

Internationalization strategy workshop “Internationalization pathways and opportunities”

Evaluation report

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First internationalization strategy workshop on “Internationalisation pathways and opportunities” (Work Package 2, deliverable 2.1) took place on June 19th-20th, 2013 in Al Qasemi Academy – Academic College of Education. CHE Consult has conducted an evaluation of the workshop, as stated in the application. We have developed a survey to assess the quality of the workshop and its outcomes, including its impact on increasing participants expertise and motivation for internationalisation. The survey consisted of 2 questionnaires, containing four-point Likert scale-based assessments, as well as open reply options:

- part 1 conducted before the workshop (attachment nr 1 to the report),
- part 2 conducted after the workshop (attachment nr 2 to the report).

This method of pre-post evaluation was intended to show the contribution of IRIS to the knowledge, skills and attitudes of the target groups.

Overall, 15 persons participated in the workshop. **13 pre-workshop** and **11 post-workshop questionnaires** were filled out.

RESULTS OF THE SURVEY

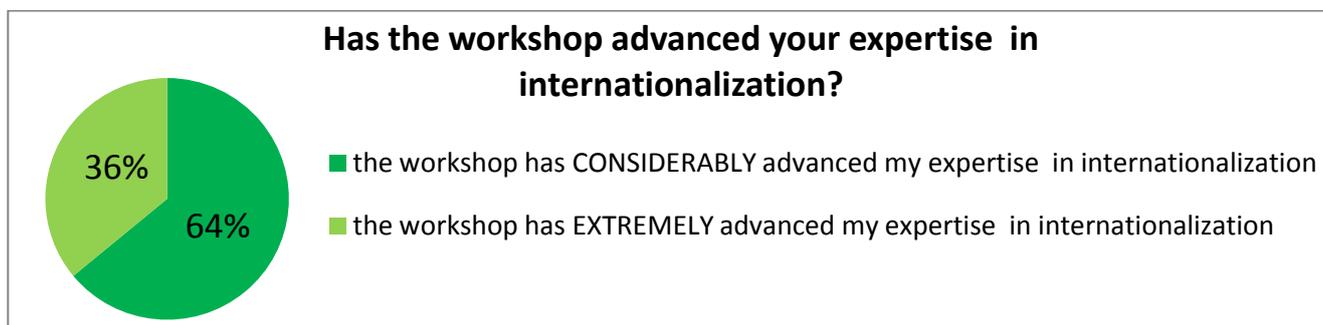


All of the respondents answered that the workshop has either met or exceeded their expectations, which is a strong confirmation of the workshops’ overall high quality and fitness for participants’ needs. In general, on the scale from 1 to 4, the workshop was rated **3,6** with 36% of respondents considering it “good” and **64 % “excellent”** overall (see table below).

As far as **particular elements** of the workshop are concerned, all received an average evaluation **above “good”**. Highest marks were assigned to the speakers: Gudrun Paulsdottir and Dora Longoni (see also open replies), rated by 80-90% of respondents as “excellent”, and subsequently the materials provided. On the other hand, time distribution and balance between presentations, discussions and exercises were the weakest aspects of the workshop, in participants perspective (see also open replies).

How would you rate:	poor	average	good	excellent	AVERAGE on scale 1-4
workshop’s programme			6	5	3,4
speaker Dora Longoni			2	9	3,8
speaker Gudrun Paulsdottir			1	10	3,9
materials provided			3	8	3,7
balance between presentations, discussions and exercises		1	6	4	3,3
time distribution		1	7	3	3,2
organization of the workshop			5	6	3,5
workshop overall			4	7	3,6

Regarding the workshop’s impact on increasing participants knowledge, skills and attitudes towards internationalisation, the results of the survey are also highly positive. In all respondents view, the workshop has considerably or even extremely contributed to the advancement of their internationalisation expertise.



In particular, 91% of respondents consider that the workshop has largely (73%) or completely (18%) provided them with the tools necessary to develop an internationalization strategy plan. In one participant’s view, this goal has been achieved only partially. Moreover, most of survey participants claimed they will certainly put the acquired knowledge and skills into practice.



By comparing participants self-evaluation before and after the workshop, it can be concluded that the intended outcomes of the workshop have been achieved. On average, the **target group's knowledge, skills and attitudes** – in all areas under evaluation – **have increased**.

While, before the workshop, participants had already been quite motivated to invest themselves in internationalisation, as well as quite confident they can develop a strategic plan, their level of motivation rose significantly afterwards. Confidence in ability to draft an internationalisation strategy grew as well, nevertheless with only one participant feeling “very confident” and the rest only “quite confident”, the results can be seen as slightly disappointing. Still, since respondents knowledge and skills how to develop the plan has evidently increased, such attitude might be interpreted as cautious and dictated by participants’ deeper understanding of this challenging task.

