

Thursday, November 23
Medium
11:25 – 12:25

Personalised Approach to Support Services: Myth or Reality?

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Speakers



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Academic Cooperation Association



Agenda



- Background and session objectives
- Quality support for international academics – a sneak peek into why's & how's
- UniWeliS App demo
- Training programme & E-learning course
- Q&A

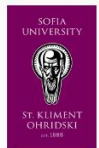
UniWeliS project



Supporting internationalisation of HE through professionalising services for mobile academic staff



- Motivation
- Focus – support of mid-term and long-term mobility of international academics/PhD students/researchers
- Region: Central Eastern and South Eastern Europe
- Target groups – administrative and management staff
- 6 partners: SAIA, ACA, NAWA, UNIS, SU, UNIBA
- Duration 11/2020 – 08/2023



UniWeliS outcomes



UniWeliS study – research scope



- To explore national and institutional levels of commitment and measures undertaken to attract and support int'l academics in 10 host countries in Europe – BG, HR, CZ, HU, MK, PL, RO, RS, SK & SI
- To clarify international academics' need for personalised assistance
- To explore the main challenges facing international academics in the context of their mobility and HEIs in the process of setting up and delivering quality support services
- To elaborate recommendations for HEIs and policy makers

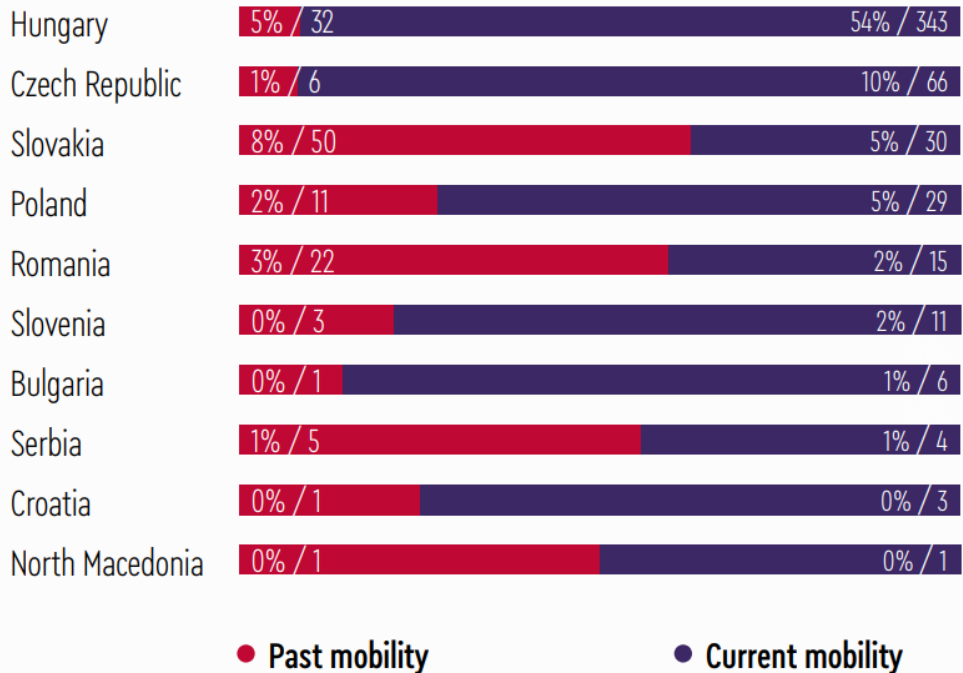


Research sample (individual)



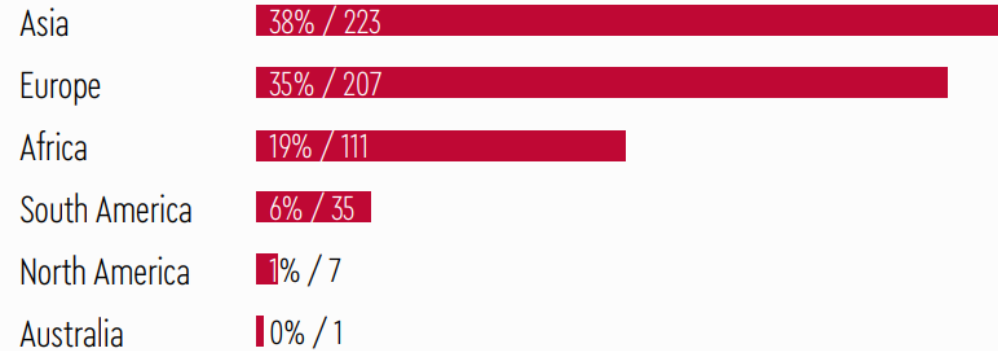
Q2: Please choose the country of your current mobility (study, visit or employment) & Q3: Please choose the country of your longest mobility (study, visit or employment) experience in the past five years on which you would like to report. Percentages correspond to the share of total respondents.

n=640



Q29: What is/are your country/countries of citizenship?

n=584



- 640 int'l academics from 89 countries (survey)
- Past and current mobility or recruitment of min 3 months
- Various career stages and disciplines

Research sample (institutional)



➤ 70 interviews with HE managers and support staff from 35 institutions

Table 3. Interviewees by employment level and type of role

	Higher education managers	Higher education support staff	Total
Central level	29	19	48
Faculty or department level	15	7	22
Total	44	26	70

