



INFORMATION BULLETIN

ISSUE 1, JUNE 2013

La MANCHE: Leading and Managing Change in Higher Education



Dear Reader,

It is our pleasure to introduce to your attention the first bulletin of the La MANCHE project.

La MANCHE stands for Leading and Managing Change in Higher Education and we are committed to turn this acronym into a synonym of modernization, transformational leadership and sustainable change at the higher education institutions involved in the project.

The project is funded by the Tempus IV Programme of the European Commission and aims at promoting and supporting the modernization of higher education institutions in Armenia, Belarus, Georgia, Moldova and Ukraine.

This is the first issue of a series of information bulletins to be published during the project life. With the information bulletins we would like not only to keep the higher education institutions and stakeholders in the La MANCHE countries updated on the project progress and its key outcomes, but also to advocate for building leadership skills and change management mechanisms in the higher education systems in the Partner Countries. Capacity building is a key factor for good governance and one of the main ways to achieve modernization.

Higher education systems all over the world are facing today challenges related to the processes of increased competition, internationalization, decreasing public funding and limited financial resources, irrelevance of graduates' skills to labour market needs, outdated curricula, weak links between education, research and innovation, underdeveloped knowledge-transfer infrastructure at the universities, lack of entrepreneurial, creative and innovation skills. It is our firm belief that the only way to address these challenges is to embrace change and to lead the higher education institutions through the processes of transformation by providing smart and responsible leadership solutions.

Thanks to the La MANCHE project the partner institutions have embraced on a long learning journey. We would like to invite you to follow us on this learning journey and to become a part of it.

Yours Sincerely,
La MANCHE Project Team



INSIDE THIS ISSUE

Editorial	1.
Kick-off meeting	2.
La MANCHE fast facts	2.
Project progress	3.
2nd partner meeting	4.
European Higher Education Modernization Agenda	4.
La MANCHE in Armenia	5.
La MANCHE in Belarus, Georgia and Moldova	6.
La MANCHE in Ukraine and Russia	7.
La MANCHE in the UK	8.
Upcoming events	8.
La MANCHE in social media	8.
Contacts	9.



LA MANCHE KICK-OFF MEETING

The first meeting of the La MANCHE consortium took place between 20th and 22nd of November 2012 at the premises of International University College in Dobrich, Bulgaria and was attended by representatives of all partner institutions. During the first day of the meeting business leaders, former and current senior representatives of the public administration in Bulgaria and faculty members of IUC held a series of introductory lectures in leadership and change management. The lectures and discussions covered topics such as leadership versus management, leadership frameworks, the big five personality traits (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) also known as the OCEAN factors, cultural maps of the world and their implications for leadership and change management, change management in higher education and the three P's in change management, namely change policy, change practice and change procedure.

During the second and third day of the meeting the partners explored all project aspects and discussed the roles, responsibilities, deliverables and deadlines as well as the processes of project management, dissemination and quality control.

"Nothing endures but change." (Heraclitus, 5th century BC)

*"Managers are people who do things right and leaders are people who do the right thing."
(Warren Bennis, 1985)*

LA MANCHE FAST FACTS

Project coordinator:
International University College,
Bulgaria

Project consortium:
28 higher education institutions and
1 business development company;
23 Partner Country higher
education institutions and 6 EU
partners

10 countries represented:
5 Partner Countries from the
Eastern Neighboring Area:
Armenia, Belarus, Georgia,
Moldova and Ukraine;
5 EU countries: Bulgaria, France,
Greece, Portugal and the UK

Project chief objectives:

- To build governance and management capacities at the participating higher education institutions
- To initiate sustainable dialogue on the higher education reforms among relevant interest groups
- To empower students to become more actively involved in decision making at the higher education institutions

Project duration: 36 months

Project start date:

15th October 2012

Project end date:

14th October 2015

Total project finance:

930 724,52 EUR

Total Tempus grant:

837 652,06 EUR

Total co-financing:

93 072,46 EUR



WORKSHOP IN LEADERSHIP AND CHANGE MANAGEMENT IN HIGHER EDUCATION

The 2nd La MANCHE partner meeting organized and hosted by University College Birmingham took place in the period of 23rd and 25th April. During the meeting the participants attended a workshop in leadership and change management in higher education. The workshop was live streamed and followed by representatives of the project partner institutions at home. Renowned experts in higher education policies and management from the UK such as Dr. Lesly Huxley from the Leadership Foundation, Simon Whittle more from Business and Community Engagement at JISC and John Rider from the Institute of Directors in West Midlands held presentations and lectures followed in the afternoon by a workshop called *Opening space for students as co-creators*. The workshop was facilitated and led by Dr. Richard Riley, Dean of UCB Business School and Sarah Digby from UCB and aimed at looking at opportunities for efficient and effective involvement of students in the higher education institutions' governance processes.

