

TEMPUS IRIS PROJECT

22 May 2015

Volume 13

**SPRINGTIME IS
HERE**

**Its time to take
internationalization
into action.**

**Explore
opportunities for
collaboration and
enrich your
network**



IRIS

INTRODUCTION

Dear Tempus IRIS partners,

I am delighted to open this volume with the announcement that the project received the EACEA approval for reallocation of the budget headings and for extending the project by four months until 15 February 2016. This will enable us to complete the project plan and to achieve the project goals and objectives.

In addition to several details on the implication of this important announcement, I would like to take this opportunity to update you that the external auditor is reviewing all the project financial documents. We will contact each partner for additional information or adjustments as needed.

The current volume includes a review of the successful Tempus IRIS National Conference on Academic Internationalization that took place on March 2015. More than 120 attendees participated in the event, which enabled us to spread the issue of internationalization in Israeli higher education to many of our colleagues in universities and colleges. I would like to thank Dr. Orit Abuhav, Dr. Amira Meir, Ms. Anat Benson, and all the team in Beit Berl College for their great work in planning and organizing this conference.

The project now proceeds with the implementation of WP4: IRO Training by Dr. Fiona Hunter and WP5: IRO pilot activities by Dr. Marek Polak. The team from WUT, PHK and UCSC visited the partner colleges and provided substantial support in successfully putting international activities into practice. A brief summary of the tasks undertaken and plans for the future is presented hereinafter.

You will also find here more details on Tempus IRIS next events: a field monitoring visit by the National Erasmus+ Office that will be performed on behalf of the EACEA on 26 May 2015 at Beit Berl College, and the IRIS International Conference that will be held in Brussels on June 7-9 with additional activities on communicating internationalization.

Wishing you a pleasant and interesting reading.

Dr. Vered Holzmann, veredhz@braude.ac.il

“Spring is the time of plans and projects”.

Leo Tolstoy, Anna Karenina (Chapter XIII. Part II.)

IRIS Budget Change & Extension of Eligibility Period

On behalf of the project partners we submitted a request to the Project Officer at EACEA (Education, Audiovisual and Culture Executive Agency) in Brussels to change the change the allocation of the project funds between budget headings in order to enable the college to develop effective international websites targeted to communicate and visualize the outcomes and outputs achieved in the project in order to exploit the Tempus IRIS project results. The amount requested to be transferred to "other costs" is composed of: (A) an amount that will be used for professional training for all the partners. This amount includes two webinars and two day workshop on international websites, and (B) different amounts (based on the partners' assessments) for each Israeli partner college and for NUIS (National Union of Israeli Students) to develop an international website. The request for fund transfer between budget headings, is a result of a thorough investigation of the specific needs of each partner. Following is the original vs. requested and approved IRIS budget:



Budget Heading	Original Plan		Updated	
Staff Costs	452,357.33	40%	452,357.33	40%
Travel & stay	511,736.00	45%	482,122.50	43%
Equipment	38,500.00	3%	38,500.00	3%
Printing	57,800.00	5%	50,666.00	4%
Other	70,500.00	6%	107,247.50	9%
Total Direct	1,130,893.33		1,130,893.33	
Indirect	79,162.53		79,162.53	
Total	1,210,055.86		1,210,055.86	

These changes in the overall budget will reflect the distribution of the project budget between the partners, following the estimation provided by each partner for the remaining duration. Therefore, each one of the partners will receive an email that will accurately explain the change in the institution IRIS budget share and its updated budget in the IRIS project, by budget headings. We hope to complete this procedure, with the partners' cooperation, ASAP.

In addition, we asked to extend the project duration, and postpone its finish date to February 2016. Tempus IRIS official start date was October 2012 and its planned finish date is October 2015. However, due to the circumstances, several activities were delayed. The major activities planned to be performed in the additional requested months (between October 2015 and February 2016) include: finalizing the IRO training tasks, execution and mentoring of IRO pilot activities, as well as dissemination, exploitation and sustainability and project management. The specific activities that will be carried out during the extended period are completion of WP4: Development and delivery of training activities for the qualification of IRO professionals and WP5: Pilot IRO activities.

Hence, the consortium meeting, planned to take place on 12-14 October, 2015 will be dedicated to two main subjects: (1) a review of the project progress, and (2) a review of the IRO development and pilot activities implemented by the colleges. We will also have additional visits by the leaders of WP4 and WP5 in the Israeli colleges on 8/12 (South: KC and Sapir), 9/12 (Center: Shenkar, BBC, QSM, OHC), 10/12 (North: OBC, YVC) 2015. More details will be provided later.