UniWeliS study highlights – policy framework



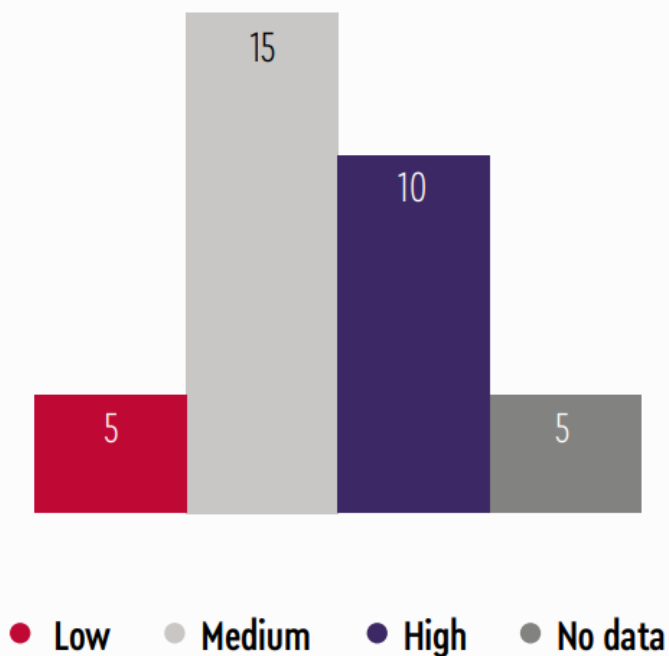
- Uncommon or **fragmented national global talent attraction and support** strategies across the target region
 - ❖ Internationalisation strategies in 2 countries only (CZ and HU) by the time of study
- Political goals at least **partially matched by national funding programmes** or smaller-scale support schemes
 - ❖ Focus on early-stage researchers, cross-border exchanges and diaspora engagement (across the region)
 - ❖ Special rules easing immigration or employment in 4 countries (CZ, PL, RS, SK)

UniWeliS study highlights – Institutional framework



Q5: How committed is your institution to attracting and supporting international researchers/lecturers (incl. PhD students)?

n= 35



Examples of institutional support for international talent recruitment

The University of West Timișoara (WUT) in Romania designed the Visiting@WUT grant programme to attract international lecturers and researchers, and foster internationalisation at faculty level. The programme is divided into two components: Visiting Professor and Visiting Researcher. Each faculty can invite up to two visiting professors or researchers for max. nine-month stays per academic year.

Comenius University Bratislava has started to attract international postdoctoral researchers via its new, three-year postdoctoral programme, which funds 20 employment positions per year.

Attractiveness of the target countries and their institutions



Top pull factors

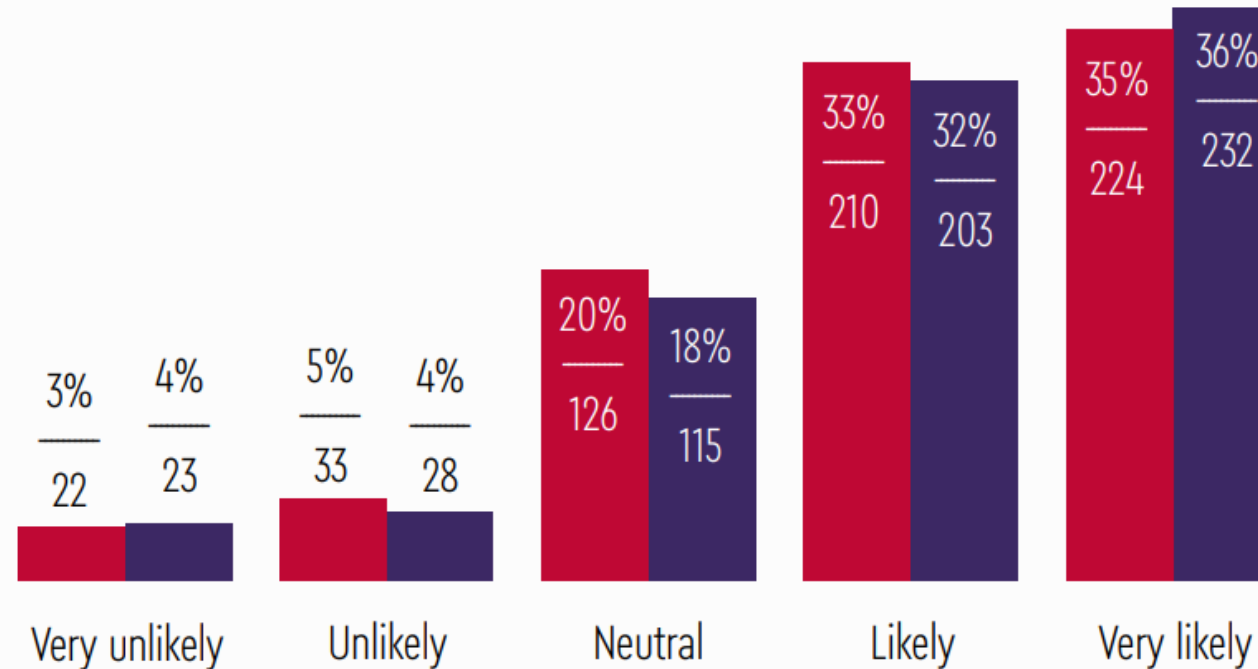
- Opportunity for **professional development** through collaboration, knowledge exchange, and networking with the host country or institution's academic community
- A chance to **improve career prospects** & employability, and to experiment with new research methods and approaches
- Relatively important - increasing **knowledge of social, linguistic or cultural matters**, pointing to the target region's cultural appeal

