



HEIDA Project Conference
September 22-23, 2016
Point Hotel, Taksim, Istanbul

HEIDA Project Conference 2016

Conference Programme

Thursday 22nd September 2016

08:45 – 09:30	Arrival and registration	
09:30 – 09:45	Welcome from Koç University and the HEIDA Project team	
09:45 – 10:45	Keynote: “Are you data capable?” Andy Youell, Director of the Higher Education Data & Information Improvement Programme (HEDIIP), United Kingdom	
10:45 – 11:10	Coffee break	
11:15 – 12:30	The HEIDA Project: presenting our results and the online HEIDA tool and training module Melissa Abache, Global Engagement Coordinator, Koç University Q&A	
12:30 – 13:30	Lunch	
13:30 – 14:15	Chair: Dr. Nada Trunk, International School for Social and Business Studies Room: Fiji 1	Chair: Dr. Georgeta Ion, Universidad Autonoma de Barcelona Room: Fiji 2
	Session 1 - Using data to monitor the quality of international partnerships objectively. An introduction to eQuATIC, an online quality assessment tool for international cooperation Paul Leys <i>Gent University, Belgium</i>	Session 2 - A certificate for assessing the quality of internationalisation (of programmes and institutions): criteria, best practices and challenges. The CeQulnt project Marie-Jo Goedert <i>ECA - European Consortium for Accreditation & CTI - Commission des Titres d'Ingénieurs, French accreditation body for engineering degree programmes</i>
14:20 – 15:05	Chair: Melissa Abache Koç University Room: Fiji 1	Chair: Dr. Georgeta Ion, Universidad Autonoma de Barcelona Room: Fiji 2
	Session 3 - Data Warehousing and Managing Performance at HEI – case study Valerij Dermol International School for Social and Business Studies	Session 4 - (Big) data: what data do you need to be successful and measure return on investment The effectiveness of international and student recruitment activities and what data you need to measure success Laurens Vehmeijer Study Portals, Netherlands
15:00 – 15:45	Coffee break	
15:45 – 16:30	Chair: Xavier Barnes, Universidad Autonoma de Barcelona Main Salon	
	Session 5 - “Developing a shared group of internationalisation indicators at the Catalan Higher Education Institutions: key learnings and benefits to date” Marta Vilalta Universidad Autonoma de Barcelona	
16:30 – 17:00	Main Salon Closing remarks from HEIDA– Q&A	

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Friday 23rd September 2016

08:45 – 09:00	Meet at conference hotel lobby for campus tour pick-up		
09:00 – 12:00	Optional Campus tours provided by the ITRU Group (Internationalization of Turkish Research Universities) members		
	Campus Tour 1 Koç University Hosted by Office of International Programs	Campus Tour 2 Sabancı University Hosted by International Relations Office	Campus Tour 3 Boğaziçi University Hosted by Office of International Relations
12:00 – 13:00	Return to conference hotel		
	End of conference		

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Invited conference speakers

Andy Youell, Director of Data Policy and Governance

Higher Education Data & Information Improvement Programme (HEDIIP), United Kingdom

Andy has spent over 25 years working with HE data and information and with the systems and people that process it. He developed a data quality assurance strategy for the core UK HE data collections and spent many years leading the development of data collections and analysis systems for the Higher Education Statistics Agency.

In 2013 Andy was appointed Director of the Higher Education Data & Information Improvement Programme (HEDIIP) which has created a new architecture for the information landscape that will reduce the burden and increase the value and accessibility of data and information about HE.

Andy has advised governments in Bulgaria, Saudi Arabia and Oman on data processing and quality issues and he has worked on a UN project in Jordan that developed simple statistical reporting for universities across the Middle East.

www.hesa.ac.uk

Paul Leys, Policy Advisor, Internationalisation

Gent University, Belgium

Paul Leys is working as a policy advisor responsible for monitoring and analysis of data in internationalisation. In this capacity he advises the UGent management in making data informed decisions. Together with a colleague he created eQuATIC, a tool where available data is brought together in a structural way, in order to improve the quality of international cooperation.

He is responsible for reshaping procedures to reduce the administrative burden for students and staff involved in international mobility. The correct application of ECTS at Ghent University is another area of his expertise.

Paul Leys graduated as MA of Science in EU-Studies at Ghent University and started working at his alma mater soon after his graduation. After more than five years at the Office of Counselling, he joined the International Relations Office of Ghent University in May 2012.

www.ugent.be/en

Marie-Jo Goedert, Director of Administration and International relations at Commission des Titres d'Ingénieurs (CTI).

ECA - European Consortium for Accreditation & CTI - Commission des Titres d'Ingénieurs, French accreditation body for engineering degree programmes, France

A native from Luxembourg, Marie-Jo Goedert studied Foreign Languages & Philology at master's level in France and Italy. From 1993 to 2016, she has held various positions at the French engineering school Ecole Spéciale des Travaux Publics, du Bâtiment et de l'Industrie (ESTP Paris). After a first position as Head of administration, she became Director of international relations and finally Special Advisor to the CEO. From 2008 to 2014, she was a member of the Consultancy Committee for Private Higher Education

to the French Ministry of Higher Education & Research. Since 2008, she carried out missions as Special Advisor for international affairs at the French accreditation body for engineering programmes Commission des Titres d'Ingénieurs (CTI). In this guise, she has participated in several working groups of the European Consortium for Accreditation (ECA) and she is a member of the ECA Certification Group for the Certificate for Quality in Internationalisation (CeQuInt). She is also a member of the working group for the revision of the EUR-ACE standards and guidelines of the European Network for Accreditation of Engineering Education (ENAAEE). In May 2016, she became Director of administration and international relations at Commission des Titres d'Ingénieurs (CTI).

<http://www.cti-commission.fr/> / <http://ecahe.eu/>

Laurens Vehmeijer, Analytics and Consulting Team,
Study Portals, Netherlands

Laurens Vehmeijer joined StudyPortals in January 2016 as the first fulltime member of the, then new, Analytics and Consulting Team. His responsibilities include data analysis, report writing and providing higher education institutions with a variety of consulting services, such as marketing and recruitment strategies, CRM consulting and market research.

He has a BSc in Biology, a MSc in Molecular and Cellular Life Sciences as well as a MSc in Science and Business Management from Utrecht University. During his many scientific internships and projects he took every opportunity to do applied work for various companies and other organisations. He also worked as a consultant at De Kleine Consultant, a non-profit student strategy firm for SMEs, during his education.

<http://www.studyportals.com/>

Prof. Valerij Dermol, Associate Dean
International School of Social Sciences and Business, Slovenia

Valerij Dermol has a PhD from the Faculty of Economics, University of Ljubljana. He gained work experience in business training and consulting. At the start of his professional career he worked in an international consulting company, and after that he worked for many years as an independent consultant and educator. He focused on the areas of marketing and communications. He is currently employed at the International School for Social and Business Studies in Celje as a university teacher and an Associate Dean. In these roles he combined his experience and theoretical knowledge and focused primarily in the research topics related to learning in enterprises. Dr. Dermol puts a lot of effort in equipping young students with entrepreneurial skills and an innovative mind-set. Dr. Dermol is involved in different EU and domestic R&D projects. He is also the Editor-in-Chief of the International Journal of Value Chain Management.

<http://mfdps.si/en>

Marta Vilalta, Director, International Relations Area
Universidad Autonoma de Barcelona, Spain
<http://www.uab.cat/>