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Summary: IRIS National Conference on Academic Internationalization

Tel Aviv University, Israel.

The TEMPUS IRIS National Conference on Academic Internationalization took place at Tel Aviv University, on March 11, 2015.

The conference was opened by **Mr. Mark Gallagher, Head of Political and Press Section, the representative of the European Union delegation to Israel**. Mr. Gallagher talked about the fruitful ongoing partnership of Israel and the EU, focusing on higher education projects.

Ms. Noa Binstein, Acting Director of the Department of Planning and Budgeting Projects at the Council for Higher Education, presented the array of activities undertaken by CHE to support internationalization and reviewed the process of developing strategy for internationalization, which is currently conducted by a committee in CHE. Following this message, the IRIS partners stated they are willing to take active part in this committee and offered to share their experiences with CHE.

Prof. Arie Maharshak, the President of ORT Braude College, the coordinator of TEMPUS IRIS, welcomed the European and Israeli participants. He shared his vision of internationalization in the college and briefly described the activities that the college is performing, including the leadership of two Tempus projects and coordinating the submission of a new project.



The opening speech was given by **Prof. Yuli Tamir, The President of Shenkar College of Engineering, Design and Art and the Former Minister of Education**. Prof. Tamir speech: "Leading a Strategy of Internationalization in an Israeli College", was inspiring. She discussed the very important subject of which international activities are really contributing to the stakeholders in an academic institution. The top management of HEI should reevaluate the international activities to consider their alignment with the current strategy and vision and then to prioritize. Prof. Tamir presented Shenkar's priorities, starting with academic excellence in teaching and research, continuing with international workshops for students, international experts' evaluations of final



projects, students exchange programs, virtual joint projects, and exchange programs for entrepreneurship. Prof. Tamir discussed the dilemmas of supporting national and international students, and concluded by addressing the economic aspects of a public institution needs to serve the national market, therefore expecting for financial support from CHE.

Ms. Gudrun Paulsdottir, Past President of the EAIE, presented her broad understanding of the "Challenges and Opportunities in Global Higher Education". Ms. Paulsdottir reviewed the current global environment and its impact on education in general and on higher education in particular. In the global higher education people are looking to recruit talents, thus internationalisation is not only about mobility, but rather deals with accessibility. Ms. Paulsdottir discussed the deliverables of internationalization in higher education, including: excellent education, excellent research, societal development, social responsibility, relevant education, preparation of students for the work market, and equipping them with generic and specific competences for future labor. The developing trends in internationalization include: mobility, as well as new student flows; development of distance education, new destinations, more competition and more cooperation. The speech was concluded with the motivating idiom saying: "no one can work alone anymore!".



After a short break, which was mainly used for networking and generation of new partnerships, the attendees were gathered around five different round tables:

1st table: Management of Internationalization and Internationalization in Management, by Dr. Christophe Terrasse, Director, Projects at EFMD. The participants discussed how to choose partners and how to say yes or no, how to go from definition of short to long term objectives and milestones, and how to support incoming students and staff members. The team examined the need for strong brand that will bring meaning, value and guarantee, the motives for internationalization in HEIs and the required steps to be taken simultaneously in all relevant departments to ensure a successful process.



2nd table: Internationalization Strategies and Work Plans, by Ms. Dora Longoni, Member of the EAIE Conference Programme Committee. The main subjects of discussion included: budgeting and financialization of international education and how to tackle it; the case of small institutions, how to participate, how to tackle the diversity between small and big universities during the exchanges, and what exactly do you provide to students; how to align the work plan with its specific activities to the institution strategy; how to profit from exchanges in financially difficult situations and how to keep the balance between incoming and outgoing students; and, finally how to market and promote to international students.



3rd table: Initiation and Management of International Research, by Dr. Eric Zimmerman, Director of Research & Global Engagement, IDC Herzliya. The team discussion was summarized by Dr. Zimmerman with 10 tips: (1) Know yourself – your capabilities and limitations; (2) Respect your partners, trust & honesty; (3) Start with small steps and proceed in a pace that is right for the institution; Realistic expectations from yourself and from your partners; (4) No “one size fits all”, adapt; (5) Understand the funding agencies; (6) You’ll not become rich doing research....(7) Competition is yesterday, collaboration comes next, talk to everybody; (8) Consider the written rules of proposals vs. the practical advices by experts; (9) Plan your time thoroughly – Time is money; and (10) Have fun with all this...