Level of satisfaction



Q25: Based on your reported mobility (study, visit or employment) experience, how likely would you be to pursue it again?

n=640



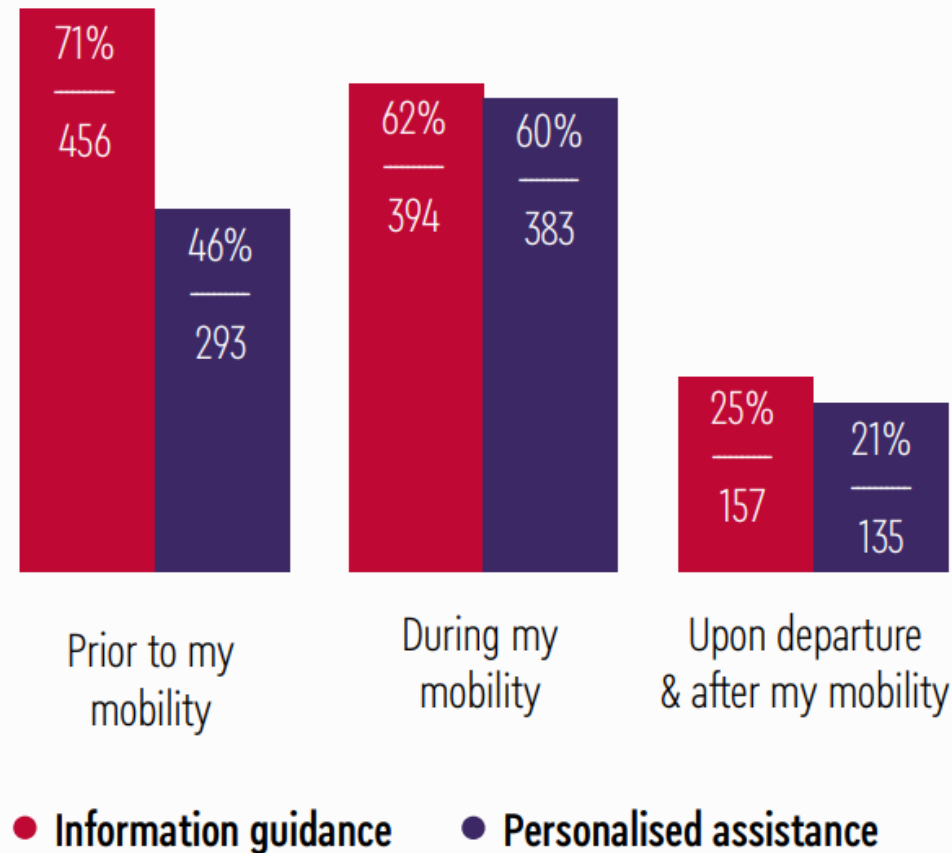
- Another mobility to your study, host or employment country
- Another mobility to your study, host or employment institution

Received support services



Q12: Did you receive any kind of information guidance or personalised support in the context of your mobility? (multiple choice)

