



**arteveldehogeschool**

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

# The educational context

IC @ DRUPA

9th May 2012

# CONTENT

- What's going on in higher education?
- What has been done?
- What's coming up?



# SPLIT!



How can we bridge the gap?

# PAST - education

- Bologna declaration (1999):
  - Introduction of bachelor/master structure in all participating countries (EHEA)
  - Rising international mobility of staff and students
  - Widening access for underrepresented groups in HE
  - Independent quality assurance
  - More transparency in education / labour market

# PAST - education



New strategies needed.... (to be continued)

# PAST– labour market

- Lisbon strategy: in 2010:
  - Most competitive economy in the world
  - Employment rate of 70%
  - Investment of 3% of bbbp in R&D
  - 3% economic growth

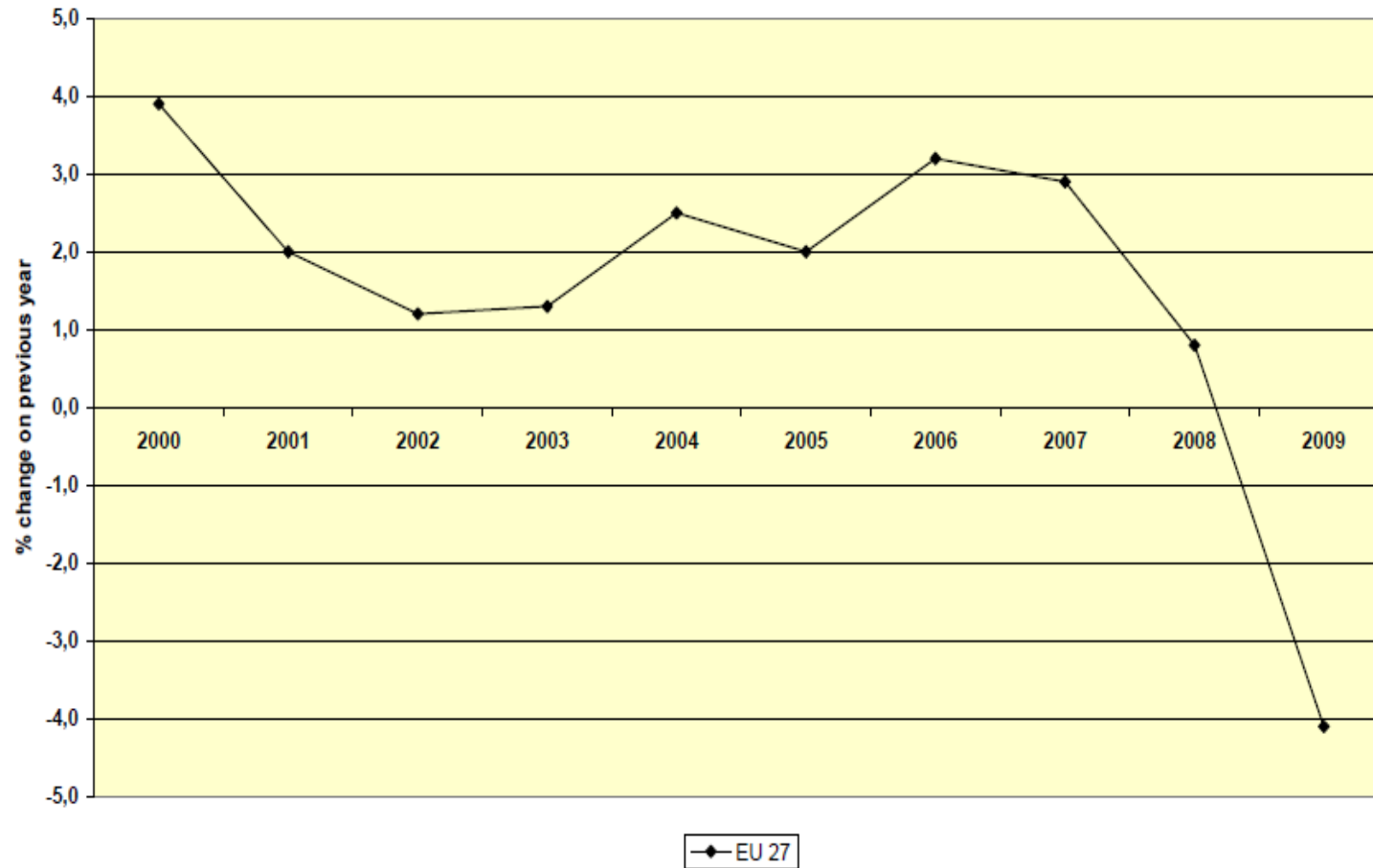


# PAST – labour market

LEHMAN BROTHERS



Real GDP growth rate EU27  
percentage change on previous year



New strategies needed....

Source Eurostat – 2009 forecasts DG ECFIN





# PRESENT

- POST BOLOGNA:
  - European Qualifications Framework
- principal aims:
  - to promote citizens' mobility between countries
  - to facilitate their lifelong learning
  - to facilitate recognition of prior learning



# PRESENT - education

- EQF: 8 levels
  - All member states have to develop their own QF + reference it to the EQF (2013)
- Learning outcomes
  - Recognition Prior Learning in companies
  - Competence profiles / function profiles
  - Mobility
- Cooperation with industry (needs, support, mutual benefits, professional grid: what function at what level)



# FUTURE 2020 - Flanders (B)

- Education: 40.000 teachers
  - Health care: 60.000 nurses/therapists
  - Engineering: 120.000 engineers
  - ICT: 50.000 professionals
  - Printmedia: ?????
  - ...
- Challenges: skilled people, retirement, economic crisis



# FUTURE - education

- What is needed?
  - More cooperation of universities in print media / graphic design / crossmedia/ management for printing industry:
    - Mobility of staff and students (no immigration, no brain drain)
    - Mutual trust (RPL)
    - Common European framework for learning outcomes in printmedia/graphics/...
    - Joint programmes & joint degrees



# FUTURE - industry

- Research of GRAFOC (2010)
  - Clear professional profiles
  - In-service-training / training-on-the-job
    - Starters !
  - Employers and employees ask for more training
    - Keep employees on board



# CONCLUSIONS

- Reform of education is an ongoing process
- Demands of industry
- Both are coming closer, but we need more integration of the two
  - RPL (HE + IN)
  - In service training (HE + IN)
  - Function profiles in a sector grid (HE + IN)
  - Common learning outcomes (HE + IN)
  - Quick in- quick out training for employees (HE + IN)
  - Flexibility in learning paths (HE + IN)



# Thank you!

- Wim Hoste
- *Bologna-expert – higher education*
  
- [Wim.Hoste@arteveldehs.be](mailto:Wim.Hoste@arteveldehs.be)