



UNICollaboration



Universitat de Girona



Launch Event

Scenarios for the integration of Virtual Exchange in Higher Education
10 December 2021

Post Event Report

1. Introduction

Name of the event	FRAMES Launch Event
Date	10 December 2021
Description	On December 10th, 2021 the FRAMES consortium organised the multiplier event online titled “Launch Event: Scenarios for the integration of Virtual Exchange in Higher Education”. The event provided an overview of the report developed by the FRAMES consortium, and explored the opportunities and constraints associated with the implementation and accreditation of Virtual Exchange (VE) in Higher Education, with a focus on the European Higher Education Area, and specifically on the Irish, Italian, and Spanish Higher Education systems.
Organising institution	FRAMES consortium
Location	Online on Zoom
N. of participants	108 (of which 81 from organisations outside the FRAMES consortium, and 28 from partner organisations)
Recording	https://frames-project.eu/events/launch-event/

2. Dissemination of the Event

This section reports on the dissemination activities undertaken for the promotion of the multiplier event ‘Scenarios for the integration of Virtual Exchange in Higher Education’. Promotion of the event started on the 9th of November 2021, through social media, whether from FRAMES Twitter and the project partners’ social media channels, news on the FRAMES and on partners websites, as well as from other stakeholders channels.

Promotional tools have been designed to support the outreach activities, namely:



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- The event landing page: <https://frames-project.eu/events/launch-event/>
- The event announcement
- Texts for mailing (short and long message)
- Social media posts
- Graphics

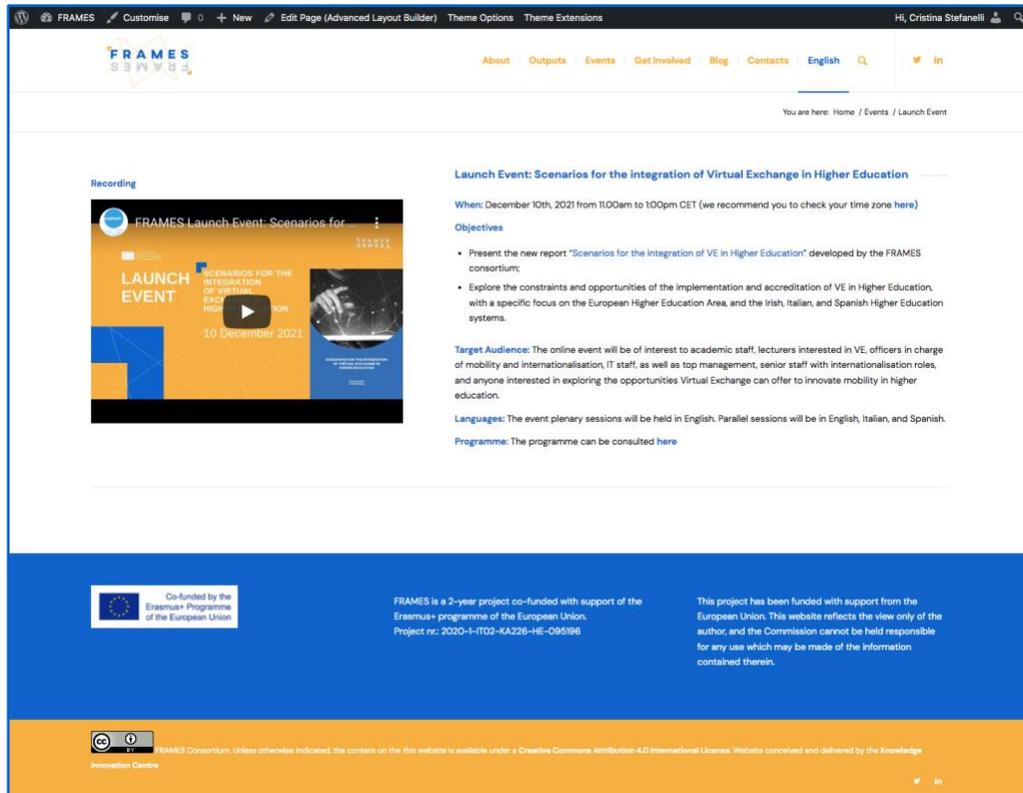


Figure 1. Landing page of the event on the FRAMES website

Two events were created on UNIMED [Facebook](#), and on [LinkedIn](#), and all partners contributed to the promotion of the event through their institutional channels and social media. A sample example of news posted on institutional websites is presented below.

