



Bologna Training Center

Ben-Gurion University
of the Negev

Annual Report 2014

Letter from the Director of KAS Israel



As the new director of the Konrad-Adenauer-Stiftung, I have been very lucky to find the intense cooperation between the Konrad-Adenauer-Stiftung and the Center for the Study of European Society and Politics at the Ben-Gurion-University of the Negev, existing and really flourishing. The Bologna Training Center, our common baby, is becoming more and more mature and is firmly standing on its own feet.

This success cannot be overestimated. I do believe that the BTC can truly serve as a role model for cooperation between Germany and Israel, because it underpins two important dimensions:

First dimension: There will of course always be the pillar of German historic responsibility for the existence of the State of Israel. But I have the strong belief that this building of diplomatic relations between Israel and Germany cannot maintain its stability in the next decades, if we do not build up a second pillar besides the first one. I would call this the pillar of mutual fascination. Israel is a fascinating, vibrant and – in the truest sense of the word – young country. An even deeper cooperation between the two countries is of utmost importance, especially on the field of education and the formation of future elites.

Second dimension: There might be some disappointment and tension in Israel about the role of the European Union in the Middle East peace process. But Israel cannot afford on the long run to have no functioning relations to the European Union and this is to some extent also valid for the EU. These relations are based on intensive scientific and economic co-operation. There is no country outside the EU which is so much and so deeply bound to the European Union. Similarly, there will be no vital German-Israeli relations without any kind of European dimension.

With our partners at the Ben-Gurion University, we share the conviction that it is in Israel's and Europe's best interest to open the "European Higher Education Area" to Israel (and vice versa). Accordingly, KAS Israel fully supports Israeli efforts to adapt the country's higher education system to the Bologna Process. There are many good reasons to be involved in that great project. In view of KAS' mission and philosophy, which put strong emphasis on people-to-people communication, facilitating the mobility of students between Europe and Israel (and conversely), is of particular value and relevance. Both priorities – strengthening people-to-people relations between Europeans and Israelis as well as strengthening institutional ties between the EU and Israel – can be fostered by the Bologna Process.

The key driver of wealth for future generations and the main promoter of social cohesion are and will be a healthy and vital knowledge based economy. Nothing is more important for this knowledge based economy than higher education. Nothing is more important than solid investments in this decisive field. A lesson that has been learned, at least partly, by the European Union.

More than 50 years ago, Konrad Adenauer and David Ben-Gurion laid the foundation for reconciliation between Germany and Israel and for a joint future based on shared values, partnership and friendship. And we will celebrate the 50th anniversary of diplomatic relations during the next year on several occasions. If the two institutions which bear the names of those visionary politicians who laid down the foundations for these relations did not share a special responsibility for this, who else would?

The well-known French philosopher Bernard-Henri Levy once said: "Europe is not just a geographical entity, it is an idea". Let us support not only the idea, but let us make very clear that Israel is and will be a part of this Europe. Moreover, ideas stay in the clouds if they are not brought down on firm grounds and nurtured to grow.

Jerusalem, January 2015

Dr. Michael Borchard
Resident Representative to Israel
Konrad-Adenauer-Stiftung

Letter from BTC Director – New Horizons for the BTC



The Bologna Training Center (BTC) was established and began operation in early 2012 as a branch of the Centre for the Study of European Politics and Society (CSEPS). The BTC was established as a response to a clear and present need in the Israeli HE system – for Israeli HE to progress in the complex process of internationalization and harmonization with the European Higher Education Area it was essential to develop awareness, understanding and critical appreciation of the Bologna process within our institutions. These were all crucially absent from the HE dialogue.

The Center's mandate was to provide Israel's HE institutions with the training, knowledge, understanding and tools necessary for an informed and critical appraisal of the Bologna process and its value to the Israeli HE system. At the conclusion of its third year of activity one can look back with satisfaction at the BTC's accomplishments. Positive and dynamic working relationships were developed with a large number of colleges and universities where the BTC team conducted workshops and presentations. The BTC's international meetings continue to attract an increasingly varied audience of stakeholders. The BTC became recognized as the primary knowledge center in Israel concerning Bologna and European HE reform. Most importantly, the dialogue in the HE community has internalized "Bologna" as an item for consideration.