n=640



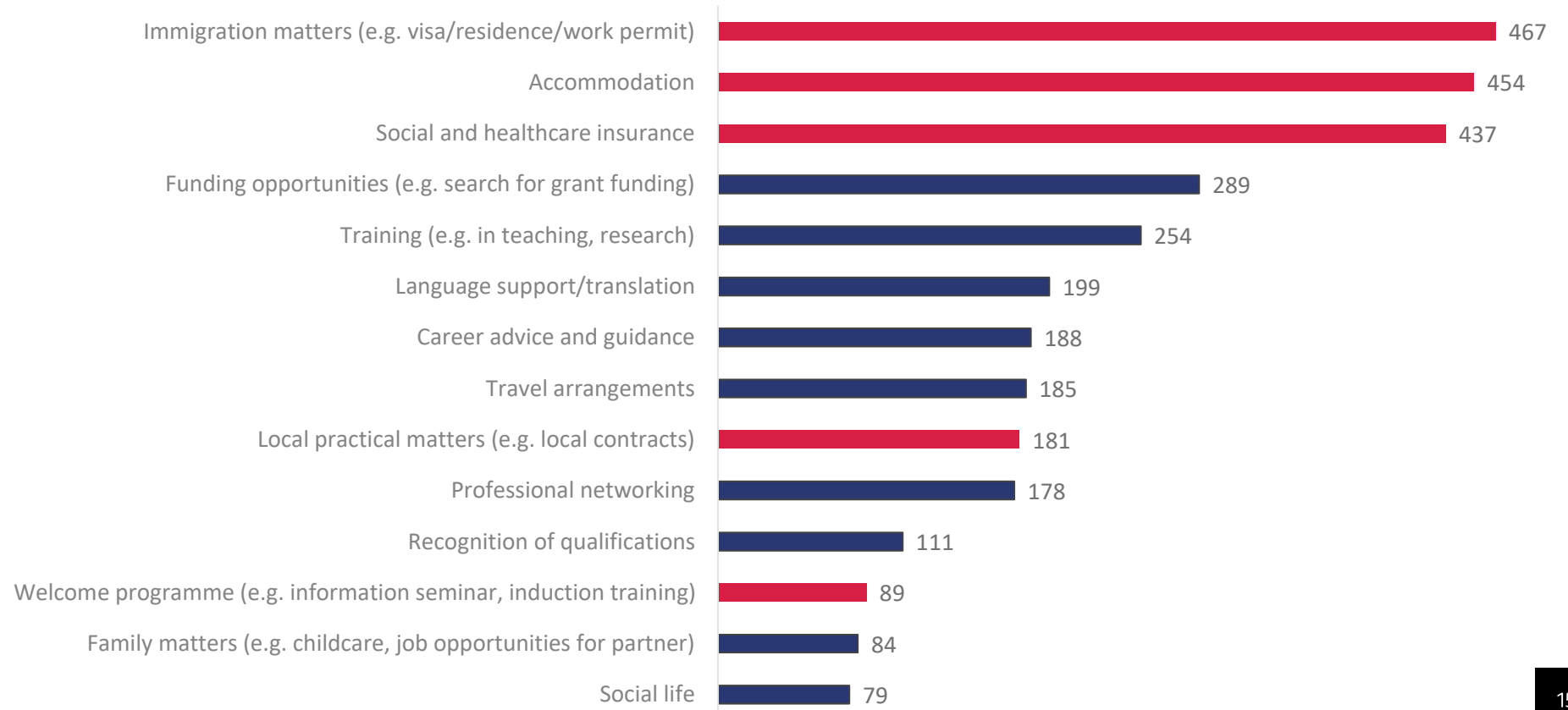
International services portfolio



Q21: Assistance on what matters do you consider most important? Please rank your top 5 choices.

More common services with higher levels of satisfaction

Less common services with lower levels of satisfaction



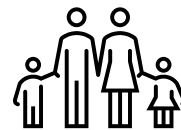
Persisting challenges



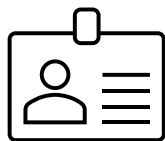
Impact on satisfaction, performance & retention



Language



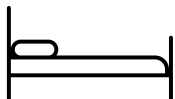
Family matters



Immigration



Integration



Accommodation

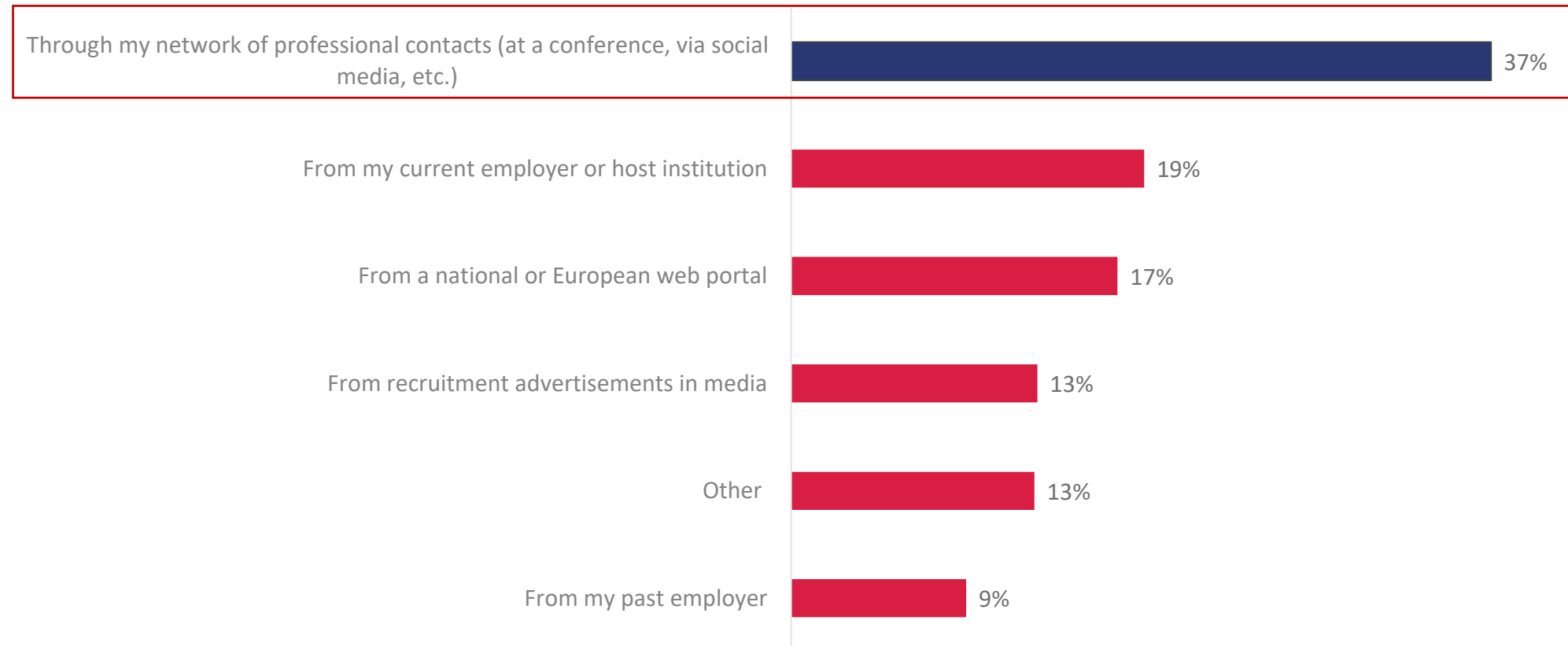


Funding

Importance for global profile and visibility



Q8: How did you learn about this mobility (study, visit or employment) opportunity? (multiple choice; n=640)



