



Visibility of EU-funded programmes/Erasmus+ in the Media Tools of Lebanese HEIs

Update on the new Erasmus+ programme 2021-2027

Briefing by Clivio Casali (EACEA)



Conclusions from the National Impact Study on CBHE projects

Briefing by Aref Alsoufi (NEO Lebanon)





Lebanon National Impact Study Report on 2015-2017 projects

<http://erasmusplus-lebanon.org/sites/default/files/documents/LB%20National%20Impact%20Study.pdf>



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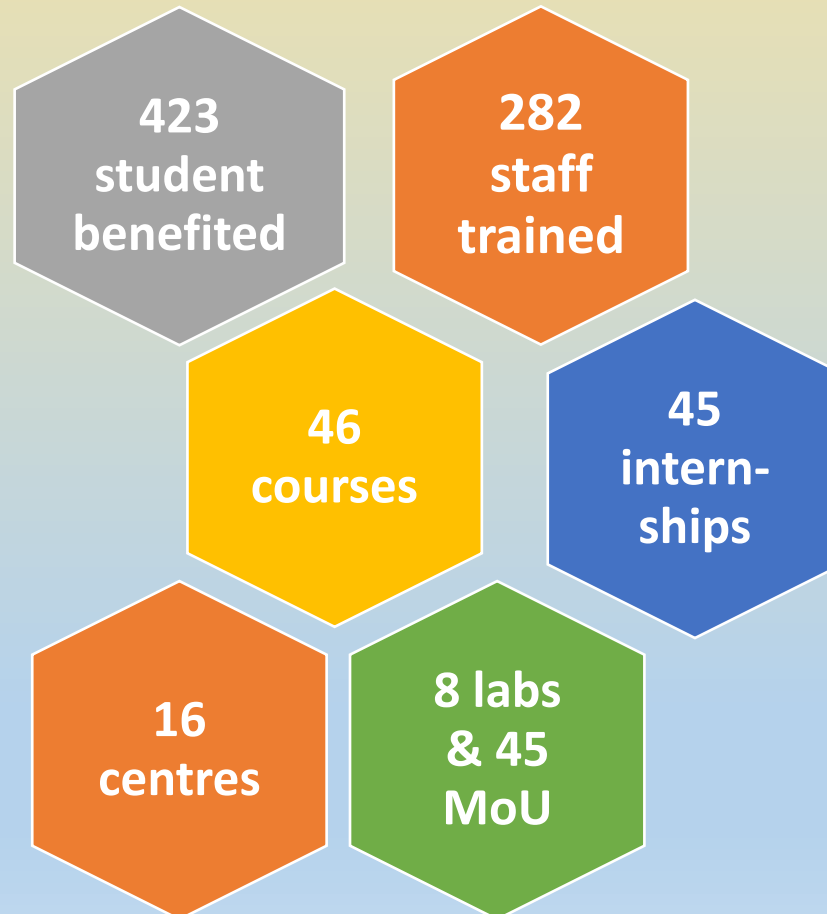
Chapter 8: General Challenges/Lessons learned

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In the framework of 11 CBHE projects (2015-2017)



Chapter 9: General recommendations

- A revision of the programme procedures from selection to the implementation of the projects should be conducted.
- The institutional ownership of any CBHE project results should be given an utmost attention.
- The creation of multipliers and the issue of retraining should be addressed by the submitted proposals and followed up later during the implementation.
- It is recommended that the Needs Analysis carried out within the project should be clearly more related to the content and the design of the subsequent activities.
- Workpackages on impact and sustainability need to be taken seriously when designing the proposal and during implementation.
- A general recommendation should be made about the visibility of the project results within each institution even when the project concerns mainly a particular Faculty or Department.



Let's take a POLL...

Findings of **surveying** EU visibility and **scanning** the universities' media tools



Findings of surveying EU visibility



The Survey

Contacts surveyed 70

Responses 20

Maintained answers 19

17 from 12 HEIs

+ AUF + EUD



EU-funded programmes in LHEIs

All mentioned Erasmus+

Some added Tempus and Erasmus Mundus

Some listed actions like CB, ICM, EMJM and JMA

Many cited specific CBHE projects

PROGRAMME vs PROJECT



Communication Strategy

YES : 10

NO: 2

Communication Office : 4

VP Office : 1

R&D : 1

Combination : 2

Infodays :1

None : 3

Management of media tools

10 centralised

2 decentralised

Media Tools

All : websites

6 : + Newsletters

4 : + catalogues and billboards etc..