The BTC has evolved its activities, particularly in the domain of project development. Worthy of mention is the award made by the European Commission, in January 2014, of the TEMPUS grant for the ESPRIT project – "Enhancing Social Characteristics and Public Responsibility of Israeli Teaching through a HEI-Student Alliance". This high profile project involving 6 Israeli and 5 European institutions has further cemented the BTC reputation as a valued resource in Israel's HE arena.

Together with the Konrad-Adenauer-Stiftung (KAS) the BTC will continue its efforts to enhance the quality of the Higher Education system in Israel.

Mr. Moshe Amir
Director, Bologna Training Center

Memorandum of Understanding CSEPS-BTC and KAS

On November 24, 2014, Prof. Jurgen Ruttgers, Konrad Adenauer Stiftung board member, and Prof. Zvi Hacohen, Rector of Ben-Gurion University, signed a Memorandum of Understanding signaling a new era in the life of the BTC. This Memorandum follows a similar cooperation agreement between KAS and CSEPS signed in 2009. The Memorandum emphasizes the commitment of the two parties to cooperate closely with a long-term perspective in the future. The parties committed to “promote greater awareness within Israel of the growing importance of the European Union, of the Bologna Process, and to offer the academic community in Israel, and in particular faculty, higher education administrators and students, the opportunity to learn about the Bologna Process and its implications for Europe, Israel and the wider world”.



BTC Activities at Ben-Gurion University

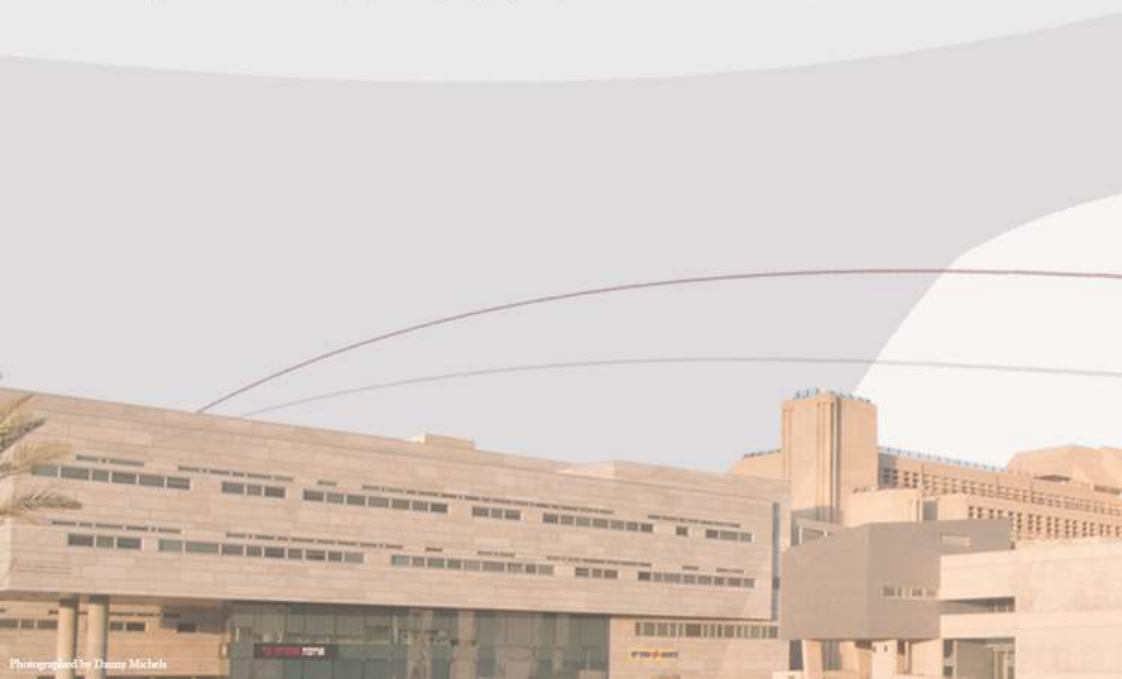
Cooperation with the Vice Rector's Office

The BTC operates in association with the Vice-Rector's office in supporting the different academic departments in their preparation for the Evaluation and Assessment Process of the Israeli Council for Higher Education (CHE). During the process, the Center accompanies the department's lecturers in formulating syllabi that will meet the international standards of the Council for Higher Education's committee.