4th table: Student Exchange Programs and Initiatives, by Dr. Marek Polak, Chief Specialist, Centre for International Cooperation, Warsaw University of Technology. The participants talked about the drivers and motivations for mobility, from a student perspective and identified personal, academic and economic factors. They deliberated on the most desired outcomes of mobility from the institutional perspective and how to manage successful mobility programs. The team also considered problems and challenges of mobility, including expectations not met, language capabilities, content, etc. the discussion was concluded with the following: mobility is not free of problems but the outcomes are bigger than the challenges; mobility needs to be properly managed; and mobility is one of the pillars of internationalization and leads to higher level of cooperation.



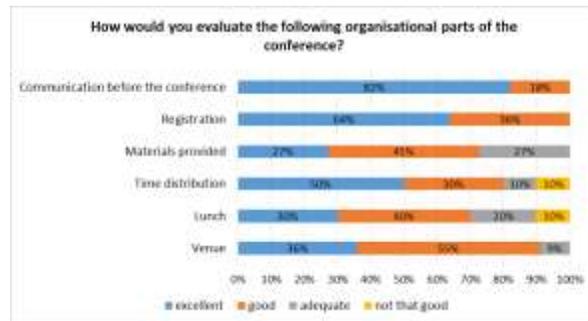
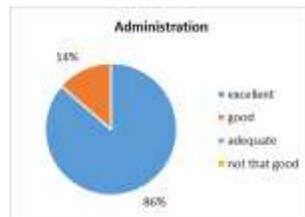
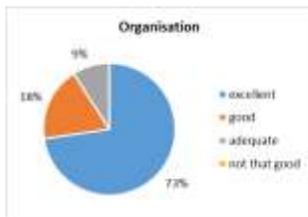
5th table: Internationalization: What Are We Talking About?, by Mr. Moshe Amir, Ben Gurion University. The team members discussed internationalization in Israel, the state of the art of internationalization and the practical aspects of implementation. Three major points conclude the interesting discussion: (1) there is an enormous diversity, also for institutions (culture, characters, needs, strategies); (2) there is a need to develop strategies and policies and to define objectives BEFORE, although this is not always the case in Israel; and (3) comparing colleges to universities - can they have the same type of internationalization? colleges are not disadvantages because they are smaller, as they are better shaped to adapt to changes, more flexible than big universities.



The closing session included two inspiring lectures by leaders in their fields. **Mr. Nadav Eyal, Foreign Affairs commentator and Head of the International desk at News 10** presented the topic of Israel and the Global Processes of the 21st Century. He discussed the special situation of Israel as a closed, protected economy and welfare state, isolated and at the periphery of the world. While describing the historical processes of the 1990's, the conjunction between the fall of USSR, qualified immigration to Israel, the Oslo process, the end of Arab boycott and the development of information era with the opening of economy and economic miracle, largely subsidized by the State investments in defense industry, Mr. Eyal explained the start of “new wars”, based on identities rather than politics for state control. With the understanding of the "big picture" he

then discussed the rise of identity conflict, confrontation on cultures & religions at the same time with globalization that enable to work in more efficient fashion, though raises some risks. The final lecture was given by **Prof. Avishay Braverman, Member of the Knesset and the Head of the Economic Affairs Committee**, about internationalization challenges of Israel Higher Education in the light of the political-economic situation. Prof. Braverman focused on the impact of technology on education. He reviewed the developments since the First World War through the Nazism and the Second World War to the liberalization of financial market and raised practical and ethical questions that leaders in higher education systems should discuss.

The conference was a big success, as can be realized from the QA report summarizing the participants' evaluation.



On behalf of the project partners I would like to thank **Dr. Orit Abuhav, Dr. Amira Meir, Ms. Anat Benson**, and all the team in **Beit Berl College** for their great work in planning and organizing this conference.

WP4 & WP5: IRO Training & Pilot IR Activities

Dr. Fiona Hunter from Università Cattolica del Sacro Cuore and Dr. Marek Polak, Mr. Lukasz Wojdyga, and Dr. Roman Podraza from Warsaw University of Technology, lead these two main tasks: IRO Training and Pilot IR activities. The mentoring team from WUT, PHK, and UCSC visited all the partner colleges, reviewed the internationalization strategic plans and the relevant implementation working plans, discussed challenges and opportunities, and suggested action items to be carried out by the colleges during the project timeframe and beyond. **All the colleges are requested to submit the updated pilot activity forms (WP 5.2) by 30 June, 2015.** Please send these documents to Dr. Marek Polak (mpolak@cwm.pw.edu.pl) and to Dr. Vered Holzmann (veredhz@braude.ac.il).

