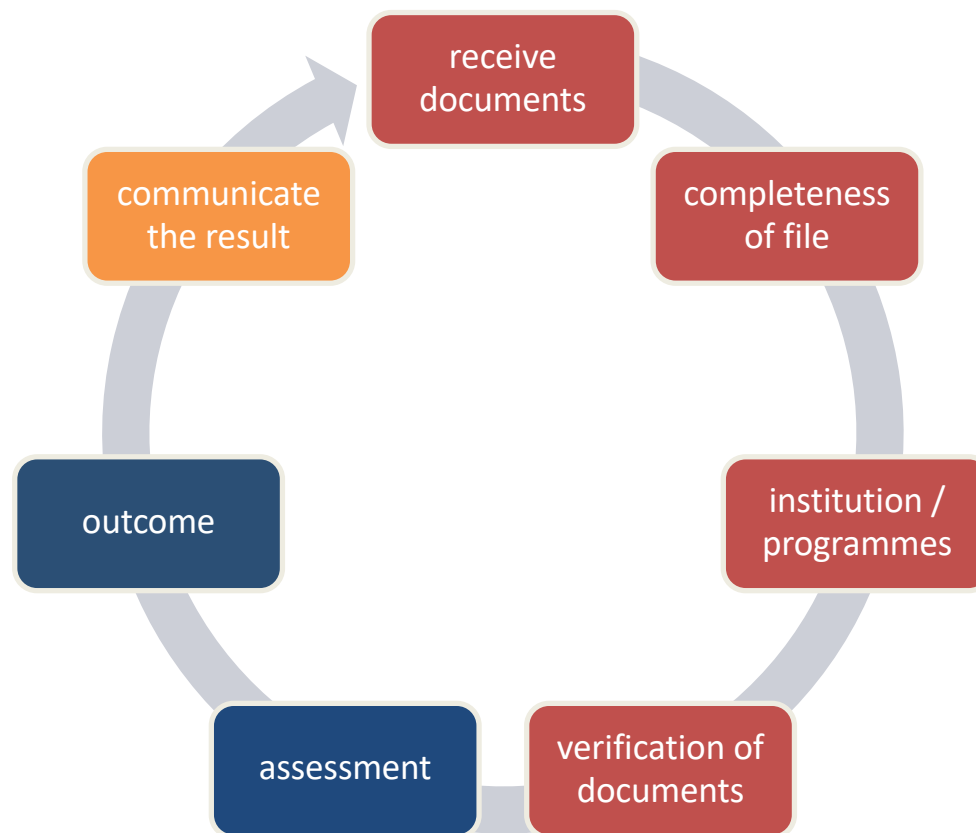
provide  
information  
during the  
application  
process

provide  
information  
on the  
recognition  
decision

Source: ENIC-NARIC Networks. [European Area of Recognition Manual for Higher Education Institutions \(EAR-HEI\)](#), 3<sup>rd</sup> Edition.

# TOOLS SUPPORTING RECOGNITION

(cont'd)



Source: Idem.

# CENTRAL ROLE OF INFORMATION (cont'd)



# CENTRAL ROLE OF INFORMATION (cont'd)

**Core principle of communication:**



Does your organization efficiently send out messages to its target audiences?

# CROSS-CHANNEL ENVIRONMENT

HEI information systems may include:

## On-line

- Web site
- Mobile APPs
- Social media accounts
- Instant messaging
- E-mail and newsletter

## Off-line

- Telephone
- In-person and word of mouth
- Mail/postal service
- Conference, recruitment fair, workshop and meeting
- Printed documentation
- Media outreach



# CROSS-CHANNEL ENVIRONMENT

(cont'd)



# CROSS-CHANNEL ENVIRONMENT

(cont'd)

## Social media



There are almost 3.2 billion active social media users. In relation to the global population (42% penetration rate).

**>>> + 13% (362 million) between January 2017 to 2018**



A little more than 4 billion people use internet on a regular basis. (53% penetration rate).

**>>> + 7% (248 million) between January 2017 to 2018**









Across the world, there are 5.1 billion unique mobile users (68% penetration rate).

**>>> + 4% (218 million) between January 2017 to 2018**

Source: HootSuite. <http://ow.ly/5ITb50x1McV>.

