

Internationalization strategy workshop
“Vision, strategy and implementation”
Evaluation report

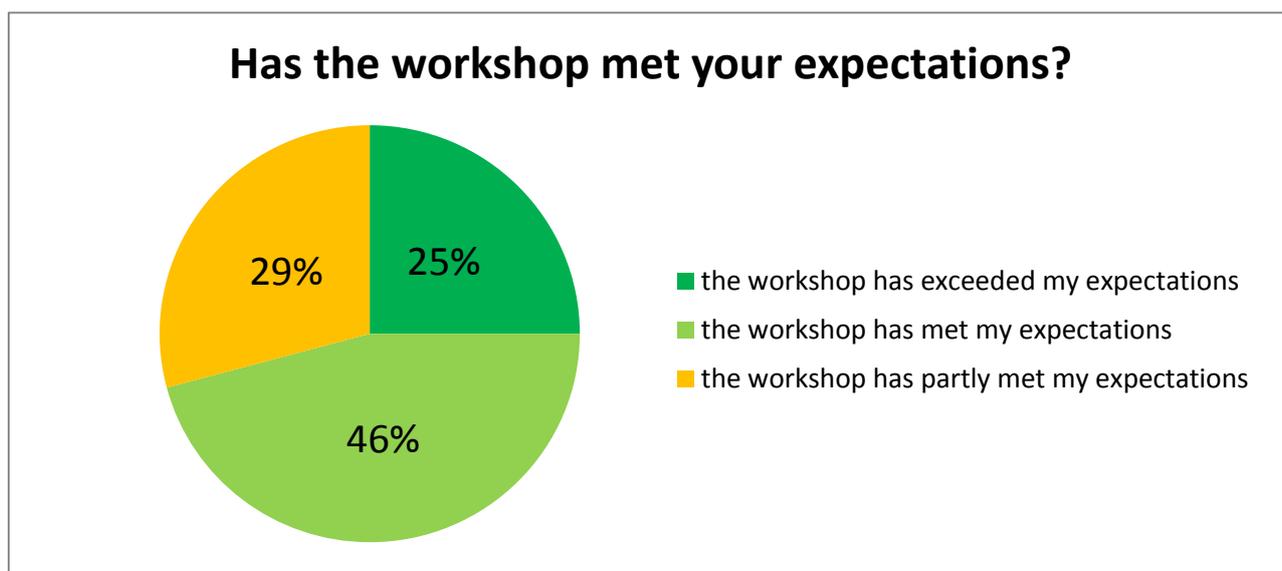
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Second internationalization strategy workshop on “Vision, strategy and implementation” (Work Package 2, deliverable 2.1) took place on August 27th-28th, 2013 in Shenkar College of Engineering and Design. CHE Consult conducted an evaluation of the workshop, as stated in the application. We 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 was adjusted to the workshop’s specifics by the organizers. The questionnaire contained four-point Likert scale-based assessments and open reply options.

Overall, **12 questionnaires** were filled out by workshop participants.

RESULTS OF THE SURVEY



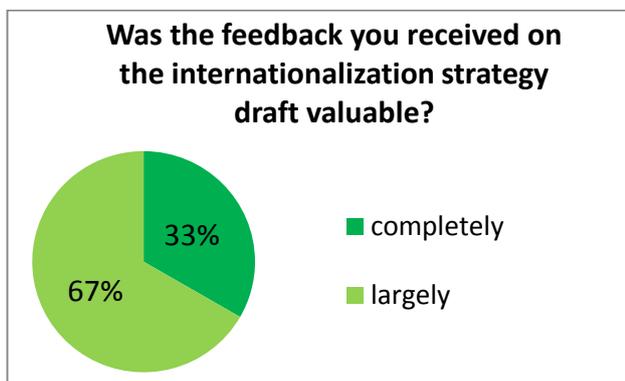
Vast majority of respondents (71%) answered that the workshop has either met or exceeded their expectations, while the remaining 29% felt it met their expectations only partly. These results are a little disappointing, when compared with the strikingly positive reception of the 1st workshop, still **highly positive**. There was no negative response and in general, on a scale from 1 to 4, the workshop was rated **3,45** (compared with 3,6 score in case of June’s workshop). All but one participants considered it “good” (37%) or “**excellent**” (54%) (see table below).

Interestingly, although in comparison with the 1st workshop the overall event was rated slightly lower, the average opinions regarding its **particular elements** were all but one higher than in June. Similarly, almost all received an average evaluation **above “good”**.

Highest marks were again assigned to the speakers: **Gudrun Paulsdottir** and **Dora Longoni** (see also open replies), rated by 90%-100% (!) of respondents as “**excellent**”, and subsequently the materials provided. On the other hand, exactly as in June, time distribution and balance between presentations, discussions and exercises were the weakest aspects of the workshop in participants perspective (see also open replies).