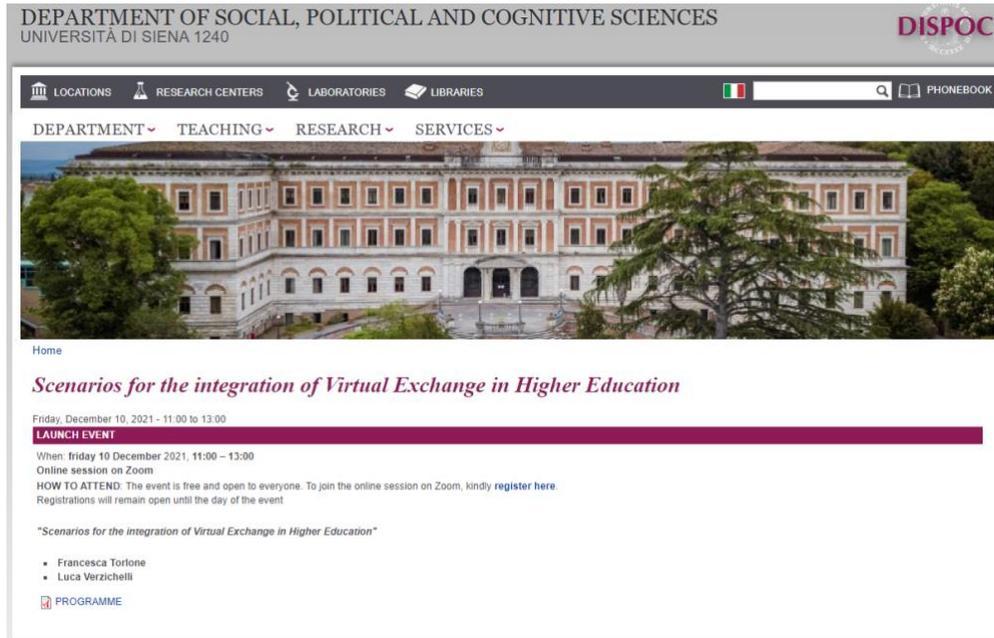


Figure 2. News announcement by the University of Siena

Twitter engagement

One of the main channels for promoting participation in the event was through the FRAMES twitter account. Prior to the event, 3 posts have been published on FRAMES Twitter to announce the registration step and the agenda:

1. Launch post: 9 November 2021: <https://twitter.com/framestweets/status/1458003957339598856>



Impressions	2,498
Media views	600
Total engagements	112
Detail expands	39
Link clicks	22
Media engagements	16
Retweets	15
Likes	12
Profile clicks	8

This post marks the highest engagement rate since the launch of the twitter account. The post was viewed by 2.498 times and re-tweeted 15 times.

2. Reminder post: 3 December 2021: <https://twitter.com/framestweets/status/1466709545120673797>



FRAMES Project @framestweets
 Our online event on scenarios for the integration of **#VirtualExchange** in **#HigherEducation** starts in one week!
 📅 10 December 11.00-13.00h CET
 ✅ <https://frames-project.eu/events/launch-event/> ...
 pic.twitter.com/ce3xKudNYp

Impressions	502
Media views	137
Total engagements	33
Detail expands	12
Likes	8
Link clicks	7
Retweets	4
Media engagements	1
Profile clicks	1

3. Starting post: 10 December 2022: <https://twitter.com/framestweets/status/1469230406608297984>

FRAMES Project @framestweets
 Starts in 1 hour! **#virtualexchange** @EUErasmusPlus
<https://twitter.com/framestweets/status/1458003957339598856>
 ...

Impressions	269
Total engagements	8
Detail expands	5
Likes	2
Retweets	1

During the online event, some of the event's key moments were live-tweeted. The following post is the one with the highest Twitter KPIs, reaching 1251 users, and a total 114 engagements.

- <https://twitter.com/framestweets/status/1469255484058316804>

FRAMES Project @framestweets
 Why Virtual exchange? @Francescahelm11 from @UniPadova, is sharing her thoughts in the Launch Event: Scenarios for the integration of **#virtualexchange** in Higher Education!
 Here's some insights from her presentation!
 ✅ pic.twitter.com/iIUz5hG5rh

Impressions	1,251
Total engagements	114
Media engagements	41
Detail expands	30
Likes	26
Profile clicks	9
Retweets	7
Replies	1

The engagement of the followers before, during, and after the event was positive, retweet quotes and mentions were very supportive and encouraging. The curated collection of posts is available on this Twitter Moment: <https://twitter.com/i/events/1469403608043200518>



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3. Summary of the event

On December 10th 2021, the FRAMES consortium organised the multiplier event online titled “Launch Event: Scenarios for the integration of Virtual Exchange in Higher Education”. The online event provided an overview of the report developed by the FRAMES consortium, and explored the opportunities and constraints linked to the implementation and accreditation of Virtual Exchange (VE) in Higher Education, with a focus on the European Higher Education Area, and specifically on the Irish, Italian, and Spanish Higher Education systems.