The documents will be reviewed by the leading team of WP5. Comments will be sent to the colleges in order to continue the improvement of pilot international activities. As mentioned above, the colleges will present their IRO development and the IR pilot activities in the consortium meeting on 12-14 October, 2015. A follow-up session will take place in the Israeli colleges on 8-10 December 2015.



Next Event:
Field Monitoring Visit by Israel Erasmus+ Office on behalf of the EACEA, 26 May 2015, Beit Berl College, Israel

Cooperation & Sustainability

On Tuesday, May 26th 2015, the Tempus IRIS Israeli partners will take part in a field monitoring visit.

In the context of continuous monitoring of the Tempus programme the Education, Audiovisual and Culture Executive Agency (EACEA) is developing a comprehensive field monitoring policy. The Agency wishes to have a better overview of the funded projects, their objectives and results and to become better acquainted with the institutions and stakeholders involved. The National Erasmus+ Office has been asked to undertake the visit on behalf of the EACEA to the IRIS project, which will take place on 26 May 2015, 11:00-13:30, at Beit Berl College.

The purpose of the visit is to learn about the activities carried out and products developed so far, as well as to observe if the project has encountered any problems in operational and/or financial implementation that can be discussed and solved. During the meeting with the key persons participating in the project, the main issues will be reviewed and discussed with the NEO representatives. After the monitoring the EACEA will send a written feedback report on the monitoring visit with recommendations.

TEMPUS IRIS Field Monitoring Visit Agenda:

1. **Welcome, Prof. Tamar Ariav**, President of Beit Berl College (A short presentation of the college and a short description of the overall management of EU (/Tempus) project in the college).
2. **Introduction, Ms. Marissa Gross Yarm**, Director, National Erasmus+ Office Israel (A short presentation of the field monitoring goals and objectives).
3. **Project Progress Review, Dr. Vered Holzmann**, Project Manager, TEMPUS IRIS (A presentation of the activities carried out, usage of the grant and lessons learned).
4. **Partner Colleges Reviews, Colleges' Representatives** (Short presentations of the project activities in each one of the partner colleges, development of IRO, implementation of pilot IR activities, dissemination and sustainability plans).
5. **Dissemination, Sustainability and Project Management**
 - a. **Dissemination, Dr. Orit Abuhav & Dr. Amira Meir (BBC)**, (Presentation of the activities carried out and plans for the remaining of the project).
 - b. **Sustainability, Dr. Hanan Maoz & Ms. Shani Dadon (Sapir)**, (Presentation of the activities carried out and plans for the remaining of the project).
 - c. **Project Management, Dr. Vered Holzmann (OBC)**, (Presentation of financial and auditor review status, updates regarding current budget and schedule, and preparation towards submission of the project final report).
6. **Discussion and Summary**

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Next Event:



IRIS International Conference on Communicating Internationalization,

*in the framework of the EFMD Annual Conference
07-09 June 2015 – Crowne Plaza Hotel,
Rue Gineste 3, 1210 Brussels, Belgium*

Pre Conference Webinar: June 2, 2015



Please join us for the first training activity related to internationalization and your website! A webinar entitled “Goals, Target Audiences, and Web Personas” will take place on June 2 from 4 pm - 5 pm Israel time. The webinar will set a solid foundation for what you are trying to achieve with your international website, as well as how you can better segment your audiences and anticipate their information needs. We will also discuss how you can highlight internationalization on the website from exchange programs to research collaboration. Megan Brenn-

White will be the trainer for this interactive session.

This webinar is open to anyone at Tempus IRIS or partner institutions. A link to the recording will be sent to all registrants within 24 hours of the webinar, so please register if you cannot make the live date but are interested! The content will be most relevant for individuals who work with their websites and have beginning to intermediate knowledge of these topics. You need nothing more than a computer with a headset or speakers to participate.

Register by clicking here: <http://www.myeventpartner.com/AccountManager/RegEv.aspx?PIID=ED58DD818747>



IRIS INTERNATIONAL CONFERENCE PROGRAMME

IRIS INTERNATIONAL CONFERENCE

07-09
JUNE
2015

BRUSSELS
BELGIUM

In the framework of the EFMD Annual Conference

Sunday, 7 June 2015

17:30-18:30 Registration desk at Hotel Ibis Ste Catherine

19:00 – 21:00 Welcome dinner (place to be confirmed)

Monday, 8 June 2015

08:15 – 09:00 Coffee Break (ground floor)

09:00 – 09:30 Welcome: Eric Cornuel, Director General & CEO, EFMD

09:30 – 10:15 Plenary: Integrative Thinking

10:15 – 11:00 Plenary: Neuroscience

11:00 – 11:30 Coffee Break (8th floor)