How would you rate your knowledge, skills and attitudes BEFORE the workshop?

	poor	average	good	excellent	AVERAGE on scale 1-4
Knowledge of the key factors in internationalization		10	3		2,2
Knowledge of the main components of internationalization		7	6		2,5
Knowledge of the rationales behind internationalization		5	7	1	2,7
Knowledge of how to fund internationalization	7	5	1		1,5
Knowledge of infrastructure needed to internationalize	2	7	2		2
Knowledge of the tools for internationalization	1	11	1		2
Skills in using tools for internalization	4	9			1,7
Knowledge how to develop an internationalization strategy plan	4	9			1,7
Skills to develop an internationalisation strategy plan	3	5	4		2,1
Intercultural competence	2	3	7	1	2,5
	not confident at all	not very confident	quite confident	very confident	AVERAGE on scale 1-4
I feel confident I can develop an internationalisation strategy plan		5	6	2	2,8
	not motivated at all	not very motivated	quite motivated	very motivated	AVERAGE on scale 1-4
I feel motivated to be involved in internationalization activities		2	7	4	3,1

Before the workshop, knowledge and skills related to internationalisation were all, on average, rated **below the level “good”**, with a considerable number of respondents evaluating certain of their individual competences as “poor”. All in all, knowledge of the rationales behind internationalization scored highest, and how to fund internationalization lowest, in the target group’s perception.

After the workshop, knowledge and skills in all but two areas were rated **above “good”**, and only one case of “poor” level judgment was registered. The same competences, as before, received highest and lowest results, but their overall level has noticeably increased. Most substantial developments were declared with regards to knowledge how to develop a strategy plan and skills in using internationalization tools.

How would you rate your knowledge, skills and attitudes AFTER the workshop?

	poor	average	good	excellent	AVERAGE on scale 1-4	Change
Knowledge of the key factors in internationalization			8	3	3,3	+ 1,1
Knowledge of the main components of internationalization			9	2	3,2	+ 0,7
Knowledge of the rationales behind internationalization		1	6	4	3,3	+ 0,6
Knowledge of how to fund internationalization	1	4	5	1	2,5	+ 1,0
Knowledge of infrastructure needed to internationalize		1	8	2	3,1	+ 1,1
Knowledge of the tools for internationalization		2	7	2	3	+ 1,0
Skills in using tools for internalization		1	9	1	3	+ 1,3
Knowledge how to develop an internationalization strategy plan		1	8	2	3,1	+ 1,4
Skills to develop an internationalisation strategy plan		2	8	1	2,9	+ 0,8
Intercultural competence			9	2	3,2	+ 0,7
	not confident at all	not very confident	quite confident	very confident	AVERAGE on scale 1-4	Change
I feel confident I can develop an internationalisation strategy plan			10	1	3,1	+ 0,3
	not motivated at all	not very motivated	quite motivated	very motivated	AVERAGE on scale 1-4	Change
I feel motivated to be involved in internationalization activities			3	8	3,7	+ 0,6

When asked “which sessions/topics of the workshop were most valuable for you?”, respondents indicated the following:

Key factors in internationalization	1
Rationales behind internationalization	1
How to fund internationalization	3
Tools for internationalization	3
Drafting of an Internationalisation strategy plan	4
Case studies, practical examples, best practices	1
Case studies especially the pitfalls, unexpected outcomes, implementation hurdle	1
All of them	1
Need to assimilate (?)	1

Finally, the answers to open questions confirm the general positive feedback from participants, highlighting at the same time certain weaknesses of the workshop, as well as improvement and follow-up suggestions. Recommendations mainly call for more practical examples, exercises and feedback.

Have any questions been left open? What are the internationalisation topics, tools you would need further training or support with?

- I do not know yet. Important to have follow-up and support as we start working
- So how we do it now?
- Contextual adaptation
- How to maintain effective relations with our partners
- No. Maybe more models, templates. PPT are great and extended

Do you have any suggestions on what could be improved in the organization of IRIS workshops?

- I would have liked to have received examples of strategic plans, more case studies
- Less topics, more depth + workshop work. Doing + getting feedback
- To have more actual implementation work
- More action

Do you have any other comments?

- Thank you very much, Gudrun and Dora! I got a lot of information and ideas
- Wonderful presenters – very responsive and open. Would like to work with them more in-depth
- The workshop has been very informative, productive, thought provoking
- I enjoyed all presentations and learned a lot. Thank you!
- Thank you for very informative two days. You were very clear and very welcoming
- Very useful! The workshop facilitation is correct and fruitful! Two days are the correct length. You might consider reducing the load at slides
- Time distribution was good but the days are very long
- It was too long, very hard to sit for so many hours a day. I do not know how to suggest a change
- Overall was very satisfied but participated only on the second day