In 2014, the BTC worked closely with the Department of Material Engineering, Bio-medicine and the School of Medicine on their syllabi within the framework of their preparation for the CHE's evaluation. As a result of this cooperation, the BTC published booklets for both departments outlining their syllabus revision process according to the Bologna guidelines. The booklets will be used as samples for other departments/faculties.

Cooperation with the Center for Excellence in Teaching

The BTC works closely with the Center for Excellence in Teaching, at Ben-Gurion University of the Negev, and provides workshops on formulating learning outcomes and developing syllabi for new staff members.



BTC Activities in Israel

The BTC continues to provide workshops in Israeli higher education institutions on internationalization and the Bologna Process. To date, the BTC has worked with over 20 higher education institutions. Furthermore, several governmental bodies - including the Ministry of Education and Ministry of Health - have participated in BTC activities, as well as consulting with it on issues relating to recognition of qualifications. Most recently, the BTC offered guidance to the Ministry of Health with regards to recognition of psychology degrees.

BTC Cooperation with the National Union of Israeli Students

In 2014, the BTC staff continued to work closely with NUIS, conducting information sessions for its representatives on different aspects of the Bologna Process. This year, the BTC staff provided knowledge and understanding of the Bologna Process and its various features to NUIS representatives producing a policy paper on the student perspective of the process and Israel's potential role in it.



BTC International Activities

BTC International Conferences and Workshops

Approaching Europe, Israel and the Knowledge Society, 14.5.14

The conference, jointly organized by the BTC and the Israel office of the Konrad-Adenauer Foundation, sought to examine the European experience in higher education policy and reform, focusing on the European Higher Education Area (EHEA) and Bologna Process in particular, in order to shed light on this global process and explore the implications for the Israeli higher education system. Against the backdrop of the diverging trends in Israel; the lack of a clear governmental policy on the one hand and the strengthening of 'bottom up' initiatives on the other, the conference aimed to draw lessons from the European experience and to strengthen the understanding of current patterns in order to better grasp the policy implications for Israel. The conference was attended by a wide range of representatives including Israeli higher education faculty, students and management, representatives from Israeli governmental ministries as well as representatives from a number of European embassies. A significant contribution of this year's conference in particular was the representation of the student organizations both from Europe and Israel. Having the input of both the European and Israeli student union was crucial to gaining an inclusive understanding of the current issues facing higher education systems today and in defining what is the role of student's in this sphere.



Managing Academic Internationalisation in Times of Crisis, 24.11.14

Internationalisation is increasingly understood as a priority for higher education institutions and is essential for the development of higher education systems world-wide, including in Israel. The internationalisation of higher education requires a large degree of international cooperation and mutual trust. These elements become even more complex in times of crisis, as academic cooperation is subject to external influences and international pressures. What are the obstacles to academic internationalization in times of crisis? How can institutions and policy-makers overcome these challenges? The BGU-KAS Roundtable put its focus on these questions through a discussion of the challenges and potential answers to pursuing academic internationalization in times of crisis. The first session was dedicated to a discussion of internationalization processes developing in Israel today and the challenges posed by the current political context in the region. The second session offered an international comparative perspective providing insight from the Greek experience in light of the financial crisis. The conference was attended by students, faculty and managers from the academic sphere. Representatives from government authorities were also present.



International Projects

Tempus-ESPRIT- The project is an innovative international project which seeks to map, analyze and strengthen the social involvement and responsibility of Israeli academia. The project, coordinated by the BTC, includes the participation of Israeli and European higher education institutions, as well as the National Union of Israeli Students and the European Student Union. The project's main goal is to enhance the social characteristics and public responsibility of Israeli higher education. In the course of the project, a mapping of the interfaces between the social and the academic activities of higher education institutions in Israel will be conducted. The participants will operate in two dimensions in order to strengthen the connection between the academic role of the institutions (research and teaching) and their social role. This objective will be achieved by developing modules that will involve social engagement, and by constructing a benchmarking tool for the evaluation of higher education institutions according to their social characteristics. In 2014, the project held four international consortium meetings. The project is currently finishing its development phase and preparing for the implementation of the models for enhancing social responsibility, in the 2015 academic year.