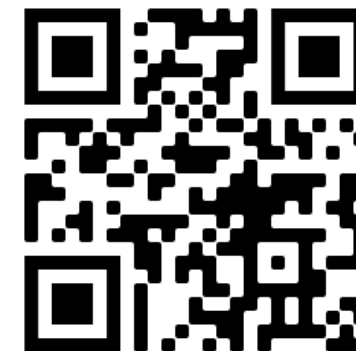
Key success factors

Strategic approach to international talent attraction and support, based on top 3 success factors:

- **Commitment**
- **Collaboration**
- **Professionalism**



UniWeliS Explorer App

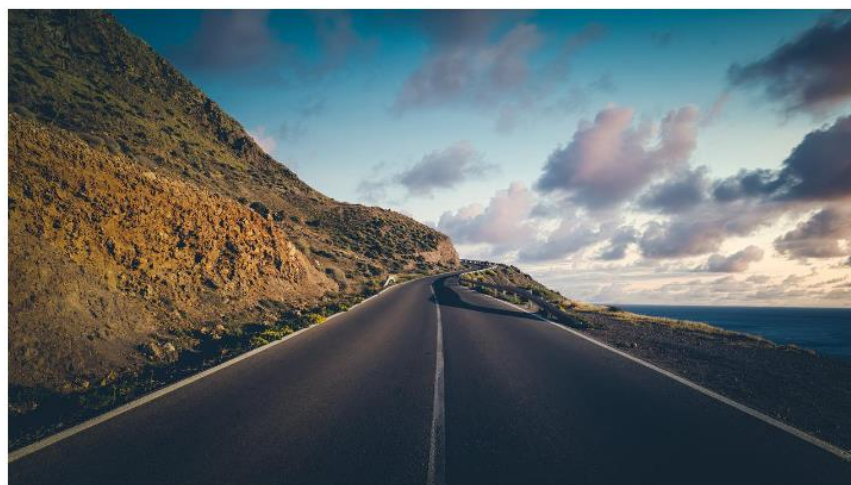


- HOME
- PRACTICE EXPLORER
- ABOUT
- HELP
- LOGIN

Welcome to UniweliS Explorer

UniWeliS Explorer is a web gateway to repository of best practices for supporting international researchers, PhD students and university teachers in academic organizations and for facilitating work of administrative and managerial staff who are involved in assisting them.

If you work as a manager or administrative staff at a Higher Education Institution or a Research Performing Organization in Europe, this web app will help you:



65 practices
150 good examples

Start here ↓



Who do you want to help?

Select all that applies.

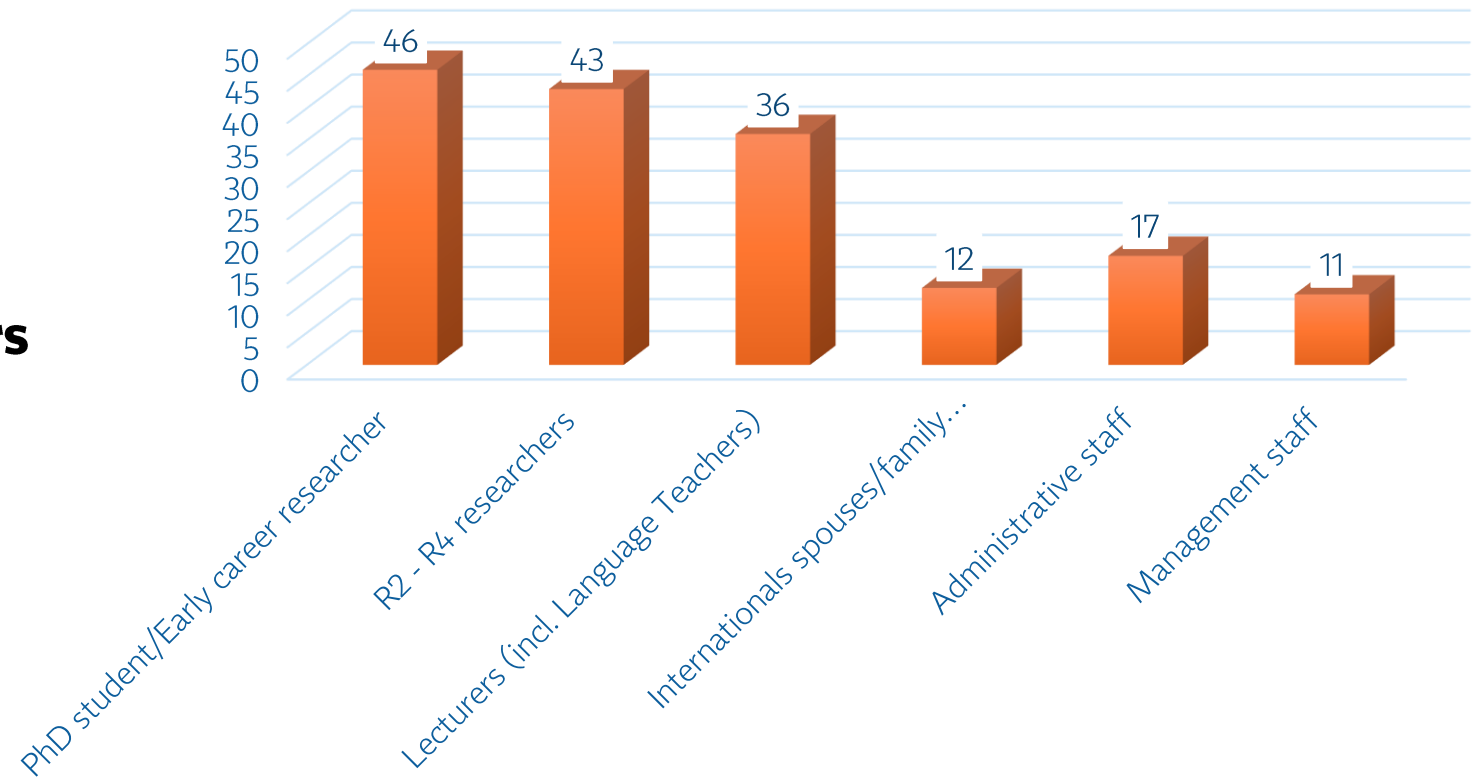
- PhD student/Early career researcher
- R2 - R4 researchers
- Lecturers (incl. Language Teachers)
- Administrative staff
- Management staff
- Internationals spouses/family members