The event was moderated by **Ana Beaven**, UNICollaboration.

Marcello Scalisi, Director of UNIMED, opened the event recognising how important and global is the discussion and the dimension of Virtual Exchange and virtual mobility. Mentioning that despite the importance of physical mobility as an important tool of the internationalisation dimension, for students and for the academic community, Virtual Exchange is something that can add an important experience, looking for instance on how to improve north-south mobility.

The keynote speaker was **Francesca Helm**, University of Padova & UNICollaboration, who delivered a presentation on “Why Virtual Exchange in Higher Education?”. In her presentation, she tackled the distinction between virtual mobility and Virtual Exchange and gave in-depth explanation examples about why choosing Virtual Exchange. And concluded that when thinking of Virtual Exchange, one should not lose sight of the question: why are we doing Virtual Exchange, and what are our values as educators and as institutions as we engage in Virtual Exchange? The presentation was followed by a few questions from the audience.

Cristina Stefanelli, Project Coordinator, briefly presented the FRAMES project. The presentation included the aim and objective of the project, the partners of the project, and the foreseen results. She gave a brief history of the project which started in February 2021 and includes 4 outputs: a report on scenarios for the integration of virtual exchange and higher education which is now available in three languages English, Italian and Spanish, an online training for educators and staff members to work with them on how to integrate virtual exchange into their courses and universities, the production of a toolkit, and of a strategic framework for the integration of VE in Higher Education.

Sara Pittarello, UNICollaboration, talked about Scenarios for the integration of Virtual Exchange in Higher Education. She gave an overview of why and how it has been created. The aim was to show how virtual exchange has been integrated and accredited by higher education institutions through selected cases and this is the added value of the report. It is aimed at higher education institution staff, be it teaching or administrative staff interested in implementing virtual exchange in integrating virtual exchange at higher education level. She introduced the cases one by one and the virtual exchange modules for each scenario.

After the plenary presentation, the participants had then the opportunity to choose among five parallel sessions (breakout rooms):

- Irish room, facilitated by Marta Giralt, University of Limerick;
- Italian room, facilitated by **Anna Pratesi**, Francesca Torlone, and Luca Verzichelli, University of Siena;
- Spanish room, facilitated by **Alicia Betts**, University of Girona;

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- International room A, facilitated by **Casper van der Heijden**, and **Juliet Mühlbauer**, Sharing Perspective Foundation;
- International room B, facilitated by **Anita Barmettler**, University of Limerick.

The purpose of these parallel sessions was to allow small-group discussion among the participants, and to discuss national accreditation issues and international issues at the EU level addressing the following questions:

- Q1: How do you think Virtual exchange should be integrated in HEI strategies?
- Q2: How to expand internationalisation at home through VE?
- Q3: What are the opportunities and challenges of the integration of VE in HEI?

The activity concluded with plenary brief reports from the breakout sessions by each moderator.

The event plenary sessions were conducted in English, and parallel sessions were in English, Italian, and Spanish.

4. Participants

The target audience of the online event was academic staff, lecturers interested in VE, officers in charge of mobility and internationalisation, IT staff, as well as top management, senior staff with internationalisation roles, and anyone interested in exploring the opportunities Virtual Exchange can offer to innovate mobility in higher education.

A total of 253 participants registered for the event, and 108 from 22 countries participated live, of which 81 participants from organisations outside the FRAMES consortium, and 28 from partner organisations. The most represented countries were Italy, Palestine, Spain and Ireland. The list of participants is annexed to this report (Annex II).

Upon request, a certificate of participation has been delivered to the participants by UNIMED on behalf of the FRAMES consortium.



