

CONFERENCE

**Universities'
Third Mission:
Indicators and
Good Practices**

2 - 3 February 2012

Wood Quay Venue
Dublin, IRELAND



European Indicators and
Ranking Methodology for
University Third Mission



Education and Culture DG
Lifelong Learning Programme

Introduction

In modern knowledge societies, universities play an increasingly important role in achieving economic growth and social progress. Their traditional missions of teaching and research are being broadened to include Third Mission activities that facilitate their engagement with society and industry.

While the teaching and research missions of the university are well understood and frequently measured, its Third Mission is yet to be fully examined, and approaches to its measurement developed. The E3M Project conference will discuss issues related to measuring the Third Mission, will provide an opportunity to present a set of indicators developed by the project, and to share good practices in attempts to develop a European-wide measurement framework for Third Mission activities.

Aims of the conference

The main aims of the conference are:

- To raise awareness of Third Mission activities and provision in Europe.
- To discuss the importance of measuring Third Mission activities.
- To exchange good practices among third mission providers.
- To present and discuss a *Draft Green Paper* on Third Mission policy recommendations.
- To disseminate the results of the E3M research project.

Who should attend?

The conference is addressed to all stakeholders interested in the development of Third Mission activities, and in particular to:

- Higher Education Institutes (HEIs)
- Accreditation and ranking agencies
- Policy makers
- Institutions working with universities in the areas of technology transfer and innovation, continuing education and social engagement
- International organisations
- Colleagues working on projects in similar area

Conference Fee

The early bird conference fee of €100 is available up to 1st December 2011.

For registrations after 1st December 2011 the fee will be **€130**.

The fee includes:

- ♦ participants pack,
- ♦ lunch and refreshments,
- ♦ conference dinner on Thursday evening.

Registration and Payment

To register please go to the registration website: www.eventelephant.com/e3m.

Please note that registration for the conference will close when the maximum 100 participants is reached.

Cancellations

Cancellations and requests for reimbursement of fees must be notified in writing to the Dublin Institute of Technology by 1st January 2012 at the latest. A cancellation charge of 25% will apply and will be deducted from your refund. Transfer of a registration to a colleague is possible if the organiser is notified in advance.

Payment Options

The conference fee can be paid through the payment facility available on the registration website www.eventelephant.com/e3m.

Conference Venue

The conference will be held in the **Wood Quay Venue** directly behind the Dublin City Council Offices, Wood Quay, Dublin 2.

The venue for the conference dinner on Thursday night is the Brazen Head Pub and Restaurant (www.brazenhead.com) close to the conference venue.

PROGRAMME

Thursday, 2nd Feb 2012

- 2.30 – 3.00 pm *Registration (Tea & Coffee on arrival)*
- 3.00 – 3.15 pm **Welcome and Introduction**
Dr Mike Murphy, Director and Dean, College of Engineering & Built Environment, Dublin Institute of Technology
- 3.15 – 4.15 pm **Keynote address on Universities' Third Mission**
Dr William Oakes, Director of the EPICS Program & Associate Professor, the Department of Engineering Education at Purdue University
- 4.15 – 4.45 pm **E3M: Introduction to the project**
Dr Andrés Carrión García, Director of the Centre for Quality and Change Management (CQ), Universidad Politécnica de Valencia
- 4.45 – 5.00 pm *Tea & Coffee*
- 5.00 – 5.30 pm **Educational rankings and measuring methodologies**
Professor Jan Sadlak, President of IREG Observatory
- 5.30 – 6.00 pm Discussion of ranking and measuring the third mission
Chair: Giunio Luzzatto, University of Genoa
- 8.00 pm *Conference dinner at the Brazen Head*

Friday, 3rd Feb 2012

- 9.00 – 9.15 am *Tea & Coffee on arrival*
- 9.15 – 9.40 am **Technology Transfer and Innovation: indicators, best practices, and policy issues**
Dr Marek Rebow, Head of Research, College of Engineering and Built Environment Dublin Institute of Technology
- 9.40 – 10.20 am Discussion
- 10.20 – 10.45 am **Continuing Education: indicators, best practices, and policy issues**
(tbc)
- 10.45 - 11.30 am Discussion
- 11.30 – 11.50 am *Tea & Coffee*
- 11.50 – 12.15 pm **Social Engagement: indicators, best practices, and policy issues**
Dr Alfredo Soeiro, University of Porto
- 12.15 - 1.00 pm Discussion
- 1.00 – 2.00 pm *Lunch*
- 2.00 – 2.30 pm **Presentation of the Draft Green Paper: Fostering and Measuring Third Mission in Higher Education**
Dr Christopher J. Padfield, Supernumerary Fellow and Director of Studies in Engineering, Trinity Hall Cambridge
- 2.30 – 4.00 pm Group discussions of the Draft Green Paper
- 4.00 – 4.15 pm *Tea & Coffee*
- 4.15 – 4.40 pm Summary of group discussion and suggested amendments to the Draft Green Paper
- 4.40—4.55 **Conference Summary**
Dr Eucharía Meehan, Head of Research Programmes, Higher Education Authority, Ireland
- 4.55 – 5.00 pm **Conference Close**

About E3M

E3M is a three years project co-funded by the European Commission under its Lifelong Learning Programme (Project No: 143352-LLP -1-2008-1-ES-KA1-KA1SCR) and developed by eight partners from seven European countries. The aim of the project is to generate a comprehensive instrument to identify, measure, and compare the Third Mission activities of HEIs from a wide perspective. This is to be achieved by creating indicators for Third Mission activities and by formulating a new approach to measuring methodologies.

Background and overview

There is a growing recognition around the world of the role that universities can play in economic growth and social development in the modern "knowledge society" as outlined by the Lisbon Strategy. University activities have traditionally been understood as two missions: teaching and research. However, more recently policy makers have been keen to encourage all the other contributions of universities to society and to the economy: their Third Mission.

While several ranking systems exist for the First and Second Missions, the Third Mission lacks any cohesive methodology. The E3M Project aims to address this gap. Firstly, a set of standard indicators for three dimensions of the Third Mission, that project partners believed to be indicative of the Third Mission as a whole, were developed. These dimensions are Continuing Education, Technology Transfer & Innovation, and Social Engagement. Secondly, a measuring methodology was to be proposed to assess the performance of European Third Mission providers, benchmarking excellent practices, and help to create a common European area among higher education institutions where Third mission 'tools' could be tested. These tools will be built into a web-based platform to provide access for project stakeholders, together with a range of case studies of providers evaluated as meeting good Third Mission practice standards.

The E3M project involved several leading European higher education networks to ensure a broad and sustainable dissemination of the project's outputs. The outputs from the project should enable Third Mission providers to assess their own performance, share best practices and build relationships with other European Third Mission providers. This should lead to more effective and efficient services being provided to society and to industry as institutions seek to improve their standards, improving the quality of their lifelong learning provision and other related services.

Partners

Valencia University of Technology (project coordinator), SPAIN

Danube University Krems, AUSTRIA

Dublin Institute of Technology, IRELAND

Istituto Superiore Mario Boella, ITALY

University of Helsinki, FINLAND

University of Leon, SPAIN

University of Maribor, SLOVENIA

University of Porto, PORTUGAL