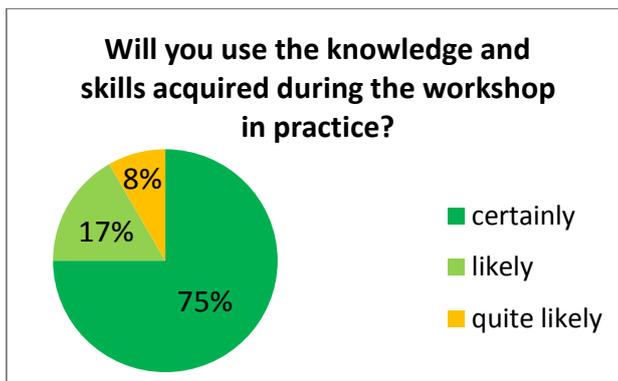
How would you rate:	Poor	Average	Good	Excellent	AVERAGE on scale 1-4
workshop's programme		2	3	7	3,4
speaker Dora Longoni			1	11	3,9
speaker Gudrun Paulsdottir				12	4
materials provided			3	9	3,75
balance between presentations, discussions and exercises		6	3	3	2,75
time distribution		2	6	4	3,2
organization of the workshop		1	3	8	3,6
workshop overall		1	4,5	6,5	3,45

As far as **workshop's impact** on increasing participants' knowledge, skills and attitudes towards internationalization is concerned, the results of the survey are **highly positive**. 100% of respondents confirmed the sessions have contributed to the advancement of their internationalization expertise. Nevertheless, in contrast with the 1st workshop, the number of people whose perceived improvement was “extreme” dropped from 64% to 50%. Moreover, in one respondent's view, the 2nd workshop has only slightly improved his/her expertise. This might however reflect a different (higher) starting level of the target group's competencies. Clearly, the June sessions set the bar quite high.



The aim of the 2nd workshop was different from the 1st one and it seems that it was largely achieved. In particular, in all respondents view the **feedback and guidance** they received during the meeting was completely (33%) or largely (67%) **valuable** and **helpful** for continuing their work on internationalization strategy plans.

Majority of participants consider that the workshop has completely (33%) or largely (50%) provided them with the **tools** necessary to develop, as well as implement an internationalization strategy and action plan. In two participant's view however, this goal has been achieved only partially. Moreover, respondents largely believe they have received the tools needed to improve their visions and strategies. Finally, most of the survey participants (75% against 73% in June) claimed they will **certainly put the acquired knowledge and skills into practice**.



Since most of the workshop participants attended also the June sessions, we were also able to compare the target group's general **attitudes** regarding internationalisation (see charts below). All in all, we may conclude, that since the 1st workshop there was no significant change in this dimension.

After the 1st workshop participants were already very motivated to invest themselves in internationalisation and quite confident they can develop a strategic plan. After the 2nd workshop their level of confidence has risen only slightly (by 0,1%), while motivation showed a minor decrease (by 0,1%). On the other hand, it must be stressed that respondents exuded very high confidence, when it comes to strategy implementation (3,4 average on a scale 1-4; element not rated in June).

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

	not confident at all	not very confident	quite confident	very confident	AVERAGE on scale 1-4	Change vs June
I feel confident I can develop an internationalisation strategy and action plan			9,5	2,5	3,2	+ 0,1
	not confident at all	not very confident	quite confident	very confident	AVERAGE on scale 1-4	
I feel confident I can implement the internationalisation strategy			7	5	3,4	n/a
	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		1	3	8	3,6	- 0,1

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

Strategy presentations and discussions which followed (my own presentation and the feedback received AND/OR the presentations of other institutions)	3
The making of an action plan	3
The self-audit exercise	1
Governance structure	1
All, especially group work which was an active reconsidering and thinking activity	1
Hard to define. All were excellent.	1

Additionally, participants rated **usefulness of the particular sessions** of the workshop, with the “making of an action plan” scoring highest and “governance structure” lowest in the overall ranking (presentations of strategy drafts and cancelled session “Leadership in an international context” were not taken into consideration). On average the results are good, however in some participants’ view the usefulness of certain sessions was only poor or average.

	poor	average	good	excellent	AVERAGE on scale 1-4
Discussions regarding the drafts	1	2	7	2	2,8
The self-audit exercise	1	2	6	2	2,8
The making of an action plan		1	8	3	3,2
Governance structure	1	5	5	1	2,5
Quality assurance, evaluation and assessment		4	6	2	2,8

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 specific, tailored-made, 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?

- Many questions left open. Need more specific help and guidance in own college situation. The sessions were a bit too general and thus disappointing.
- A lot of questions that we need to discuss and decide about the implementation plan.
- I need more talks regarding our institution as part of a group of institutions. One from the other are very different.
- Specific discussion on each Institution's needs. The diversity requires hands-on and touched discussions.
- Maybe work more particularly with each institution, comparing to others. How one implement all the information into his own college?
- How to advance ties with international institutions.
- The main problem would be to set the time frame and budget.
- More things for small colleges.
- I feel quite confident. There is always place for more.

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

- More social activities to enhance inter-institutional relations.
- Less lecturing and presenting. More working together.
- Presidents only + IRO leaders session.

Do you have any other comments?

- The pre-workshop information was good, as well as the speakers. All in all it was a very good and useful workshop.
- The June workshops were on the whole better than August. One day would have been enough.
- I would like to thank Dora and Gudrun for a valuable and interesting workshop. Excellent speakers and experienced internationalization professionals. Thank you!
- Integrate more life examples from institutions.
- Excellent organization. Thank you for the very informative, thought provoking workshops which I found most beneficial.
- Great advisory team.
- It was an excellent activity. Thank you for so professional training.