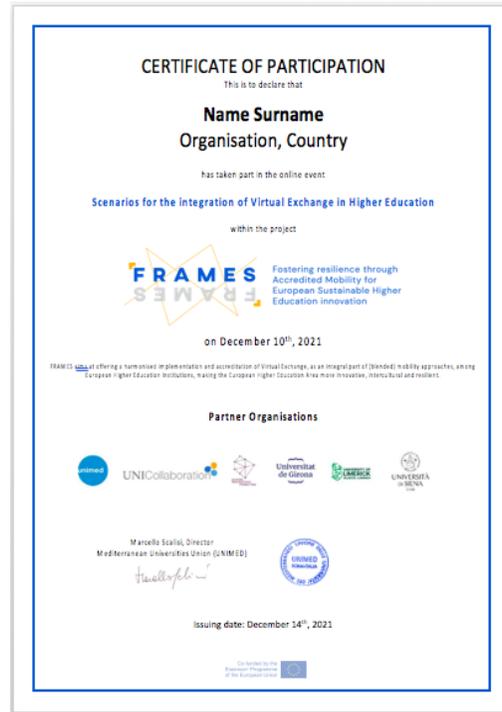


Figure 3 Certificate of participation

5. Post-event Evaluation

Evaluation methodology

Feedback was collected by means of an on-line questionnaire sent to the participants right after the end of the event on December 10th, 2021. The items, including closed questions and scale and open questions, aimed at verifying the satisfaction of participants concerning mainly organisation, communication and achievements. The questions were divided in three sections:

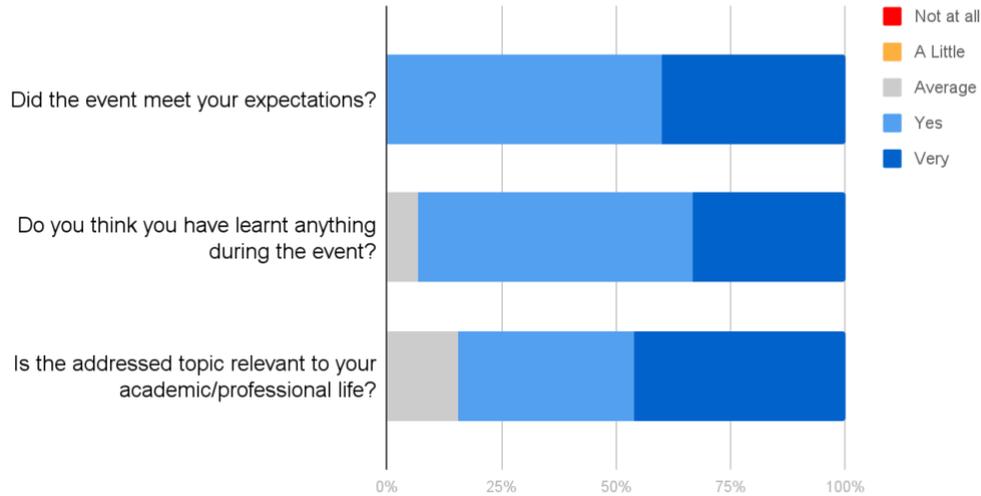
- Closed and open questions on the overall evaluation of the event and the participants' degree of satisfaction, comments and suggestions;
- Closed questions on the perceived usefulness and impact at individual level.

Respondents

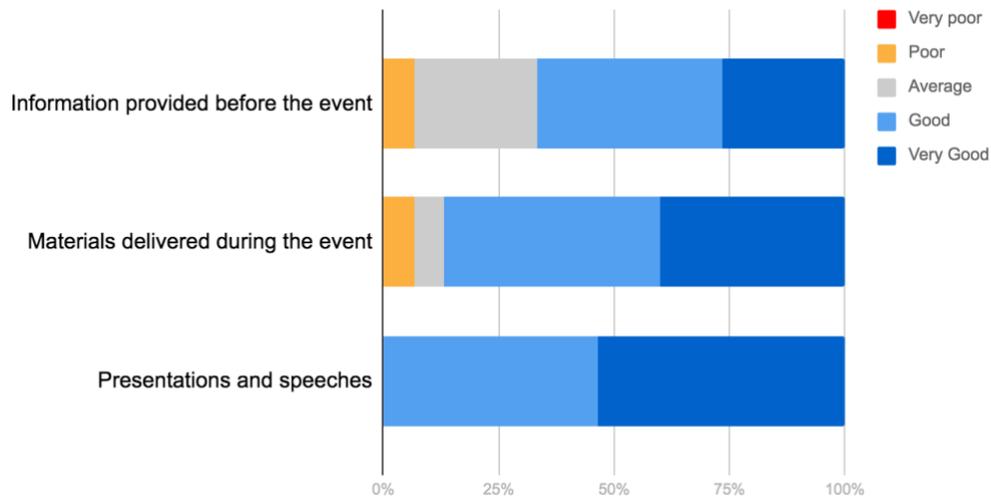
The questionnaire was submitted to the 108 participants; 15 valid questionnaires were collected.