Presence of E+ in media tools

Very much present: 15

Not fairly present : 4

Where can E+ be found?

Website : 9

Website and Social media: 8

Nowhere: 2

How easily?

Easy: 12

Needs a series of searches: 3

Difficult : 2

Needs improvement: 2



Suggestions

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Creation of a section on the university's website dedicated to international projects

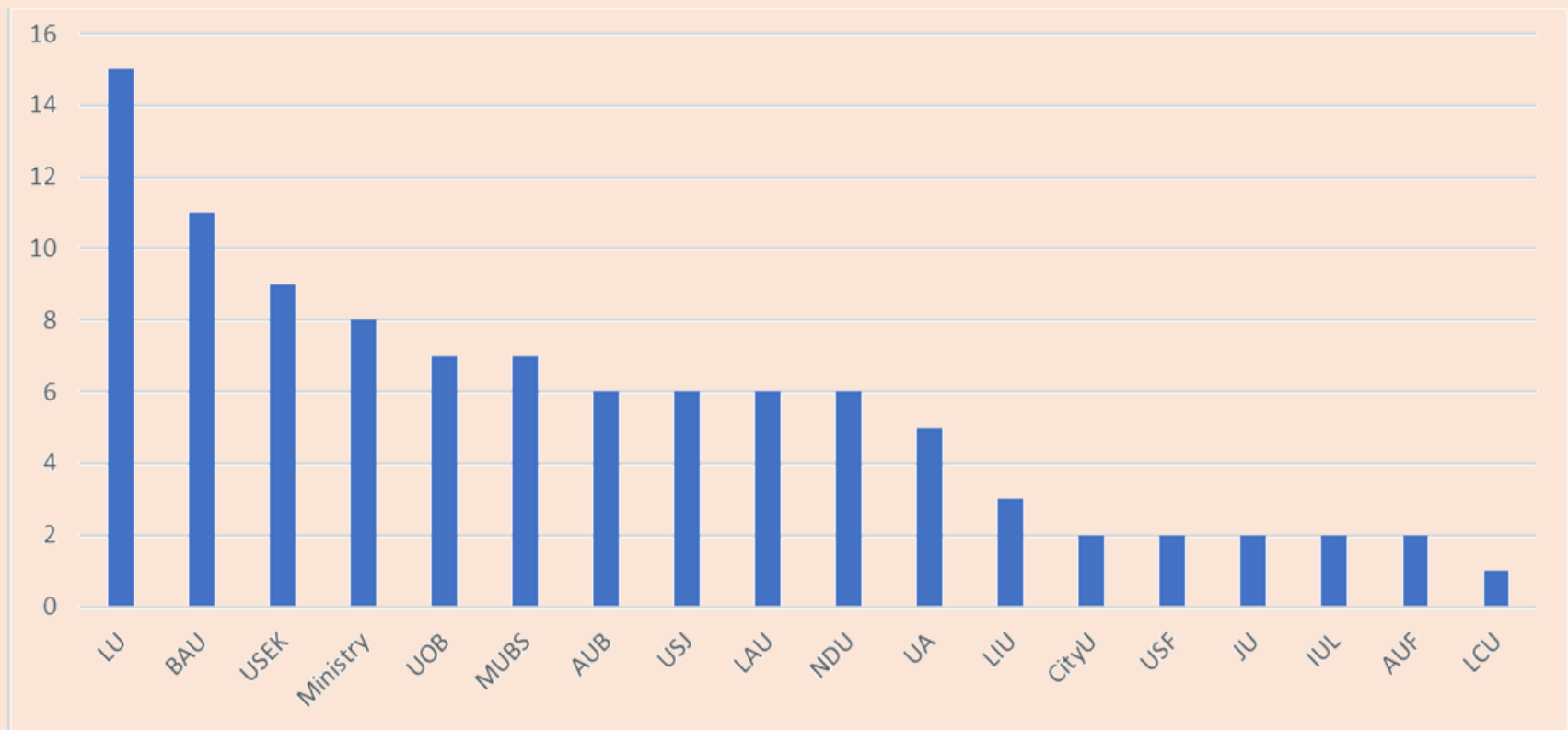
Training of concerned staff is needed

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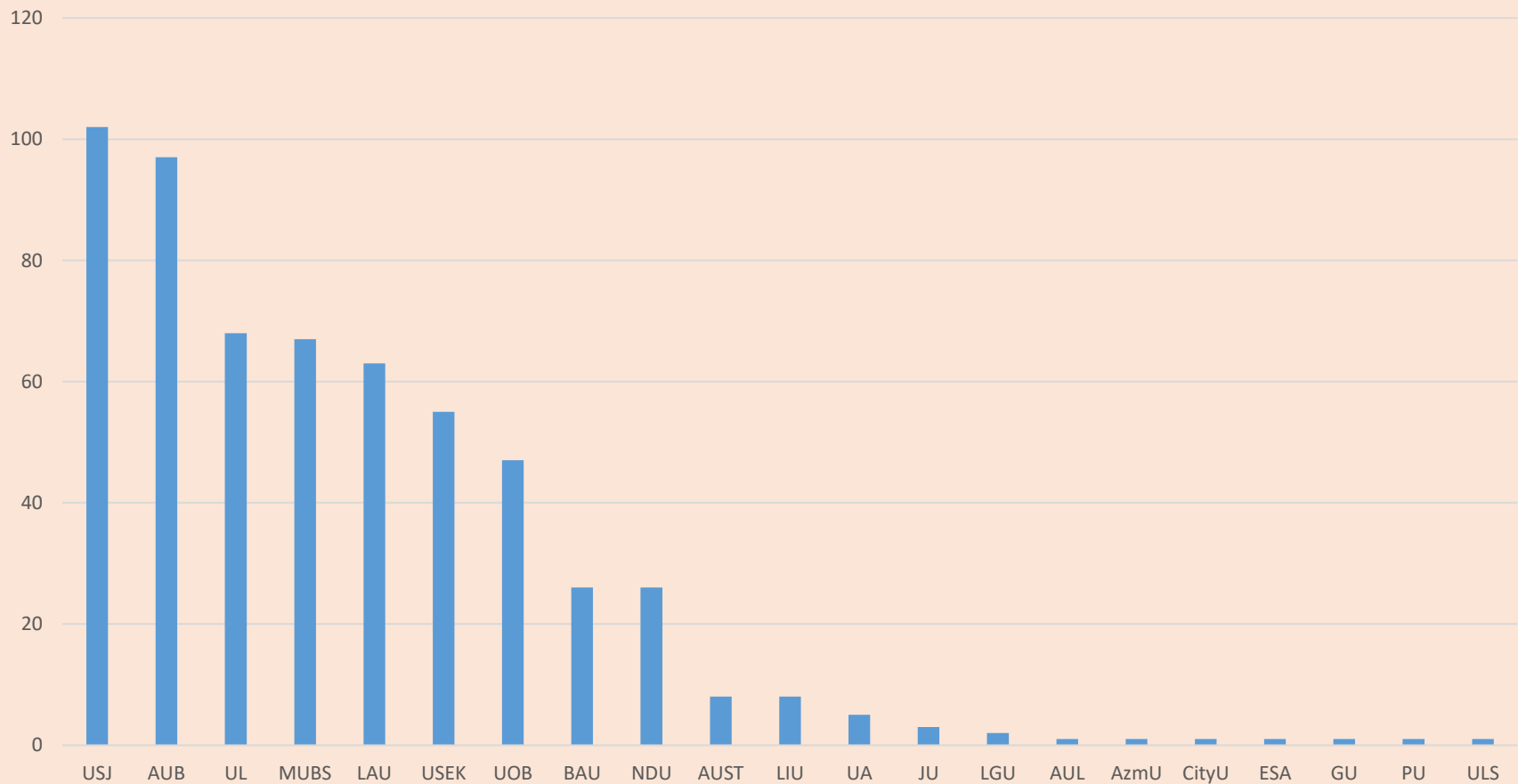
Findings of scanning the universities' websites



Number of Capacity Building Projects by Lebanese Higher Education Institutions (2015-2020)



Number of International Credit Mobility Projects by Lebanese Higher Education Institutions (2015-2020)



Scanning the media tools of LHEIs

Methodology:

- Website was the main source for our data collection
- We distinguished between universities that benefited from Erasmus+ and those that did not
- We were looking after easy accessibility and visibility of Erasmus+ on the websites using the correct visual identity
- Websites of **37 universities** were visited including the Lebanese University
- **24 universities** out of the 37 are involved in Erasmus+ projects.