NEXT

Target group



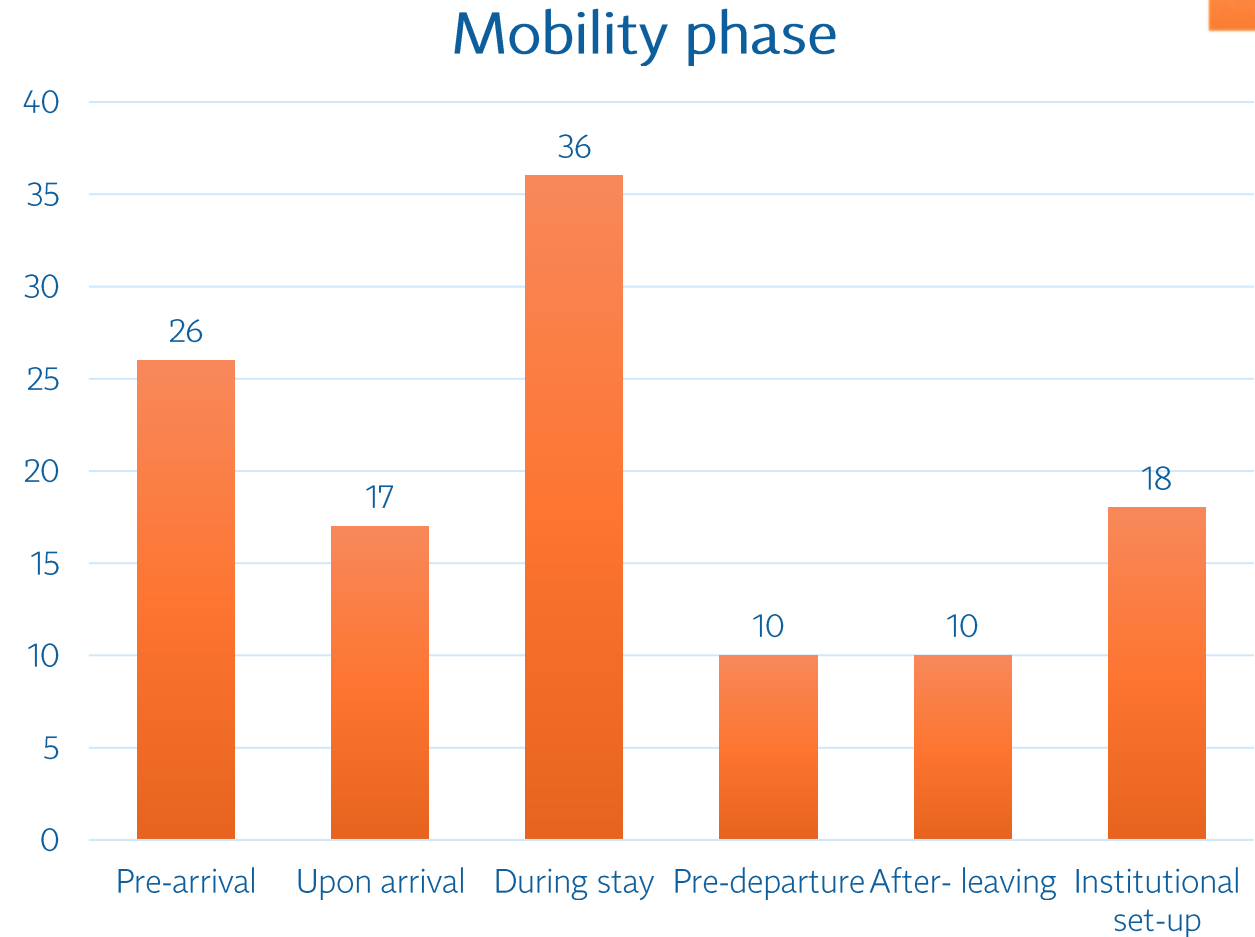
- **PhD students/Early researchers**
- **R2-R4 researchers**
- **Lecturers**
- **Spouses/family members**
- **Administrative staff**
- **Management staff**



Mobility stage



- **Pre-arrival**
- **Upon arrival**
- **During mobility**
- **Pre-departure**
- **After-leaving**
- **Institutional setup**