Tempus-DOIT - The BTC, in association with the Center for Excellence in Teaching at BGU, participates in the TEMPUS-DOIT project, which is being coordinated by the Gordon College of Education in Haifa. The project's objective is the promotion of Quality Teaching in a multi-cultural environment, and it brings together twenty higher education institutions and organizations from Europe, Georgia and Israel. During the 2014 year, the DOIT project saw the implementation of over 20 course pilots in Israeli and Georgian institutions. The pilots were based on curriculum for multicultural education which were developed by the international project consortium.



Future Projects

In 2014, the BTC developed a number of new project concepts including;

The Diversified Campus- The project aims to modernize and enhance the institutional and pedagogical capacities of Israeli HEIs by capitalizing on their diverse and inter-cultural character. The project is motivated by the desire to converge the institutional and pedagogical character of academic institutions to the diverse society in which they operate.

The Humanities Project- The project explores the role of humanities in the changing context of higher education. It is commonly argued that the field of humanities is losing relevance. This project aims to understand how the humanities can be useful to the changing reality in light of both the student, institutional and national needs.

The Labour Project- The concept was developed jointly with the Worker's Hotline organization and the Department of Politics and Government. The project aims to develop interdisciplinary courses on the subject of labour relations which would include a practical component for students to work within the community. Students will gain practical skills and competencies through community engagement and the community partners would gain know-how and understanding vis a vis their rights.

Nexus of European Centers Abroad for Research on EHEA⁺

During the last few years the terms, or buzzwords, Internationalisation and Bologna Process have begun to be part of academic discourse around the world. The project aims to establish an international network comprising of EU and non-EU based institutions that will further promote the academic research on European as well as regional higher education policies.



Participation in International Higher Education Conferences and Meetings

Different Perspectives on Measuring Internationalisation, Berlin, 27-28.11.2014

The conference organized by Center for Higher Education Consult (CHE) presented the multiple facets of measuring internationalization: It showed existing tools for measuring and evaluating internationalization, disseminated results of different international projects and shared good practices of institutions actively involved in this area.

ENQA Workshop, Oslo 6-7.11.2014

The 10th ENQA Training of Agency Reviewers took place in Oslo, Norway. The training session was organized by ENQA and hosted by the Norwegian Agency for Quality Assurance in Education (NOKUT), and offered to its participants a close familiarity with the European standards and guidelines for quality in higher education.

PL4SD Database Launching Event, Vienna, 2-4.4.2014

The Peer Learning for Social Dimension conference organized by the European Student Union under the auspices of the Austrian Ministry of Education and Research was an international peer learning event, part of a three years project funded by the Life Long Learning framework of the EU. The project aims to provide policy makers and practitioners with resources to develop effective measures to develop a "Social Dimension" at the European Higher Education Area.

27th European Students' Convention, Brussels, 19-21.3.2014

The 27th European Students' Convention was also the concluding stage of the SAGE (Students' Advancement of Graduates Employability) project. The convention mainly dealt with the employability problems of the current generation of university graduates, touching on different aspects of the issue- from ways to enhance such employability to ways of making employers more aware of the different skills that graduates acquire during their studies.

Presentations and Academic Visibility

The Hebrew University of Jerusalem, December 2014

- Multi-tiered politics and the Promotion of Identity through Higher Education: Quebec as a case study- Hannah Moscovitz.
- The European Higher Education Area: A New European Normative Regime- Yoav Friedman.

HEI Social Responsibility through Socially Engaged Courses, Bezalel Academy of Arts and Design, November 2014

- Introducing Tempus-ESPRIT's Socially Engaged Courses, Hannah Moscovitz.

Erasmus Mundus EMAIL Conference, Jerusalem, October 2014

- The Evolution of the Bologna Training Center, Yoav Friedman.

The 3rd Annual Conference of Young Israeli Researchers in European Studies - Ben-Gurion University of the Negev, June 2014

- Promoting Identity through Higher Education in Multi-Tiered Politics: the case of Flanders and Quebec - Hannah Moscovitz.
- The Bologna Process and the Normative Power Europe Theory- Yoav Friedman.
- The EU and the Global Strategy of the Bologna Process-in Search for Identity and Power The Case of Higher Education and Tempus Program, Hila Zahavi.