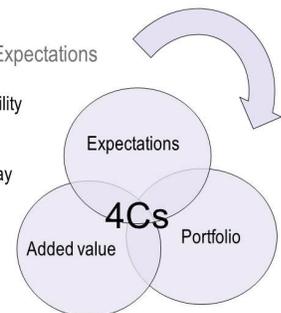
PAVE the way

Portfolio, Added Value and Expectations

- Portfolio – service responsibility
- Added Value – capability
- Expectations – manage 2-way

4Cs:

- Cooperation
- Coordination
- Collaboration
- Communication



Dr. Richard Riley, Dean Business School
University College Birmingham

EUROPEAN HIGHER EDUCATION MODERNIZATION AGENDA

Key areas for action:

1. Increasing attainment levels
2. Improving the quality of higher education and its relevance to the needs of society and the economy
3. Strengthening quality through international mobility of students, researchers and staff, internationalization of higher education and cross border co-operation
4. Strengthening the knowledge triangle between education, research and business
5. Creating effective governance and funding mechanisms in support of excellence

“It’s lonely at the top – we need a place to share practice and leadership experience.”

“I hate to hear people say ‘we’re not allowed to do that’. I’d rather we tried ten things and eight failed than do nothing.”

EUROPEAN HIGHER EDUCATION MODERNIZATION AGENDA ON THE AGENDA OF THE 2ND PROJECT MEETING

During the third day of the meeting the La MANCHE partners attended a lecture followed by a discussion dedicated to the European Higher Education Modernization Agenda. The lecture focused on the key areas of action identified in the Agenda. In her presentation Dr. Gergana Dimitrova from IUC outlined the main ways the European Union contributes towards achieving the Agenda’s objectives, namely through support for reform through policy evidence, analysis and transparency, the promotion of mobility, strengthening the links between higher education and innovation, job creation and employability and support for internationalization of the European higher education. In his presentation Abdul Qadir from Birmingham City Council highlighted the opportunities to apply for European funding for education and research projects in the light of the new Erasmus for All Programme to start in 2014 and the Horizon 2020 Programme, the European Framework Programme for education and research.



LA MANCHE IN ARMENIA

EUROPE DAY IN YEREVAN

On 25th May 2013 in the framework of the Europe Day organized by the European Delegation to Armenia the National Tempus Office in Armenia and the Armenian National Agrarian University, a partner in the La MANCHE project, promoted cooperation between higher education institutions in Armenia and in the European Union. Information about Tempus IV and Erasmus Mundus Programmes was distributed to the visitors of the Information Fair organized on the Europe Day. The students and faculty of the Armenian National Agrarian University presented the La MANCHE project and engaged in discussions with higher education stakeholders visiting the Information Fair.



11TH INTERNATIONAL EXHIBITION EDUCATION IN ARMENIA 2013

On 17th April 2013 students and faculty from the La MANCHE universities in Armenia participated in the traditional educational fair organized by the Armenian Ministry of Education and Science and the Expo Service organization. The annual event was attended by more than twenty public and private higher education institutions and vocational schools in Armenia. The fair provided an excellent opportunity for dissemination of the La MANCHE project objectives and activities and for networking with project external stakeholders.



LA MANCHE AT THE SCIENTIFIC COUNCIL MEETING IN GAVAR STATE UNIVERSITY

The rector of the Gavar State University who is also the project team leader at the institution presented the La MANCHE project at the Scientific Council meeting in April 2013. In her lecture Dr. Ruzanna Hakobyan focused in particular on the currently ongoing transformations in the social, economic, political and legal systems in Armenia and their implications for the higher education institutions. Following her lecture a discussion on the involvement of the students as co-creators and proactive participants in the decision making processes at institutional level took place. The project team of Gavar State University prepared a [short film about the meeting](#) to disseminate the project among students and faculty.



LA MANCHE IN BELARUS

PROJECT REPORT PRESENTED AT THE SCIENTIFIC METHODOLOGICAL CENTER AT BELARUSIAN TRADE AND ECONOMICS UNIVERSITY OF CONSUMER COOPERATIVES

On 11th June 2013 the Vice-rector for Education and Methodical Work and the Dean of Faculty for Accounting and Finance, both members of the project team at the Belarusian Trade and Economics University of Consumer Cooperatives, presented the project and the progress achieved so far to the members of Scientific Methodological Center. The report focused on the trends and good practices for leading and managing change in higher education in the UK and the Higher Education Modernization Agenda as presented at the 2nd project meeting in Birmingham in April. The members of the Council discussed also the potential for deeper students' involvement in the processes of institutional management in Belarus.