14 Support areas



Social Integration
& Daily Life

Language Support,
Language Policy

Family Matters

Professional
& Academic
Development

Networking

Administrative & Legal
Support

Accommodation

Safety, Healthcare &
Wellbeing

Social security, Health
Insurance, Taxation

Institutional Processes

Capacity Building of
Support
& Management Staff

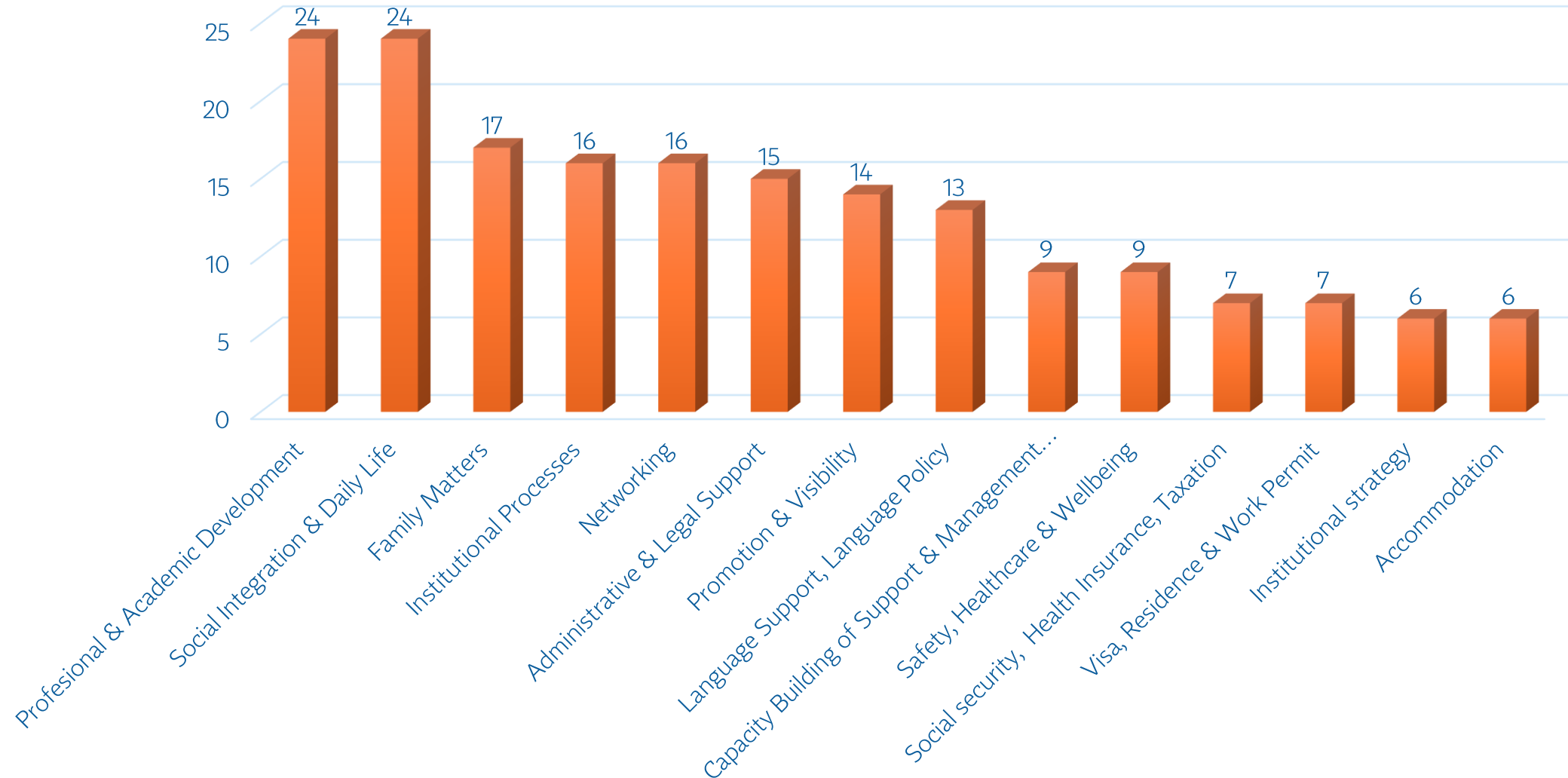
Promotion & Visibility

Visa, Residence & Work
Permit

Institutional strategy

14 Support areas

app.uniwelis.saia.sk



Sharing your good practice



- Complete the form to showcase **your good practice** in the UniWeliS App: <https://bit.ly/uniwelis-app-input>
- Use the UniWeliS Explorer App & share with us your feedback at uniwelis@saia.sk



Training programme for HE managers and support staff



6 training modules

- **HE managers**
- **support staff**
+
- **trainers specialised in internationalisation**



Objective:

- **engage the institution's potential to attract more talent,**
- **render the academics' stay more satisfactory,**
- **make administrative work more effective**
- **set up and successfully operate a welcome centre**

	Module's title	Covered Areas
M1	Institutional welcome centre: strategic and practical considerations	<ul style="list-style-type: none"> • Strategic approach • Internationalisation • Welcome centre
M2	Digital Welcome Centre	<ul style="list-style-type: none"> • Data collection • Data analysis • Digitalisation
M3	Comprehensive approach to welcome services	<ul style="list-style-type: none"> • Support services • International researchers needs • Strategic approach
M4	Local partnerships	<ul style="list-style-type: none"> • Partnerships • International mobility support • Collaboration
M5	Intercultural Communication. Responding to cultural specifics and universals	<ul style="list-style-type: none"> • Cultural specifics • Cultural universals • Intercultural communication
M6	Global profile, visibility and talent attraction	<ul style="list-style-type: none"> • Global profile • Talent attraction • Strategic approach

Structure of the Manual



- Basic training description
- Suggestions and hints for prospective trainers
- Training scenario
- Handouts
- PowerPoint presentation
- References



Let's professionalise services
for mobile academics!

