Efficiency of the Tuning Information Points

Tuning Research Scholarship

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October 2016
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PhD in Economy of enterprise

Tetiana Kuklinova joined the project “TUNING EDUCATIONAL STRUCTURES IN EUROPE” since 2006.

Ms Kuklinova is one of the founders of Tuning Information Point In Ukraine
Subject of the study

theoretical and methodological, practical aspects of activity of TIPs

developing the levers of improving of the efficiency of TIPs

The study deals with

development of recommendations and actions to improve the effectiveness of TIPs

creation of conditions for implementing Tuning approach, which directs the educational process on the formation of competent, competitive specialists that meet international and domestic standards of the modern labor market;

exploring the experience of other points of Tuning with regard to their characteristic features, role and importance in educational space
Methodology.

Theoretical and methodological base of the research consists of fundamental principles of theory and practice, general scientific and special methods of knowledge were applied in the study.

Statistical and analytical methods were used to understand the dynamics, trends, regularities of activity of TIPs.

The methods of logical generalization and analogy, the ascent from the abstract to the concrete were used to build a system of assessment of efficiency of stimulation of development of TIPs.
1. The trends of the functioning of the TIPs

2. The problems of follow-up work of universities participating in Tuning project.

3. The assessment of efficiency of the influence of the TIPs

4. Organizational levers of improving of the efficiency of the TIPs

5. The development of effective mechanisms stimulating the development of TIPs
1. The trends of the functioning of the TIPs

**The organizations that monitor developments in the Bologna process:**

- Bologna follow-up group (BFUG)).
- The European University Association (EUA).
- The National Unions of Students in Europe (ESIB).
- European Association of Institutions in Higher Education (EURASHE).
- The European Centre for Higher Education (UNESCO-CEPES).
- The European Association for Quality Assurance in Higher Education (ENQA).
- Educational International Pan-European Structure.
- Unit of Confederation of Industrialists and Employers of Europe (UNICE)

The general purpose of all stages of the project:

- Development, introduction of
  - methodology of curricula and educational programs
  - creation with the use of competence tool that will enable to do them comparative for all educational European institutions involved in the Bologna process.
<table>
<thead>
<tr>
<th>Projects / Phases</th>
<th>Main concepts / Tools</th>
<th>Other relevant issues</th>
<th>Other involved bodies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuning Europe 2000 - 2008</td>
<td>definition of Learning Outcomes and competences</td>
<td>• New terminology</td>
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<td></td>
<td>9 SAGs Reference Points</td>
<td>• Checklist for planning/maintaining a curriculum</td>
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<td></td>
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<td>• Brochures for 9 Subject areas</td>
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<tr>
<td>Socrates Thematic Networks since 2002</td>
<td>EC recommendations for taking Tuning “on board”</td>
<td>• Tuning Counselors</td>
<td>EC</td>
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<td></td>
<td>Sectorial reference points</td>
<td>• 2 European Tuning Information and Counseling Centers</td>
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<td></td>
<td></td>
<td>• 38 Tuning Information Points (TIPs)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Reference Points for 24 new SAs</td>
<td></td>
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<tr>
<td>SQFs in Social Sciences HUMART 2008-2011</td>
<td>Formulating a degree profile</td>
<td>• Identification of main educational sectors (Social Sciences, Humanities and Arts, Natural Sciences, Health Sciences, Sciences &amp; Technology)</td>
<td>ENIC-NARIC centers</td>
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<tr>
<td></td>
<td></td>
<td>• Relation between QF for EHEA and EQF-LLL</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Reference Points for 8 new SAs</td>
<td></td>
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<tr>
<td>CoRe2 2008 - 2010</td>
<td>Measuring and comparing competences at an international level</td>
<td>Learning Outcomes as a measure of Competences</td>
<td>ENIC-NARIC centers</td>
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<tr>
<td></td>
<td></td>
<td>• A global test for a direct assessment of students’ performance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Reference Points for 2 new SAs</td>
<td></td>
</tr>
<tr>
<td>AHELO 2008 - 2013</td>
<td>• Tuning HE Journal</td>
<td>• Dissemination</td>
<td>OECD</td>
</tr>
<tr>
<td></td>
<td>• Reflection on meta-profiles</td>
<td>• Developing new dialogue/comparability tools</td>
<td></td>
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<td></td>
<td></td>
<td>• Involving specialized target groups?</td>
<td></td>
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</tbody>
</table>

**Table 1 Development of main concepts within the Tuning Community**
Tuning Information Centres have been established for the continued dissemination:

- of the Tuning methodology,
- the project outcomes
- information on the Tuning materials

that are available for use also after the project period has ended.