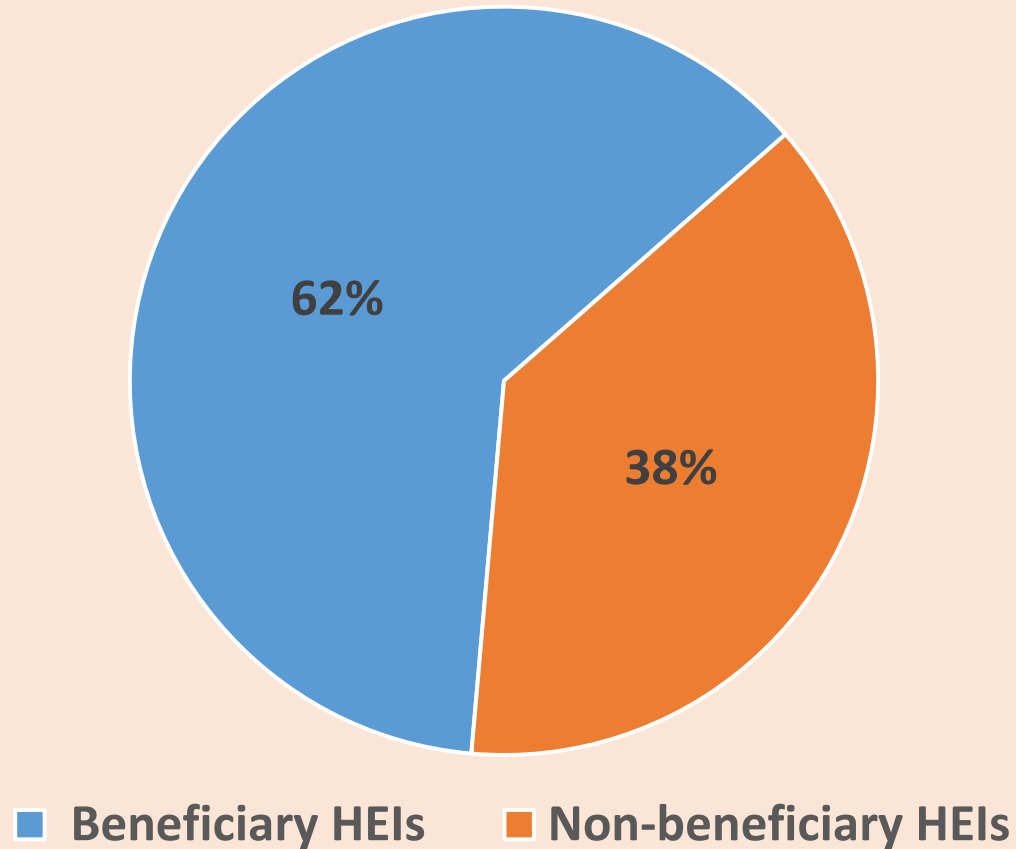


Criteria followed to classify HEIs

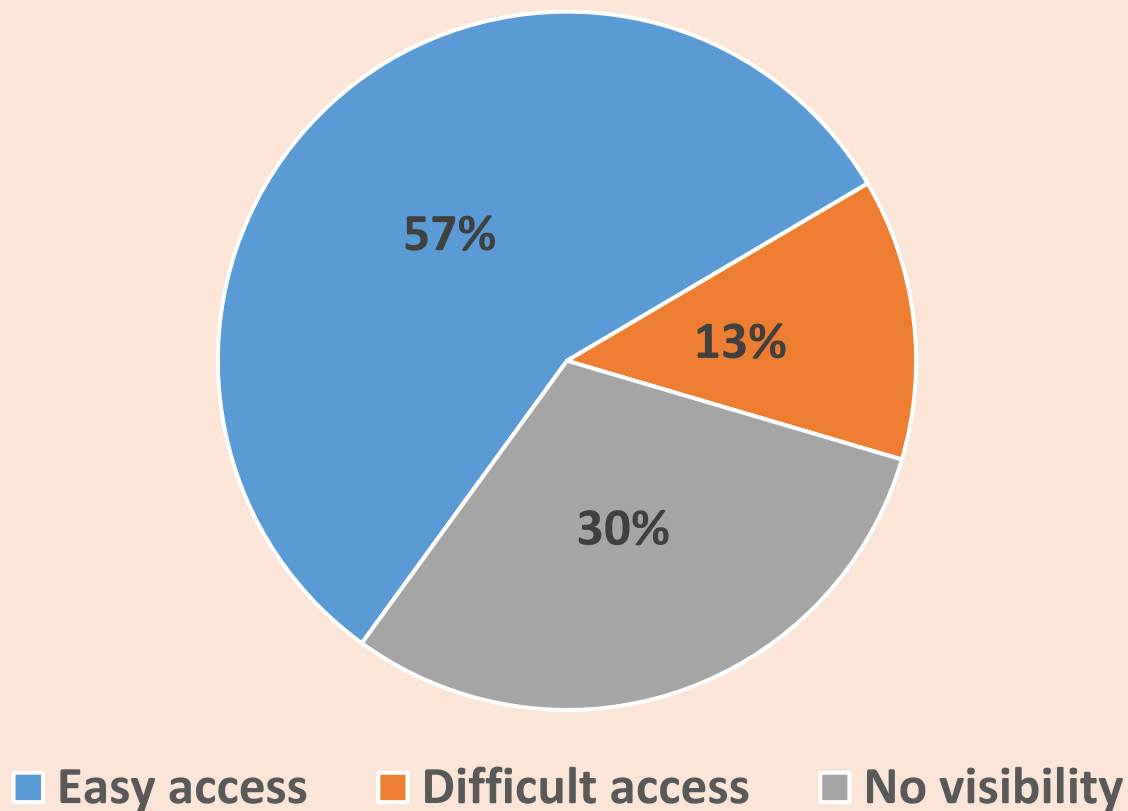
- HEIs with Large participation: > 4 CBHE projects or > 50 ICM (between 2015-2020)
- HEIs with low participation: < 4 CBHE projects and < 50 ICM (between 2015-2020)
- Easy visibility and accessibility: Erasmus+ appears on the home page or one-level-search
- Difficult visibility and accessibility: Erasmus+ appears on 2 or more level search
- Visual identity: Erasmus+ logo



