

An approach to the European Lifelong Learning University

The SIRUS Project

The complicated road from concept to strategy
and from strategy to implementation

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Brief Profile of EUA

- Established in 2001
- Non-governmental membership organisation
- 850 individual university members
- 34 National Rectors' Conferences as collective members
- Members in 46 countries: EU and the wider Europe:
 - ✓ Unique overview of different processes that take place at different level
- Independent voice for the university sector
- Activities: Policy development and advocacy, projects, research and publication

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Presentation overview

- **Lifelong Learning as a chance for universities**
- Lifelong learning strategies in Europe
 - Findings from EUA's Trends 2010
 - European Universities' Charter on Lifelong Learning
- **SIRUS** Shaping Inclusive and Responsive University Strategies

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The challenges of the European knowledge society for universities:



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LLL as an answer to the challenges put upon HEI

Systems & HEIs need to cater for a greater diversity of learners

- New skills required
- More graduates needed
- More students to participate in HE
- To support: EHEA, ERA, Knowledge Area

Lifelong learning as a response to economic & social challenges

- The demographic transformation of Europe
- The increasing speed of globalisation & the pace of technological change

Widening access and expanding participation – underpinned by strong economic arguments

- Ageing populations
- Increasing innovation potential
- Skilled workforce increasingly needed
- Structural reforms of economy and crisis

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LLL in Trends 2010



- as a **strategy within which all education is provided in a lifelong perspective** (five countries subscribe to this concept) **or**
- as providing of a **series of activities outside mainstream education** (can be found in nearly all European HEIs)

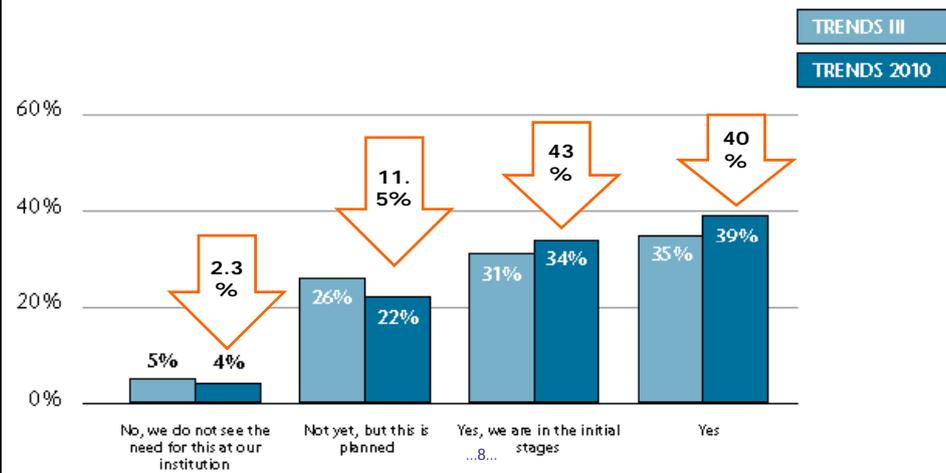


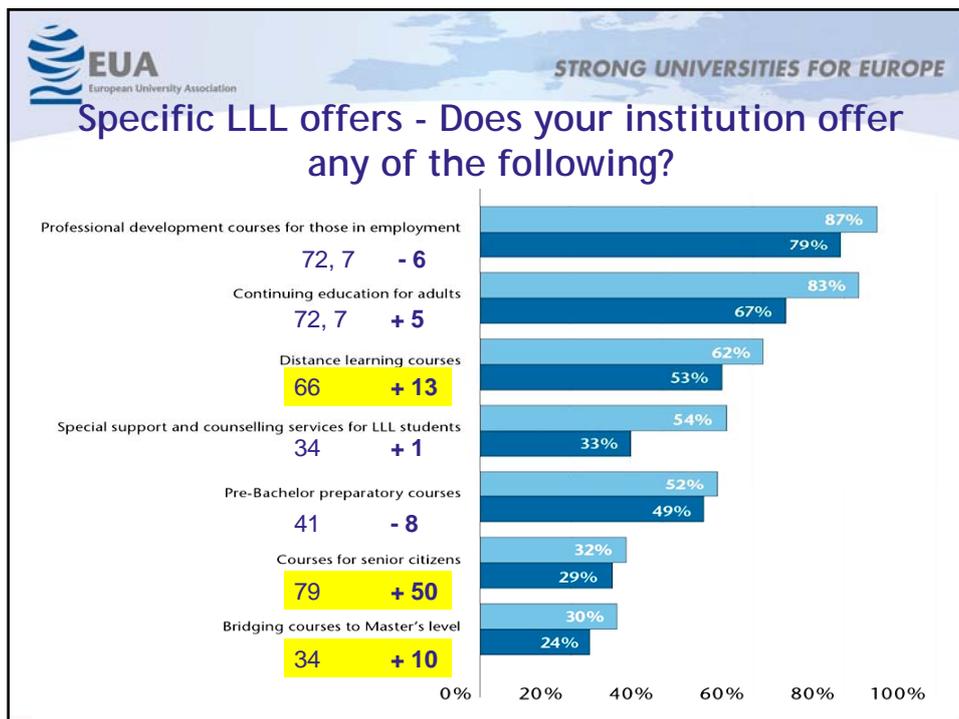
- Renewed challenge to ensure that the introduction of student-centred learning facilitate European citizens access to higher education
- In cooperation with other stakeholders
- Autonomy to rise to the challenge