Tuning Centres are meant to be key instruments to facilitate dissemination and implementation of the Tuning approach.
| Tuning Centres                                                                 | • key instruments to facilitate dissemination and implementation of the **Tuning approach**.  
|                                                                              | • are intended as an institutionalised tool to establish and support links with employers, graduates and academics in the area of programme design, implementation and enhancement as well as to engage with relevant governmental bodies, policy makers, international, national, regional and local organisations and higher education institutions and their management to contribute to policy development in the field of higher education. |
| The International Tuning Academy                                           | the central unit of the **Tuning worldwide process**. |
| Tuning National Centres (TNCs)                                              | • a country’s central contact point with respect to Tuning activities.  
|                                                                              | • closely related to the national authorities in the field of higher education.  
|                                                                              | • can be the Ministry of Education, a relevant governmental body or branch, a national organisation of universities or a conference of rectors or principals, the national accreditation body, etc. |
| Tuning University Centres (TUCs).                                            | was initiated as part of the Tuning Russia project in 2010 to offer a sustainable structure for reform within the context of individual higher education institutions. |
| The European Tuning Information and Counselling Centres (ETICCCs)            | are located at the two universities who have jointly coordinated the project Tuning Educational Structures in Europe from 2001 to 2009 |
dissemination of TUNING experience and methodology, which will enable substantially to accelerate implementation of ideas and principles of Bologna process in educational space.

have been established as part of the Tuning Europe projects.
**TIPs** were established in the countries that participate in the Tuning project in 32 European countries.

**National dissemination conference**

**end 2008**

**Basic functions of TIPs:**

- Distribution of information and instruction material
- Assisting in the organisation of the national information and dissemination conferences
- Offering information and counselling by phone and email
- Collecting data on the main obstacles and questions regarding the implementation of the Tuning approach
- Acting as an interface between institutions and Tuning Management team
- Acting as co-ordinator of countries part of Tuning website
During last 11 years **Odessa National Economic University** is the representative of **Ukraine** of Business subject area in the project «**Tuning Educational Structures in Europe**».

In the project together with **Odessa National Economic University** after other subject areas Ukraine is represented by

- National Medical University O.O. Bogomolets (Kyiv),
- Testing Center at Ministry of Public Health
- National Technical University «Kharkiv Polytechnic Institute».

The joint idea of the Ukrainian universities-partners must become the distributed informative structure which will function in all three Ukrainian universities-partners and will provide informative services to Ukrainian universities as concerning the general questions of TUNING methodology.
TUNING Point of Ukraine with specialization after Business subject area is on a base of the Information centre of the EU at ONEU with utilization of TUNING project grant.

The basic task of the Tuning Information Point

• dissemination of Tuning experience and methodology, which is enable substantially to accelerate implementation of ideas and principles of Bologna process in educational space.

In the Information centre of the EU at ONEU:

comprehensive information on EU activities;
official documents published and distributed by the EU;
information about projects and EU programmes;
new literature and periodicals;
Analytics, statistics;
bibliographic and information services;
Square potential of TIP of Odessa National Economic University

[developed by author]
2. The problems of follow-up work of universities participating in Tuning project.

- socio-political instability
- Changing legislation
- The lack of money
- organizational
- decreased motivation of TIPs staff

The problems of follow-up work of universities participating in Tuning project.
Effect (from the Latin "effectus" performance, effect means result, consequence of certain causes of action. The effect is an absolute value indicating the result of a process.