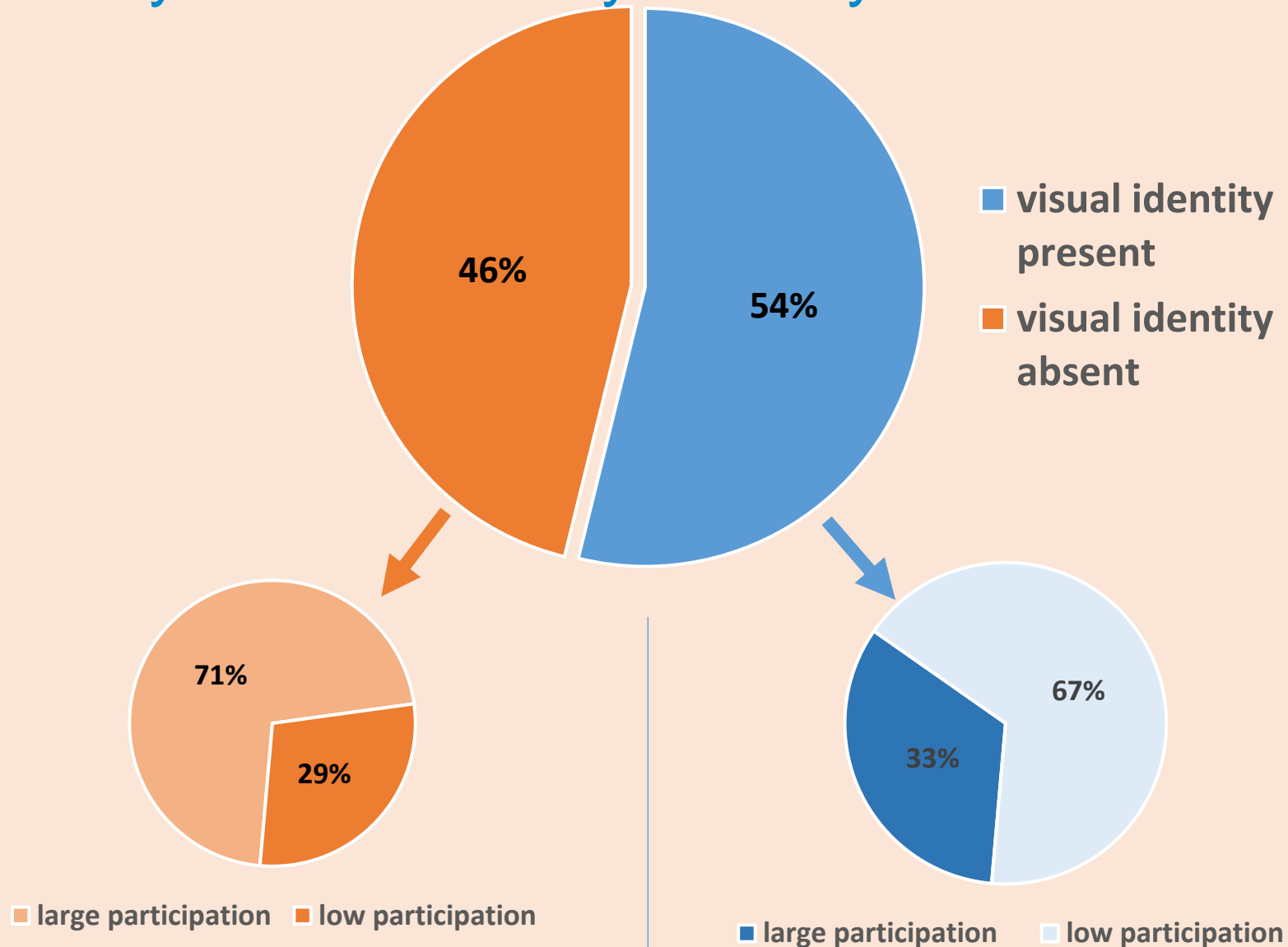
Lebanese HEIs participation in Erasmus+