# CROSS-CHANNEL ENVIRONMENT

(cont'd)

	MONTHLY ACTIVE USERS	DEMO GRAPHICS	FORMAT	FREQUENCY	GREAT FOR	CHALLENGE	MARKETING GOALS
	2.23 BILLION	ALL AGES 53% FEMALE	TEXT, IMAGE AND VIDEO	1 - 3 POSTS A DAY	PROMOTING LOCAL EVENTS AND BUILDING COMMUNITY	LOW ORGANIC REACH	BUILD COMMUNITY
	1.9 BILLION	ALL AGES 62% MALE	VIDEO	ONCE A WEEK	SOLVING PROBLEMS WITH HOW-TO TUTORIALS	TIME AND RESOURCE INTENSIVE	ATTRACT NEW CUSTOMERS
	1 BILLION	MOST 18 - 29 68% FEMALE	IMAGE AND VIDEO	ONCE A DAY	VISUAL BRANDS AND MAKING PERSONAL CONNECTIONS	CREATIVITY REQUIRED	CONNECT WITH EXISTING CUSTOMERS
	590 MILLION	MOST 25 - 54 56% MALE	TEXT WITH IMAGE	1 - 2 POSTS A DAY	B2B LEAD GENERATION AND RECRUITING	USERS AREN'T AS ACTIVE	BECOME THOUGHT LEADER
	326 MILLION	MOST 18 - 29 53% MALE	TEXT	10+ POSTS A DAY	NEWS, PR, AND CONNECTING WITH INFLUENCERS	SHORT LIFESPAN OF POSTS	CONNECT WITH INFLUENCERS
	250 MILLION	MEDIAN AGE IS 40, 80% FEMALE	IMAGE	30 PINS A DAY	DRIVING TRAFFIC FOR BLOGS AND E-COMMERCE RETAILERS	CUSTOM IMAGES REQUIRED	DRIVE TRAFFIC AND LEADS

Source: HootSuite. <https://www.angieensler.com/how-to-choose-the-right-social-media-platform-for-your-business/>.

# CROSS-CHANNEL ENVIRONMENT

(cont'd)

- ▶ Organizations, regardless of their purpose, must update their communication channels to reach their audience and therefore facilitate recognition procedures.
- ▶ Many methods and strategic approaches used on digital platforms directly come from the Marketing & Communications field.
- ▶ Nowadays, the growth of organizations includes digital factors; more key performance indicators (KPI) will be based on digital products and services.

>>> ADAPTABILITY IS A PRIORITY <<<

# AUDIT YOUR COMMUNICATIONS

- ▶ Ultimate goal is to measure your organization's ability to share and receive information.
- ▶ Identify a clear scope of work: how far will you review your organization's communications?
- ▶ Identify each component of your communication infrastructures, from content creation all the way to your IT systems.
- ▶ List your successes and failures.
- ▶ Start thinking about potential improvements for the future.

# ESTABLISHMENT OF PROTOCOLS

## Emergencies

- Systems are down
- Physical office not functioning
- Temporary suspension of operations
- Health/Sanitary situation
- Political crisis



Setup a service continuity plan



Adjust your service delivery/operations



Update your information systems



Communicate with your audience

# CREATION OF USER PERSONA

- ▶ Personas are the representation of **fictional users** that would be most likely to engage with your organization. Each one of your personas stands for a unique segment.
- ▶ Their creation involves your imagination, story-telling processes and already existing data on key stakeholders. Stronger ideas will come out in a collaborative setting.
- ▶ For each one of your personas, create a chronological flow-chart to **describe their journey with your organization**, from (their) beginning to (their) end.

# CREATION OF USER PERSONA

(cont'd)

## Resources to use and re-use

### INTERNAL

- Data collected from procedures
- Digital data already existing
- Previous research and publications
- Interviews with service users

### EXTERNAL

- HEI publications
- Stakeholders publications
- Academic and research papers
- News articles
- Unsolicited reviews and feedback



# USING PERSONA TO AUDIT COMMUNICATIONS

Worksheets – Step 1

Worksheets – Step 2

# RECOMMENDED READING



1. ICT for information accessibility in learning (ICT4IAL) consortium (2016). *Guidelines for Accessible Information*. Retrieved from: <https://www.ict4ial.eu/guidelines-accessible-information>
2. ENIC-NARIC Networks. [\*European Area of Recognition Manual for Higher Education Institutions \(EAR-HEI\)\*](#), 3rd Edition
3. 99designs (2018). *How to create a user persona*. Retrieved from: <https://99designs.ca/blog/business/how-to-create-user-personas/>
4. EUR-Lex (2016). *General Data Protection Regulation* (full text). Retrieved from: <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

# QUESTIONS

- ▶ Do you believe your organization's information to support qualification recognition is **accessible** and **reliable**?
- ▶ What are your information strength and weaknesses?



# JOIN THE CONVERSATION!



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#SDG4



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