

EADTU Strategy 2019 – 2025

# Annex 1 Action Lines

In direct relation to the strategy, we can identify action lines that we see as important in promoting the strategic objectives. We will undertake further work and consultation with members before committing to a final list of actions and the resources required to deliver them. At this stage, the list reflects current work, but also includes some aspirations for the future.

## Policy

### Objective 1 Develop a vision for the role of online, open and flexible education in the development of European higher education, and influence European policy in accordance with that vision

* Build and disseminate with the rectors and the associations a shared vision of the development of the online, open and distance higher education sector towards 2020 and 2030
* Develop strategic scenarios for the future of online, open and distance higher education in Europe
* Strengthen the role of EADTU as the representative interlocutor for the online, open and distance sector with the European Union through enhanced engagement of Rectors in particular
* Activate members’ involvement in General Assembly, Rectors’ and Associations Meetings as well as an annual Maastricht Innovation Day meeting and summit with the EU and the national representations in Brussels.
* Support member institutions in their national context on request.
* Gather feedback from all members and provide thoughts on the various relevant EU consultations
* Organise a series of Europe-wide strategic seminars building on the existing Task Force on Strategies and Business Models, leading to the production of a shared environmental analysis
* Create and publish a series of policy and advice papers for the EU, national governments and institutions, based on the collective expertise and experience of members.

### Objective 2 Promote high quality online, open and flexible learning within the European Learning Space for higher education

* Widen the membership to maximise European coverage on blended, online and open education.
* Organise thematic national and local seminars, in the framework of the Erasmus+ Programme.
* Develop with ENQA/ECA and other stakeholders a framework and dialogue for quality benchmarking of online and flexible education in these areas, including the training and accreditation of auditors to raise the quality of provision Europe-wide.
* Identifying and comparing markets in different countries
* Linking new organisational and pedagogical models to different market segments

### Objective 3 Empower European universities in the deployment of blended, online, open and distance learning

* Develop leadership and joint expertise in the membership to serve European higher education institutions in their transition to online and flexible education, including blended, online and off campus quality provisions, off campus education and continuous professional development, informal and non-formal learning through OERs and MOOCs, international education and university-business collaboration
* Developing a vision and approach, and seek and obtain EU funding for a new multi-country programme in support of the Opening Up Education initiative, based on partnership between member institutions and willing partners in the conventional sector seeking to develop as online, open and flexible institutions.

**Objective 4 Contributing to the EHEA by the integration of continuous education and MOOCs and by developing on line models of international collaboration for university networks (e.g. networked courses/curricula and online/virtual mobility, international distributed classrooms)**

* Contributing to the lifelong learning and digital agenda of the Bologna follow up group for the next 2 years.

Community of expertise

### Objective 5 Be a valued source of information and policy intelligence to members

* Act as a low cost channel for promotion of funding opportunities, projects, new posts, achievements etc within the membership.
* Share key institutional and national strategic documents and data across the membership.
* Provide regularly updated information about the current situation of and institutional changes at the individual member institutions.
* Document and share national developments in higher education in each member country and their impact on the member institution(s), focussing on the opportunities and barriers to the development of online, open and distance higher education.
* Provide regular online briefings on relevant developments in European policy.

### Objective 6 Develop and maintain tools and services of benefit to members

* Develop and expand OpenupEd as the leading pan-European MOOC platform with a profound focus on the quality brand offered by EADTU-members and OpenupEd partners. Focus on shared innovations, shared best practice in MOOC activity/pedagogy, shared data on MOOC performance/outcomes and shared standards/open code sets for components of MOOC delivery (for example) open assessment, annotatable video players, etc.
* Maintain and enhance the E-xcellence framework. Create a quality assessment approach at EU level, involving stakeholders and institutions in order to help national policy-makers in designing and implementing quality assessment standards that meet the changed landscape of higher education programs and models needs and characteristics.
* Create by EMPOWER a European service and expertise centre for universities in need for expertise in online, open and flexible education. Subject to development of business cases these might include student-centred learning; the organisation of online, open and distance higher education; OER and MOOCs; quality benchmarking; networked education and virtual mobility, course and programme design. Centres would deliver information, training or other services to members and to non-members with an appropriate fee structure.
* Provide consultancy services to the members and assist members with quality reviews and accreditation procedures

### Objective 7 Develop and maintain models for cooperation and partnerships between members

* Maximise the value of the EU Erasmus+ (Learning Mobility, Innovation and Good Practice, Policy Reform) and Horizon 2020 (Research and Innovation) programmes to member institutions.
* Create and support models for cooperation between members on topics responding to member

needs (e.g. MOOCs and OER, university-business cooperation, regional impact, quality assurance).

* Extend the role of virtual mobility in European higher education by working across members and with other institutions to expand the use of online curriculum sharing.
* Explore the creation of collaborative or joint graduate schools and summer schools for mission-related topics (OER/MOOCs, technology-enhanced teaching and learning, online course design, educational games,…)
* Assist members in extending opportunities for virtual mobility and generate mutual recognition.

### Objective 8 Extend the scale and scope of active participation of members in the work of EADTU

We have taken steps to increase the number of people attending and presenting papers at the Annual Conference. The level of partnership in externally funded projects has been consistently high in recent years, but we see opportunities for further growth. Equally, we believe that EADTU could enhance the work of staff in member institutions by providing more opportunities for them to share their expertise across Europe supported by the EADTU brand.

* Enhance internal processes to maximise opportunities for participation in the formal governance of the Association.
* Increase the effectiveness of the Rectors’ and Associations’ Meetings
* Maintain and extend the range of task forces, academic networks and projects in specialised areas and themes, including research and development, defined through member consultation.
* Set and achieve targets for attraction of external funding of EADTU-hosted projects built on cross-member collaboration.
* Support the work of its members and evaluates its involvement in trend scouting in relation to the benefits of its members.
* Maximise engagement among members by online communities of expertise which could be facilitated by EADTU around particular topics, allowing members to engage deeply in areas of interest to them throughout the year (targeted to educational specialist, researchers and politics-specialists)
* Increase membership staff attendance at the Annual Conference.

## Brand and reputation

### Objective 9 Strengthen the brand of EADTU

* Review the current brand and reputation of the Association across the membership and external stakeholders and draw action plans designed to enhance brand and reputation.
* Strengthen the profile and position of EADTU and its members by active branding of European online, open and flexible education provision with external stakeholders.
* Enhance the online presence of EADTU, particularly in respect of the website and social media.
* Increase internal communication by working together with the members on a broad distribution of the EADTU Newsletter within their organisation/association by encouraging individual subscriptions.
* Organise one of the annual General Assembly meetings in Brussels linked to engagement with senior EU policy-makers by combining the GA with the EADTU-EU Summit.

### Objective 10 Build partnerships with other international organisations of value to members

* Build alliances and strategic partnerships with other relevant international organisations.
* Participate actively in ICDE and in collaboration with other regional consortia and associations in the online, open and distance higher education sector.

**Table of actions against objectives and timeline to follow.**

**-Strategic action lines**

**-Continued EADTU action lines**