



Ministry of Education, Culture and
Science of the Netherlands



Ministry of Education
of the Republic of Moldova

Doc. Code: BFUG_NL_MD_50_9

Last modified: 26.02.2016

INFORMATION BY THE BFUG SECRETARIAT ON RESTRUCTURING THE EHEA WEBSITE

The current EHEA website was first initiated by the Romanian BFUG Secretariat in 2010. Our colleagues from Armenia carried on with the same website with the technical support of the Romanian colleagues.

In the Terms of Reference of the current BFUG Secretariat, which were adopted last September in Luxembourg, it is specified that we have to *"review and update the European Higher Education Area website ensuring that up-to-date information is made available at all times for the BFUG and the public at large. [The Secretariat] will develop an ad-hoc communication system, using up-to-date digital tools. It shall propose a new website in order to provide a more efficient service."* (BFUGMeeting_LU_LI_48_4_ToR_Secretariat 2015_2018).

I. Analytical elements of the current websites

1. Descriptions of the different websites

- On the main public website, we can find about 400 articles; about 100 pieces of "news" for the years 2012 to 2015, 600 "events" between 2009 and 2015 and thematic pages such as a glossary, a page on "how to study in Europe" etc.
- On the archive website, there are more than 2500 documents, the majority of them are free access and 28% are protected. The documents which are free access are present two or more times (up to five times for one document).
- The "Backoffice" is a restricted area for BFUG members and members of the working groups. It is a platform where we can put down documents and share them among the participants.

2. Analyses

➤ Facts and figures

- Annual total sessions: **114 162**
- Daily average sessions: **313**
- Percentage of new visitors for the year: **72.8%**
- Number of pages consulted during a session: **2.14**
- Average session duration: **00:02:06**
- Bounce rate¹: **61.27%**
- Visitors'countries: principally the USA (in most cases arriving on the homepage through an organic search. In other cases, through referrals).
- Technologies used to consult the website: the majority of visitors use a desktop, 10% a mobile phone and 4% a tablet. A majority of visitors use a windows operating system.

➤ Survey

We asked the BFUG members to gather feedback, needs, and suggestion about the website.

¹ The bounce rate represents the percentage of visitors who enter the site and then leave ("bounce") rather than continue to view other pages within the same site.

The results are that the website seems outdated in terms of technology, layout and image. Its content should be reviewed and should meet the needs of different audiences. All documents should be readily available and possibly linked to key meetings (e.g. Ministerial Conferences) to improve transparency

II. The new website

1. Elements to take into consideration

We asked the companies having a contract with the French Ministry of Higher education to propose a new model for the website, paying attention to the following points:

- know where you are and what subject the website deals with immediately when you arrive on the home page
- have easy access to the restricted area
- reach the research engine easily
- see the main items (tools, work plan and Communiqué) and some main topics rapidly
- have a calendar of events
- identify the target audiences and consequently the different paths: general public, students, and experts.

We also asked for a responsive website in order to consult it on different screens and to provide an access to social networks.

2. Social networks

Concerning the social networks, share buttons will be available on each page. These buttons allow visitors to share the page via email or through the social networks for which they already have an account (such as Twitter, Facebook, LinkedIn, Google+ !, Scoop.it).

To strengthen the information about BFUG activities, the Secretariat plans to be present on social networks. Details will be disclosed at the next BFUG Meeting.

Twitter and Facebook accounts will be mainly dedicated to:

- Promotion of <http://www.ehea.info> website contents.
- Announcement of the 2015-2018 work program events.
- Relay of information for each of the countries and the organization members related to the work plan or the main topics.

3. Overview of the future work

We will keep a dedicated section of the website for countries. Before the next BFUG meeting, we will come back to you all for updating the page related to each of your countries.

This new website will, we hope, be operational in September.

III. Issues to be raised during the BFUG meeting:

We need to get a recommendation from the BFUG concerning the rules to be followed to publish documents on the website.

In 2011, the Secretariat asked the BFUG to define and clarify the rules for publishing documents on the public website. It was agreed to ensure transparency of the documents. But this practice changed over time. This is why the Secretariat needs to know if it can come back to the decision made in 2011 and therefore we propose to adopt the following procedure:

1. The minutes of meetings (BFUG/WG/AG/Board) may be approved via email, in order to have them available more quickly for publishing on the website;
2. As a general rule, documents that are not explicitly excluded will be published on the website.