Results

Overall Evaluation (1/2)



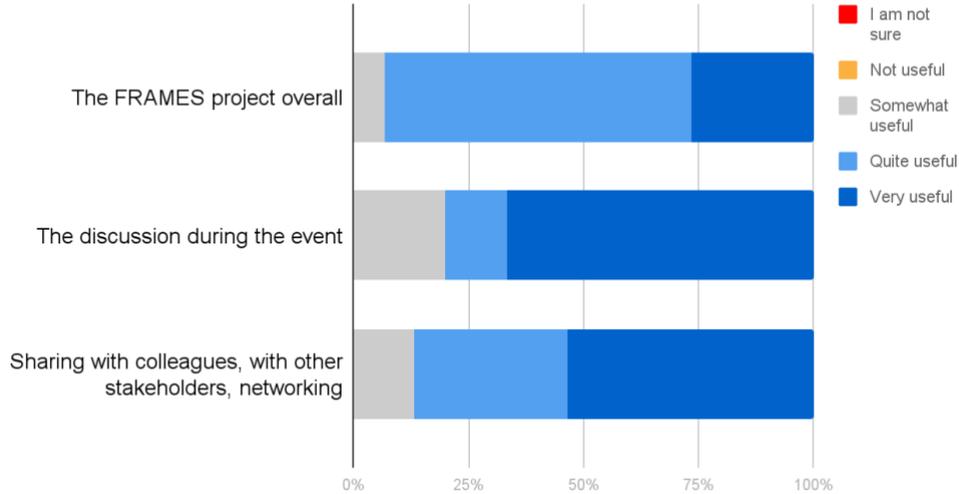
Overall Evaluation (2/2)



Overall, participants rated the event very positively. The event met the expectations of all the respondents, 93% have learnt something, and the topic was relevant for the professional/academic life of 86% of the respondents. More than half of the respondents (67%) rated the information provided before the event as good or very good, as well as the materials delivered during the event, having 87% rated them as good or very good. Presentation and speeches were the most valued aspects, having the 100% of the respondent rated them as good or very good.

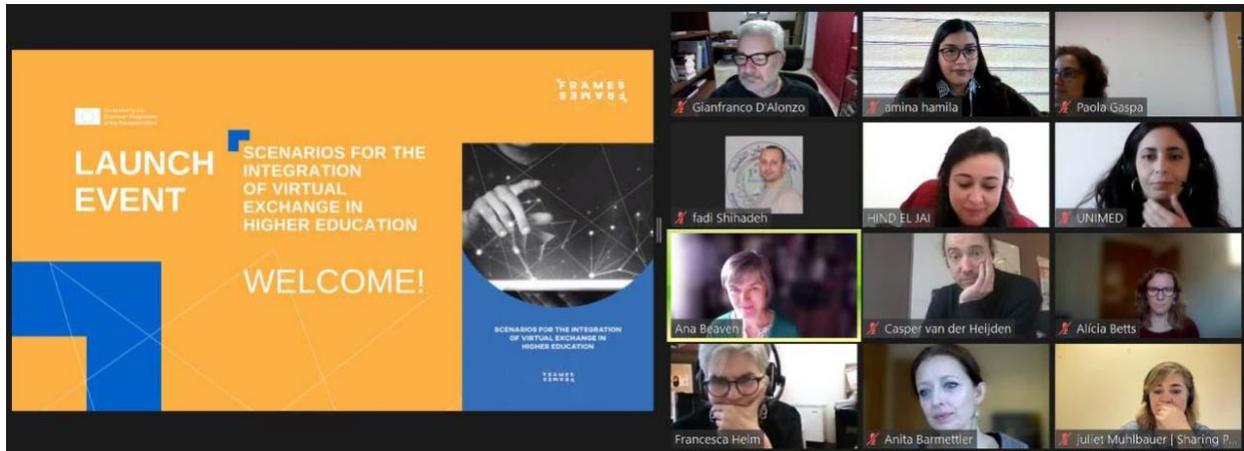
Impact

Present/future perceived usefulness in your professional life (or daily work)



To measure the impact of the event at individual level, participants were asked about the present or future perceived usefulness in their professional life or daily work of the FRAMES project overall, of the discussion during the event, and of the networking opportunities generated during the event. All these aspects were rated positively (none of them was rated as not useful), the FRAMES project overall has been rated as useful or very useful by 93% of the respondents, and the discussion during the event was the most valued aspect (63% rated this aspect as very useful).

Screenshot of the event





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Annexes

Annex I Programme of the event ([link](#))

Annex II List of participants ([link](#) - restricted access)