Annual Conference of Israeli Association for Political Science, May 8, 2014

- The Social Responsibility of Israeli Higher Education Institutions- Yoav Friedman.

Publications

Approaching Europe: Israel and the Knowledge Based Society, Ideas on Europe Blog

<http://era.ideasoneurope.eu/2014/06/01/approaching-europe-israel-and-the-knowledge-based-society/>

BTC website: www.bgu.ac.il/btc



Research

Yoav Friedman, The European Higher Education Area and the Normative Power of Europe

The study investigates the EU's ability to exert its normative power on regions beyond its borders. The research shows that by applying elements of European Regionalism, the EU managed to turn the European Higher Education Area (EHEA) into a Regional-International Higher Education Regime by using the Bologna Process. The research follows two phases: in the first phase the study aims to define the Bologna Process, the political tool which was established for the creation of the EHEA, as a Regional-International Higher Education Regime. The second phase will examine the Normative Power Europe theory by tracing the implementation of the Bologna Process in countries which are not members of the Bologna Process (Australia, Canada and Israel), examining the EU's ability to affect foreign countries' policies without the use of coercive means.

Or Harpaz, Comparing Youth Labor Market Policies in the European Union and Israel

The research examines European labor market policies towards reducing youth unemployment of the last decade. The research goal is to explore what the Israeli institutions can learn from these programs. In order to address the issue of youth unemployment which is a global 21st century problem, Israel needs to change the measurements and the definitions of employment and to start addressing the subject as a whole. Taking the European experience as an example, the role of higher education policies and education programs in general- such as life-long learning-cannot be overestimated. The first part of the study will focus on the European Union policy programs and their impact on the European market while the second part will focus on the Israeli job market and what it can learn from the EU.

Hannah Moscovitz , Multi-level Politics and the Promotion of Multi-level Identity: the role of knowledge policies

This research explores the link between multi-level policy making and identity promotion using higher education and research policy as a backdrop. The study focuses on the regions of Wallonia and Quebec, observing the role of knowledge policies for the promotion of identity at subnational, national and supranational levels of governance. Both cases represent sub-state regional entities within federal multinational states, as well as within larger supranational contexts. As such, three levels of territorial and identity politics are at play. Moreover, higher education and research policies are dispersed along territorial levels creating a valuable lens for the examination of multi-tiered politics. While in certain respects, multi-level politics in Wallonia and Quebec follow similar patterns; distinct logics of regionalism are observed both "from below" and "from above". Examining these cases in a comparative perspective can therefore offer important insight into the conceptual understanding of regionalism, multi-level politics, regional identity and the link between them.

Hila Zahavi, The Normative Power Theory and the Othering Theory in International Relations: How can the Global Strategy of the Bologna Process contribute to the theoretical development?

In her research, Hila Zahavi examines the interests of the EU in the external dimension of the Bologna Process. The research claims that the EU uses the Global Strategy (external dimension) of the Bologna Process to strengthen certain elements in its own internal and external policy. The research reveals the manner in which the EU uses the Global Strategy of the Bologna Process to enrich and strengthen its non-military modes of power, such as soft power, civilian and normative power, shedding light on the connection between the Bologna Process' Global Strategy and the foreign relations of the EU. Using the Othering theory, the paper further demonstrates how the external image of the EU, affected by these non- military modes of power, is translated into self-image, and thus, shapes and affects the creation of a European identity for the citizens of the EU.

Netanel Govhari, Normative Diffusion through Higher Education: the case of the European Students' Union and the National Union of Israeli Students

The research deals with the Normative Power Europe Theory and its implications in Israel via activities of European and Israeli agencies in general, and the activities of the European Students' Union (ESU) and the National Union of Israeli Students (NUIS), in particular. This study includes the unearthing of the nature of the initial 'meeting' between the two agencies, the nature of their relationship, and whether or not they manifest an arena of Norm Diffusion from the European system to the local Israeli one. The focus of his work is on the European agency, the principles and agendas it radiates, and the ways in which they travel in the international system, by the 'Power of the Local'.



For further information;

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