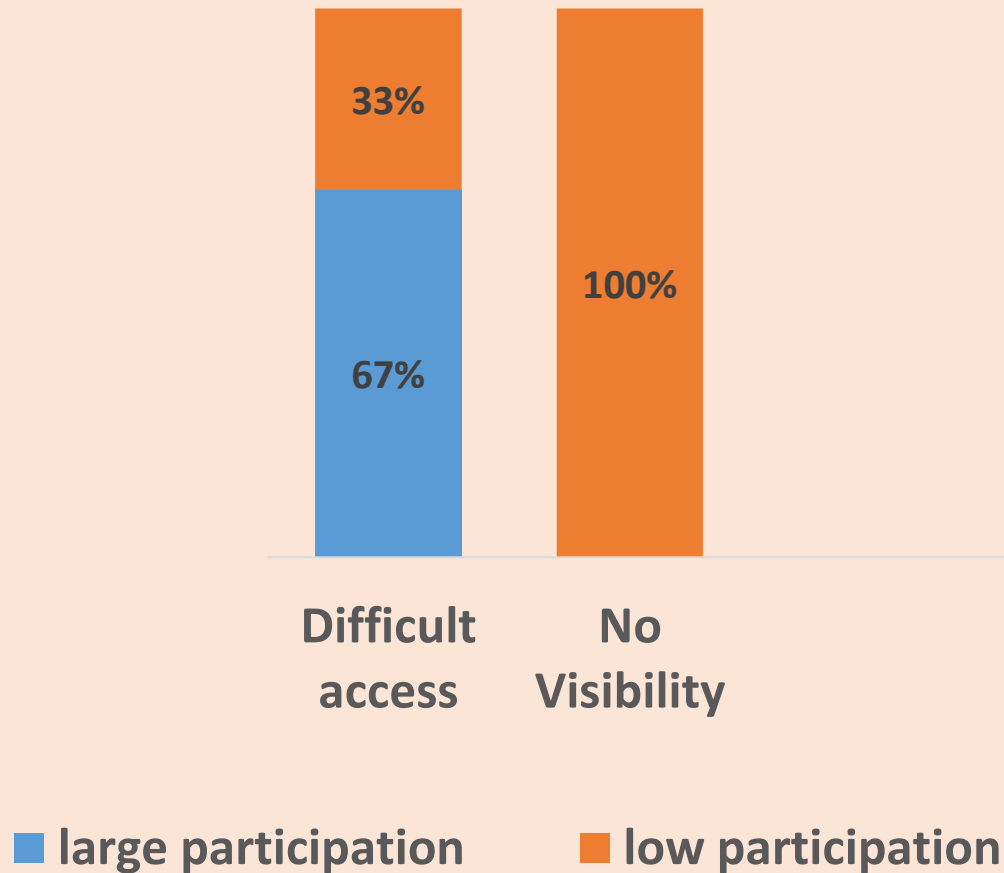
Visibility of Erasmus+ in beneficiary HEIs