11:30 – 13:00 Breakout sessions

Research Relevance
Eva Cools, Research Manager, Vlerick Business School, BE
Marco Busi, CEO and Head of Research, CARISMA RCT, UK

IRIS – The Two Sides of Internationalization: At Home and Outside
Vered Holzmann
TEMPUS IRIS project
Megan Brenn-White, Founder and Managing Director, The Brenn-White Group, USA,
Fiona Hunter, Research Associate, Università Cattolica del Sacro Cuore, Milan, IT

BSIS (Business School Impact Survey)
Thomas Bieger, President, University of St. Gallen, CH
Reka Matolay, Assistant Professor, Corvinus University of Budapest, HU

Executive Education
Vandyck Silveira, CEO of FT | IE
Corporate Learning Alliance
Steven Smith, Corporate Vice President, University Director, Caggemini University, FR

Whole Person Learning
Claire Maxwell, Co-director, Oasis School of Human Relations, UK

13:00 – 14:15 Standing lunch (8th floor)

14:15 – 16:00 **IRIS Session I: What International Audiences Look for in Higher Education Websites**
Ms. Megan Brenn-White, Founder and Managing Director, The Brenn-White Group, USA
Vision room 8th floor

16:00 – 16:15 Coffee Break (8th floor)

16:15 – 17:45 **IRIS Meeting and Partners Presentations**
Vision room 8th floor
Welcome: Dr. Vered Holzmann (TEMPUS IRIS Project), Dr. Christophe Terrasse (EFMD, Projects)
Piloting Internationalisation of the Curriculum: Discoveries and Surprises. Dr. Sheila Trahar (University of Bristol) and Dr. Olzan Goldstein (Kaye Academic College of Education)
International cooperation in Design Schools: Mr. Oded Chai (Shenkar College of Engineering, Design and Art)

20:00 IRIS Gala Dinner

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Tuesday, 9 June 2015

08:15 – 09:00 Coffee Break (*ground floor*)

09:00 – 10:00 Plenary: **New Approaches to Learning**

10:15 – 11:15 IRIS Session II: International positioning & branding
Andrew Crisp, Co-funder CarringtonCrisp
Serenity room (2nd floor)

11:15 – 11:30 Coffee Break (*2nd floor*)

11:30 – 13:15 IRIS Session III: Language, Tone and Usability for International Higher Education Website (cont'd)
Ms. Megan Brenn-White, Founder and Managing Director, The Brenn-White Group
Serenity room (2nd floor)

13:15 – 14:15 Lunch (*ground floor*)

14:15-16:15 IRIS Session IV: Live analysis of IRIS Websites and Open Discussion
Serenity room (2nd floor)

16:15-16:30 Closing Remarks
Dr. Vered Holzmann
TEMPUS IRIS Project

The 2015 IRIS International Conference is organised in the framework of the EFMD Annual Conference gathering more than 400 education professionals together with representatives of companies and other networks and associations from all over the world.

This will allow the IRIS participants to attend the EFMD plenary and breakout sessions on Impact, Passion & Creativity in Learning and benefit from the broad networking opportunities.

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EFMD Annual Conference Theme: Impact, Passion & Creativity in Learning

The EFMD Annual Conference has been designed for all those interested in management education and development. It brings together EFMD members, companies, educational institutions and other associations, offering various perspectives and discussions on the conference theme.

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B-1210 Brussels, Belgium

T: +32 (0)2 203 62 00 F: +32 (0)2 203 55

Website: <http://www.crowneplazabrussels.be/>



IRIS International Conference offers a great opportunity for networking, and learning about communication and visualization of internationalization in the Internet era.

For further details, please contact:

Dr. Vered Holzmann, Tempus IRIS Project manager (OBC): veredhz@braude.ac.il

Ms. Apvlina Blazkova, Project Coordinator (EFMD): pavlina.blazkova@efmd.org

SHARE WITH US . . .

Ms. Anat Benson from Beit Berl College sent us a link to a relevant article that was published in the New York Times:

http://www.nytimes.com/2015/02/27/opinion/italys-new-lingua-franca.html?_r=0

The New York Times

The EFMD Team: Dr. Christophe Terrasse, Ms. Borianna Marinova, and Ms. Pavlina Blazkova, shares with us the Generation Web series:

<https://www.efmd.org/research/joint-research/generation-web-series>

Generation Web



Dr. Olzan goldstein from Kaye Academic College of Education and Dr. Sheila trahar from University of Bristol share with us a [video clip](#) that summarizes part of the international activities that are carried out in KC as a result of the Tempus IRIS project.

Dr. Vered Holzmann: veredhz@braude.ac.il

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