LA MANCHE IN GEORGIA

LEADING AND MANAGING CHANGE AT CAUCASUS UNIVERSITY

On 8th May 2013 following the 2nd project partner meeting in the UK a project information day was organized at Caucasus University. Dr Boris Lezhava, Dean of Caucasus School of Business and institutional project coordinator presented the project objectives, main activities as well as the results of the self-assessment report prepared by the institution in the framework of work package 2. The meeting was attended by fifteen staff members and more than fifty students. In addition, information on the La MANCHE project has been posted on the institutional website and facebook page.



LA MANCHE IN MOLDOVA

EUROPE DAY IN CHISINAU

On 18th May 2013, in the framework of the Europe Day in Moldova students of State Agrarian University of Moldova presented the La MANCHE project at the university's stand at the Opera and Theater Square in Chisinau. The Europe Day was organized by the Delegation of the European Union to Moldova with the assistance of Chisinau City Hall and the Ministry of Foreign Affairs of the Republic of Moldova. The Europe Day in Moldova this year was attended by Ștefan Füle, European Commissioner for Enlargement and European Neighborhood Policy, and representatives of the European Union Member States embassies in Chisinau.



The students of SAUM distributed project flyers to students, young people, citizens and guests of the city and provided them with information on the project objectives and activities. During the initiated discussions they focused in particular on the La MANCHE activities aiming to enhance students' involvement in the decision making processes at the higher education institutions and to stimulate grassroots leadership initiatives.



LA MANCHE IN UKRAINE

EUROPE DAYS AT ODESSA NATIONAL ECONOMIC UNIVERSITY

In the framework of the Europe Days at Odessa National Economic University in May 2013 the project was presented to the students and faculty members. Information on La MANCHE was also published in the university newspaper Economist.



LA MANCHE AT LVIV POLYTECHNIC NATIONAL UNIVERSITY

On 23th April 2013 the La MANCHE project was presented to the University Council members. The meeting was attended by 93 faculty and staff members and aimed at providing information on the project and the progress made so far at institutional level.



INTERNATIONAL SCIENTIFIC AND RESEARCH CONFERENCE PEDAGOGY AND PSYCHOLOGY: MODERN TENDENCIES AND DEVELOPMENT FACTORS

In February 2013 the project team of Volodymyr Dahl East Ukrainian National University participated in the International Scientific and Research Conference *Pedagogy and Psychology: Modern Tendencies and Development Factors*. At the conference the representatives of the university presented the article *Creation of Effective Management System in Higher Education Institutions* (in Ukrainian language) based on the main objectives and outcomes of the La MANCHE project. The conference was attended by 78 participants. The article analyzes the modern approaches of creating effective management models in the higher educational institutions.

LA MANCHE IN RUSSIA

INTERNATIONAL CONFERENCE SCIENCE AND YOUTH – NEW SOLUTIONS, NEW APPROACHES, VOLGOGRAD, RUSSIA

The La MANCHE project and its activities for improving the governance processes and capacity building as well as the initiatives for a more active students involvement in the institutional decision making processes were presented at the international conference *Science And Youth – New Solutions, New Approaches*. The project was introduced to the audience by Dr. Cristina Coşciug, Vice-rector for International Relations at the State Agrarian University of Moldova and institutional project coordinator. The conference was dedicated to the 70th anniversary of the Battle of Stalingrad and was organized by the Volgograd State Agricultural University. The conference was attended by more than 300 students, faculty and staff members from universities in Moldova, Kazakhstan, Russia, Ukraine and Germany.





LA MANCHE AT THE VALORISATION CONFERENCE IN TELFORD SHROPSHIRE, UK

University College Birmingham was invited by the British Council and Ecorys, the National Agency, to present the project at the final 2007 – 2013 European event in Telford Shropshire on 13th June. The valorisation conference aimed to mark the achievements of the Lifelong Learning and Youth in Action programmes in the UK over the last seven years and gathered organizations from across the programmes joined together for a day of celebration, discussion and networking.



UPCOMING EVENTS

- Project 3rd partner meeting and trainings for trainers in leadership and change management: 22nd – 24th October 2013, Polytechnic Institute of Braganca, Portugal
- Local multiplication trainings in Leadership and Change Management at the Partner Country higher education institutions: November 2013 – April 2014
- Public lectures in Grassroots Leadership at the Partner Country higher education institutions: January – May 2014

LA MANCHE IN SOCIAL MEDIA

La MANCHE on Facebook



La MANCHE on Youtube:





CONTACTS

Web:
www.lamanche-tempus.eu

Project coordinator:
 International University College,
 Bulgaria

E-mail:
lamanche@vumk.eu

Telephone:
 +359 58 65 56 38