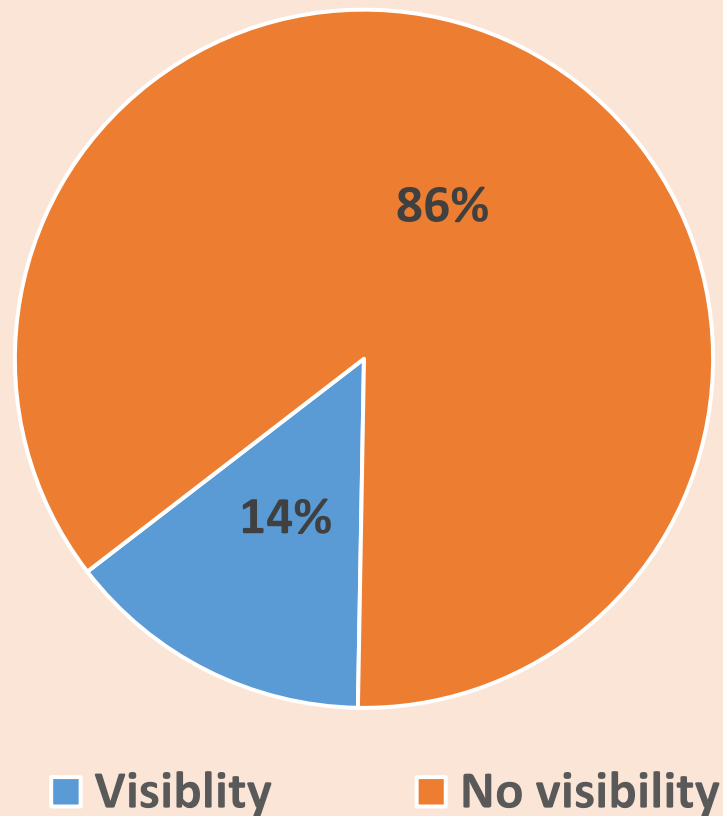
Beneficiary HEIs with easy visibility and accessibility



Beneficiary HEIs with difficult or no access



Visibility of Erasmus+ in non-beneficiary HEIs



Insights

The data provided is alarming for some cases where:

- HEI has large participation in Erasmus+ but fails to ensure a proper visual identity of the programme
- HEI has large participation but has difficult accessibility to the programme on its website.

On the contrary, the data also shows some promising signs where:

- LHEIs who never participated in the programme show visibility of Erasmus+ on their websites.
- LHEIs who have low participation have easy access to E+ on their websites and respect the visual identity.
- Erasmus+ is visible in some important documents: the strategic plan, catalogue and President perspectives/reports and newsletters

Failure to ensure proper visibility of the programme:

- reflects a weak institutional ownership,**
- hinders reaching out to key targeted audience like students**
- and might negatively affect the attractiveness of the HEI.**

Panel discussion

- 1) How much are the institutions aware of the contractual obligations about visibility of the EU-funded projects as set in the signed Grant Agreements?
- 2) Level of satisfaction with the visibility of the EU-funded projects across the institutions' communication tools? What measures, if any, can be taken to improve this visibility?
- 3) Linking the issue of visibility to the internationalisation strategy, the institutional ownership of the project results, the dissemination policy among stakeholders (students in particular) and the attractiveness of each institution.



Conclusions

Answers from the survey on how to improve the visibility of E+:

- Creation of a section on the university's website dedicated to international projects
- Need to train concerned staff

Recommendations (1)

- Communication strategy should be strongly linked to internationalisation, ownership and commitment.
- It is for the benefit of the institution to enhance the visibility of all its international projects for the sake of its attractiveness and openness to the world, particularly the EU funded projects (donations, priorities discussed with stakeholders, bottom-up approach ...).
- Easy visibility at least on the IRO webpage/section.
- Way to draw an international identity.



Recommendations (2)

- Synergy between Erasmus+ projects: Connect the CBHE projects together through posting a list of all CBHE projects in the country with a link on the website of every beneficiary institution (national network).
- Visibility of the Programme and not only of the projects.
- Need for an exchange of practices.

Plus:

Your suggestions via the post-event survey

Thank you

And see you very soon with the new 2022 call for proposals