Comprehensive training
for higher education managers
and support staff

Training Manual









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MODULE

Digital welcome center



	Total duration	3 hours in two parts: first part with 90 min of presentations ending with group work – 15 min break – 65 min of presentations ending with group work
	Number of participants	maximum 20, minimum: 5
	Target group	<ul style="list-style-type: none">• administrative staff responsible for incoming academics and researchers For whom is the training useful? <ul style="list-style-type: none">• HEI managers, leaders, coordinators
	Main aim	To enable participants to design a clear vision of data collection processes in the welcome center (including designing a meta-model), to achieve awareness on the directions to digitalize the operations of the welcome center and to motivate them to pursue future learning objectives related to mastering different kind of online collaboration tools.
	Points to be covered	<p>What makes one service center digital? From Excel spreadsheet data tracking to AI chatbots (EURAXESS Serbia Digital Assistant demonstration)</p> <p>Which data to collect – meta-model (+ experiences: EU Research Careers data observatory indicators, MORE studies, EURAXESS Services data app). How to use the collected data?</p> <p>How to collect data – what are Customer Relationship Management systems and how they work, online CRM systems, how to implement them</p> <p>Digitalization process – from strategic decisions to staff training</p> <p>Online collaboration tools (useful online databases – Numbeo, digital whiteboards – Miro, project tracking tools – Trello, CRM – Odoo, data collection tools – Google Forms) UniWellS App</p>
	Training materials	PowerPoint LINK Handouts LINK

Time	Most important content	On-site meeting materials	Online meeting materials	Guidelines for trainers	Desired outcome Possible questions for evaluation	
10'	EC initiatives on researchers' data collection EURAXESS bi-annual reporting tool, Researchers' Career Observatory and MORE4 study	PP slides		Highlight data that are considered by EC as the most important to collect. Highlight that all these initiatives imply huge investments in data collection by the EC.	Participants are aware of the importance of data collection and its potential impact to the research policy.	
15'	How is the service data collected – the case of EURAXESS Services app With demonstration of the actual app	PP slides Demonstration of EURAXESS Services app			Participants fully understand data collection and management process.	
10'	Use-cases and meta-model Presentation of the meta-model outline and guidelines for its detailed definition	PP slides			Participants know how to consider the needs and requirements related to implementing digital data collection process.	
40'	Exercise 2 – which data is important for you? Groupwork open discussion with reporting. 20' of discussion, with 20' for reporting and summarization by the trainer.	PP slides for introducing the exercise. Handout – printed slides – “Meta-model”, “List of custom fields”, “MORE4”, “MORE4 Data”.	ALTERNATIVE: quiz	The participants should be invited to think of finding only data which can be of any use for anything (what?) for the organization. Do not only use examples! Participant groups should be invited to discuss. Each group should first select a rapporteur who will also be in charge for coordinating discussion and keep it focused. While rapporteurs present their summaries, the trainer should work on the overall summary in the following slide and then shortly present this summary. See the example of resulting slide below this table.	The participants continue to build mind maps in which previously presented concepts are mapped to their own existing situations, needs and problems. In addition, now they clearly recognize the specific requirements for data to be collected and its possible use in wider context.	

E-learning course

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Enroll to courses to assess and increase your potential to effective efficient support to mobile academics



Setting up an institutional welcome centre

This training module aims to raise awareness on the importance and benefits of the strategic and systematic approach to building a welcoming environment and offering high-quality standardized support services to incoming PhD students and academics. The module helps to assign specific activities to the biggest idea and get a broader perspective.



Support services for mobile academics

The objectives of the learning module are: 1) to understand support services as a process which includes five stages: pre-arrival services, on-arrival services, during the stay services, pre-departure services, post-departure services; 2) to prepare checklists for own Institution; 3) to learn how to design and improve the process.

AU Teacher: Admin User



Global profile, visibility and talent attraction

The module aims to develop knowledge of strategic approaches and solutions to building an Institution's attractiveness to a global audience including for the purpose of global talent recruitment (researchers, lecturers, PhD students).

AU Teacher: Admin User



Digital Welcome Center

This online course is designed to enable learners to design a clear vision of data collection processes in the Welcome center and to achieve awareness on the directions to digitalize the operations of the Welcome center.

AU Teacher: Admin User



Local partnerships

Module aims at demonstrating the importance of networking and collaborating with various partners, extending the learner capacity to identify suitable local partners, extending the learners' skills to plan networking activities with local partners and clarifying how local partnerships affects international academic mobility and to



Responding to cultural specifics and universals

The learning objectives of the module are: to distinguish between universal & specific features of human communication, to understand the core values in intercultural communication, to take into consideration the impact of cognitive bias and to enhance



UniWELIS Explorer App

UniWELIS Explorer is a web gateway to repository of best practices for supporting international researchers, PhD students and university teachers in academic organizations and for facilitating work of administrative and managerial staff who are involved in assisting them. Learn how to search and browse through the practices and create the services

Thank you!



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