

MINUTES OF ERASMUS+ BOOST/ Boosting Armenian Universities Internationalization Strategy & Marketing Training, Barcelona, Spain

Meeting/Project Name:	<i>ERASMUS+ BOOST/ 573975-EPP-1-2016-1-AM-EPPKA2-CBHE-SP</i>		
Date of Meeting: (MM/DD/YYYY)	19/02/2018-23/02/2018	Time:	09:30-17:00
Training Facilitators:	Marina Casals Vicenc Fernandez Berenice Martin	Venue:	UPC

1. Meeting Objective

- Training

Consortium partners:

Name	Institution
Ara Yeremyan	ASPU
Kristina Tsaturyan	ASPU
Anush Sargsyan	ASPU
Gohar Arakelyan	ASPU
Anahit Ordyan	AUA
Gayane Makaryan	AUA
Adelaida Baghdasaryan	AUA
William Bairamian	AUA
Anahit Farmanyan	Shirak State University
Asya Harutyunyan	Shirak State University
Elvira Zargaryan	Shirak State University
Hovik Melkonyan	Shirak State University
Arkadi Avanesov	YKSC
Narine Avetisyan	YKSC
Ruben Smbatyan	YKSC
Anna Hovhannisyan	YKSC
Gohar Dokholyan	Vanadzor State University
Lusik Vardanyan	Vanadzor State University
Arus Hovakimyan	Vanadzor State University

Name	Institution
Hermine Grigoryan	Vanadzor State University
Tatevik Gharibyan	MoES
Arsen Hakobyan	MoES
Ruben Sukiasyan	MoES
Gayane Harutyunyan	ARMENIC
Nazani Gevorkyan	ARMENIC
Vicenc Fernandez	UPC
Berenice Martin	UPC
Marina Casals	URV
Madli Krispin	TUT
Mari-Ann Hein	TUT

The purpose of the meeting was:

- To introduce concepts and techniques and develop skills and abilities to build Strategic Internationalization Plan in order to create sustainable success.
- To represent the draft national internationalization strategy developed by the working group

The consortium partners participating in the training were 30 representatives from the Universities of Armenia, Spain, Estonia, the Ministry of Education and Science of Armenia and the National Information Center for Academic Recognition and Mobility.

18-23, February, 2018

Welcome: Introduction to the meeting and adoption of the agenda

The training launched with the opening speeches of UPC Vice-Rector of International Policy: Prof. Juan Jesus Perez Gonzalez and UPC former Vice-Rector of International relationships: prof. Lourdes Reig. They welcomed all the participants in UPC and briefly introduced UPC and the internationalization strategy of UPC. UPC's internationalization strategy, as well as how it was developed and implemented was introduced during this session. The session was followed by Q&A.

Vicenc Fernandez from UPC briefly introduced the agenda of the training, the contents to be covered during the 5-days.

Afterwards the participants visited to the Entrepreneurship Space Empren of UPC. The representative of Empren Xavier Estaran Latorre made a presentation on a topic “A space for students and recent graduates who have a business idea and need a place to make it real”.

Training: day 1

Marina Casals from URV introduced the objectives and the contents of the training and emphasized the role of the crucial and interconnected components of developing internationalization strategy plan.

An ice-breaking activity has been conducted to introduce the participants to each other. Afterwards the participants were asked to write down their personal and professional anticipations from the training and Barcelona that were posted on the board. The aim of this exercise was to understand after the end of the training whether the objectives and outcomes of the training met the needs and expectations of participants.

The 1st day training has started with the strategic planning cycle and creating awareness of SIP process.

Training: day 2

The second day of the training touched upon the notions of vision and mission, the differences between them and the importance of defining correctly the vision and mission of each university’s internationalization strategy plan. The participants learned also the diagnosis phase: SWOT and SOAR. As a practical part they were asked to do an activity on either SWOT or SOAR. The trainees worked by groups and tried to make SWOT or SOAR analyses of their University’s internationalization strategy. During the second half of the day the participants learned how to make stakeholders analyses and also covered trends in HEIs.

Training: day 3

The third day of the training was devoted to defining goals, operational objectives, actions and KPI’s of SIP. After covering the theoretical knowledge, the participants worked on groups on defining the goals, objectives, actions and KPI’s of their university’s internationalization strategy plan. Moreover, the topic included also communication and implementation processes of SIP. That is for developing a successful SIP communication and implementation processes are of utmost importance.

Training: day 4



The next day started with the introduction of implementation, evaluation and correction processes of SIP. SIP developing is a constantly developing process which needs to be controlled, evaluated and amended correspondingly.

Afterwards the participants were given cards. Each card included a component of SIP. They had to classify accordingly the components in sequence on the floor. The aim was to ensure whether the topics covered during those days were perceived by the trainees and will be applicable for developing SIP.

Presentation of the national internationalization Strategy

Kristina Tsaturyan from ASPU represented the draft national internationalization strategy. She indicated that the working group 1: Development of Higher Education Internationalization Strategy at national level have met 5 times and worked on defining goals and operational objectives of national internationalization strategy. They have developed the draft based on HARMONY project results, benchmarking analyses and studies of other internationalization strategy cases.

The strategy consists of 4 goals that are split into objectives. Each goal and objective was discussed in details. The presentation was followed by comments and recommendations from EU partners.

The group agreed on the following point concerning the draft national internationalization strategy:

- To modify all the objectives because they contain both the objectives and actions to make them broader.

Then the consortium partners were divided into two groups. The contact persons of each institution participated in the project coordination meeting whereas the rest of the participants worked on presentation for developing SIP development plan for their university.

Training: day 5

During the last day of the training one representative from each university presented the plan of developing SIP on which they have worked in the previous day. All the plans presented were followed by comments and recommendations by trainers, EU and AM Partners. The day was finalized by hot discussions of outcomes of the training. All the participants expressed their gratitude to the trainers for effective training and UPC representatives for hosting them.