- results and costs,
- the optimization of costs and results

- single indicator
- system of indicators
- integral indicator
EFFIENCY SYSTEM

- diversification of purposes;
- the impact on the educational sphere of the country;
- the concordate Tuning approach of the interests of the education of the country;
- the role and importance of each country
- the resource cost

An evaluation of the efficiency of TIPs should be provided for each direction of stimulation.
A feature of the proposed system of indicators to measure the promotion of TIPs is their adaptation to information support.
Indicies of efficiency of the Tuning Information Points

social efficiency

labour efficiency

The volume of distribution of information

Distribution of information and instruction material

Assisting in the organisation of the national information and dissimination conferences

Offering information and counselling by phone and email

Collecting main obstacles and questions regarding the implementation of the Tuning approach

[developed by author ]
3. The assessment of efficiency of the influence of the TIPs

**Interests of evaluation of efficiency of the TIPs**

- Tuning academy
- Administration of university
- Teachers
- State level
- Ministry of education
- Students
- Employers

The purpose of the evaluation
Map of strategic groups of TIPs activity

Distribution of information

[developed by author]
<table>
<thead>
<tr>
<th>No</th>
<th>Factors</th>
<th>Possibility of implementation</th>
<th>Importance of the influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>high 7-10</td>
<td>medium 4-7</td>
</tr>
<tr>
<td>1</td>
<td>Support TIP from the Tuning Academy</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>2</td>
<td>the resource base</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>3</td>
<td>Organization of dissemination conferences and seminars.</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>4</td>
<td>The distribution of Tuning publications</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>5</td>
<td>Support TIP from The Ministry of education</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>6</td>
<td>Financial support</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>7</td>
<td>Distribution of information and instruction material</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>8</td>
<td>Assisting in the organisation of the national information and dissemination conferences</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>9</td>
<td>Offering information and counselling by phone and email</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>10</td>
<td>Collecting main obstacles and questions regarding the implementation of the Tuning approach</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>11</td>
<td>Acting as an interface between institutions and Tuning Management team</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>12</td>
<td>Acting as co-ordinator of countries part of Tuning website</td>
<td></td>
<td>+</td>
</tr>
</tbody>
</table>
## Threats for TIP

<table>
<thead>
<tr>
<th>№</th>
<th>Factors</th>
<th>Possibility of implementation</th>
<th>Importance of the influence</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>high 7-10</td>
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<tr>
<td>1</td>
<td>The growth of socio-political instability</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Changing legislation</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>End of support of Tuning Academy</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The lack of money</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Decreased motivation of TIPs staff</td>
<td>+</td>
<td></td>
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</tbody>
</table>

[developed by author]
Matrix of **opportunities and threats for TIPs**

<table>
<thead>
<tr>
<th></th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong</td>
<td>to maximize using of opportunities</td>
<td>opposition to the risks through the using of internal reserves</td>
</tr>
<tr>
<td>Weak</td>
<td>to use opportunities to overcome weaknesses</td>
<td>strengthening the potential to prevent external threats</td>
</tr>
</tbody>
</table>

Coefficient of Concordance \( (W) = 1.086 \)
4. Organizational levels of improving the efficiency of the TIPs

Stimulation of development of TIP

- external level
- internal level
The block diagram of TIPs strategic planning development

- Basic analysis
  - The profile of the community
  - The survey of TIPs
- Critical issues
  - Internal factors
  - External factors
- SWOT analysis
- Strategic vision
  - Action plans on the basis of subcontractee
- Implementation of the plan and monitoring
  - Identification of priorities
  - Tutor
  - Creation of the forum
  - Simplified accessment to information
  - Stimulation

[developed by author]
5. The development of effective mechanisms stimulating the development of TIPs

The necessary components for the functioning of TIPs

initiative

innovation

interest

investments

information

integration

[developed by author]
Part of the stimulation mechanism of TIPs

internal level

- subcontracting
- Communication with tutor of TIPs
- The creation of development policies of TIPs

[developed by author]
Findings. The study deals with essential and urgent problems of increase of effectiveness of TIPs stimulating. The key factors of increase the competitiveness of TIPs were analyzed. The specificity of activity of TIPs were investigated.

Originality. The advantages and disadvantages of the directions of stimulation of development of TIPs were analyzed. The necessity of their development was defined.

Practical value. New scientific results solve important task of stimulating the development of TIPs. Results of study can be used in the activity of Tuning Academy, universities, Ministries of Education, TIPs, Tuning Information Centres, public authorities and future studies.
Thanks for your attention.