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Trends 2010

Table 22. Q41. Has your institution developed an overall strategy regarding Lifelong Learning (LLL) initiatives?





- EUA** European University Association **STRONG UNIVERSITIES FOR EUROPE**
- ### Spain: Institutional strategies for LLL in T 2010
- 36,4% of institutions founded in the 90ies
 - 54 % of institutions in Spain said: we primarily serve the regional level
 - Institutional strategy influencing developments – high importance: Bologna Process (86%), QA reforms (75%) and internationalisation (73%)
 - main divergence from Trends findings
 - Governance reforms Spain 20% T: 49% **-29**
 - Funding reforms Spain 27% T: 45% **-18**
 - European R+I policies Spain 61% T: 43% **+18**
 - Demographic change Spain 11% T: 26% **-15**
 - RPL: Do institutions recognise prior learning?
 - Yes, but only as a component of a study programme
 - Spain: 50% T: 54 **-4**
 - Yes, equivalent to a full degree
 - Spain: 7% T: 16,7 **-10**
 - No, we don't do this:
 - Spain: 43% T: 28,5% **+14** ...10...

LLL Charter in a nutshell



[EUA_Charter_Eng_LY.pdf](#)

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European Universities commit to...

1. Embedding concepts of widening access & LLL in their strategies
2. Providing education & learning to a diversified student population
3. Adapting study programmes to enhance widening participation
4. Providing appropriate guidance & counselling service
5. Recognising prior learning
6. Embracing LLL in quality culture
7. Strengthening the research/teaching links in a perspective of LLL
8. Consolidating Bologna reforms designed to promote flexible learning environments
9. Developing partnerships at all levels to provide relevant programmes
10. Acting as role models of LLL institutions

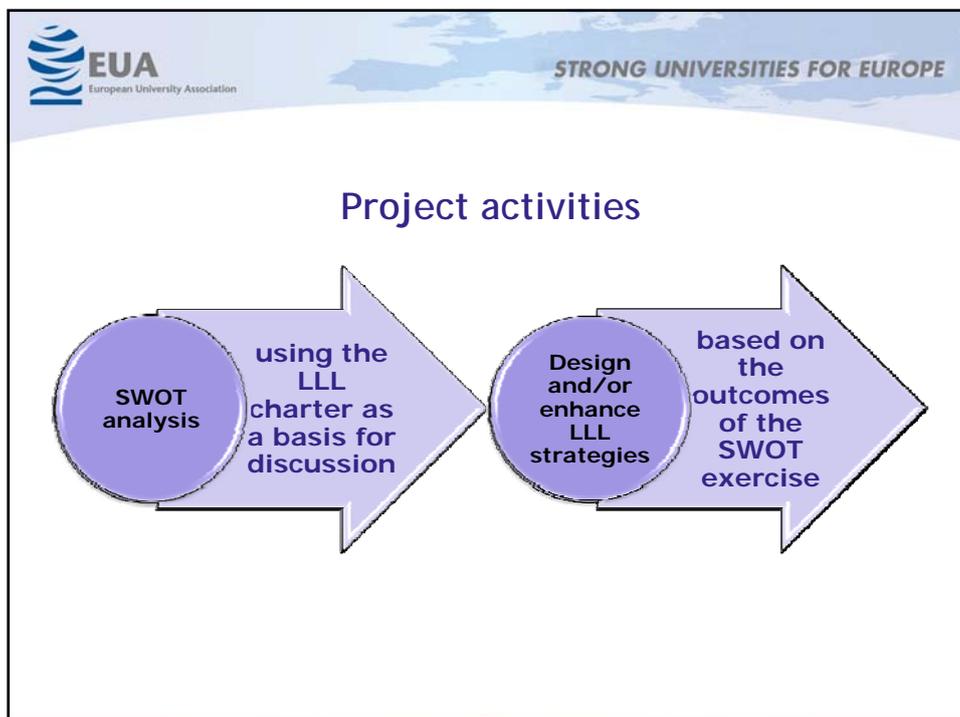
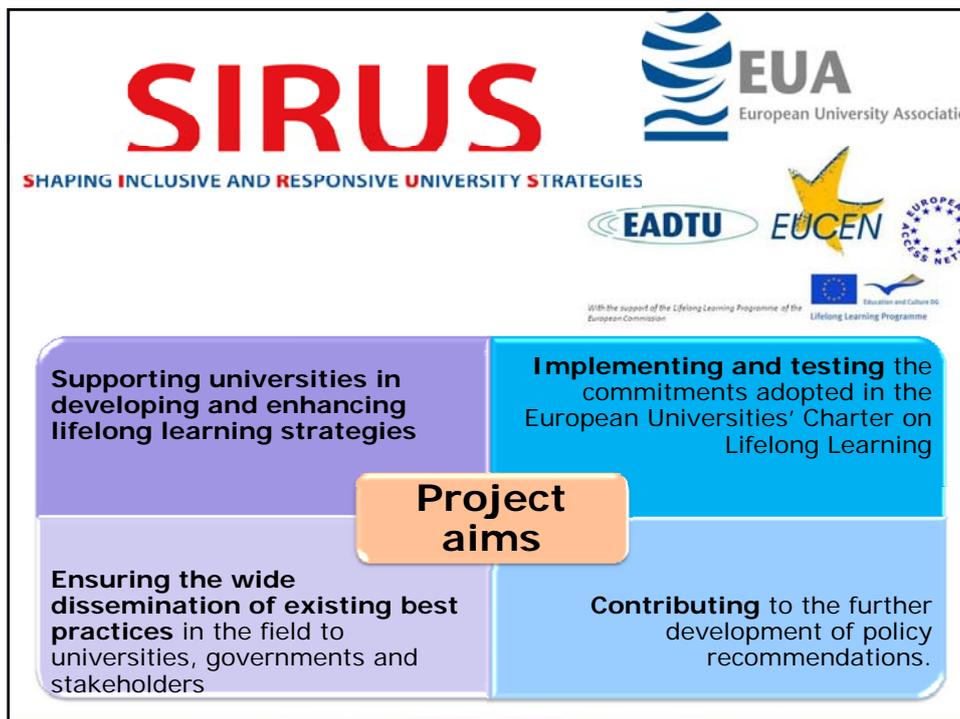
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Universities call on governments to commit to:

1. Recognising LLL as a major benefit to individuals and society
2. Promoting social equity and an inclusive learning society
3. Including LLL objectives in missions and work of QA agencies and systems
4. Support development of appropriate guidance and counselling services
5. Recognising prior learning
6. Removing obstacles to potential learners returning to HE
7. Ensuring autonomy & developing incentives for lifelong learning universities
8. Encouraging partnerships at regional level with local authorities, employers and agencies
9. Informing and encouraging citizens to take advantage of lifelong learning opportunities offered by universities
10. Acting as role models of lifelong learning institutions

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Some commitments are more challenging

- 1. Embedding concepts of **widening access** and **lifelong learning** in institutional strategies
- 3. **Adapting study programmes** to ensure that they are designed to widen participation and attract returning adult learners
- 4. Provide appropriate **guidance and counselling services**
- 5. **Recognising prior learning**
- 6. **Embracing lifelong learning in quality culture**

Major Challenges - External factors

- Legal framework
- Access policy and widening participation
- Sustainable funding - impact of the present financial crisis
- Student-centered learning, recognition of prior learning
- Mapping out regional development needs
 - Cooperating with stakeholders
 - To develop partnerships
- Identifying a niche, developing branding and marketing

Major Challenges - Internal factors

- Taking stock of existing activities
- Providing incentives for reaching new audiences
- Providing targeted student services
- Developing an internal implementation plan
 - LLL solely seen as an income generating activity and/or a possibility to generate knowledge and development in a regional context?
 - Involving leadership, academics and students
- Improving the flexibility in the provision of learning and widening access including RPL
 - Creating communities of learners
 - Engage teaching staff
 - Supporting diversity in practice
 - Assuring research-based education
 - Defining a relationship between inclusiveness and excellence

The 'Lifelong Learning University'

LLL means changing mindsets – creating a culture

- Moves LLL from the periphery to the centre of the institutional strategy – a paradigm shift
- Engages staff, students and other stakeholders
- Uses the Knowledge Triangle: Supports interaction between education, research and innovation
- Knows its target groups and creates communities of learners
- Benchmarks LLL activities
- Enhances quality and competitiveness
- Supports diversity of practices in teaching
 - Uses and integrates technology smartly in student-centered learning
 - Adapts an inter-disciplinary approach
 - develops new teaching methodologies
 - Strengthens student services
 - Defines how and if LLL can/should compete with research
 - Pays attention to the shift from knowledge transfer to skills transfer

Muchas gracias

Further information as well as all EUA publications are
available at

www.eua.be

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