

FINAL PROJECT CHARTER DUE ON 09th August 2021

Please address the following points / answer the following questions in your report:

1. **University:** Chernihiv Polytechnic National University (CPNU) (previously - Chernihiv National University of Technology, CNUT)
2. **Your position/unit:** Anna Verbytska, Head of the Department of Marketing, PR-technologies and Logistics, coordinator of University's internationalisation
3. **Final Project Title:** Re-thinking of higher education internationalisation at CPNU: integrated approach
4. **Project Goal(s) and SMART Objective(s):**
 1. To define the tools for the development of intercultural competencies of teachers and students:
 - To define the level of the formation of intercultural competencies of higher education students and teachers
 - To develop the learning guide 'Formation of intercultural competencies of teachers and students'
 - To approbate the proposed exercises for the formation of intercultural competencies of higher education students and teachers
 2. To develop the Plan for increasing international promotion at CPNU:
 - To define of the prior directions for CPNU international promotion due to the survey
 - To define departments' task towards increasing international promotion at CPNU
 3. To organize training sessions for the staff responsible for the development of the educational programmes and higher educational quality assurance:
 - To enhance the virtual mobility cooperation
 - To develop the recommendations on the internationalisation of academic programmes
5. **Deliverables:** Please enlist the deliverables of your project matching your goals (Provide evidence, e.g. weblinks, charts, illustrations, if needed add an attachment for it)
See attachment.
6. **Challenges and Support**
 - a. **What were the main challenges of your project and how did you manage to overcome them?**
 - Ambitious project goals at the beginning that were not correlated with the defined timeline and resources. *The challenge was overcome after the first workshop thanks to experts' comments and advice. The goals were redefined and narrowed.*
 - Focus on the spheres where the project leader could not make an impact. *This challenge occurred after the change in my working position, but it was*

successfully overcome due to the developed communication process with the IRO and other stakeholders.

- Project activities without focus on sustainability. *In order to predict this challenge the application for the International Teaching Excellence Programme was prepared aimed at continuing the project idea. The application is supported for its implementation.*

b. What resources helped you?

Personal skills (communication, leadership and teambuilding), partnership relation with University's units (research office, international relations office, quality assurance office) and administrative support.

7. Lessons Learnt: What are your lessons learnt and recommendations you would like to share?

1. Internationalisation is a tool of enhancing the quality of university's academic programmes, it is not the final goal.
2. Competitiveness on the market of educational services depends on the joint efforts of involved stakeholders (not only department responsible for international cooperation should care of international promotion).
3. It is necessary to link teaching, learning and research with the institutional internationalisation strategy (comprehensive approach).
4. It is important to work on the enhancement of the ability of university's community to establish and manage the international partnerships, consortiums and networks.

Recommendations:

1. To set realistic project goals correlated with the defined timeline and resources.
2. To focus on one sphere where you as a project leader and where you can make an impact
3. To develop measurable indicators and instruments for evaluation of project results (self-evaluation methods, questionnaires to analyse structural changes etc.)
4. Planning changes in the structure of IRO, it is important to organise onboarding sessions for new staff.
5. Making plans for the international promotion, it is important to develop the instruments to support academic staff in its implementation (training sessions, consultations, guides etc.)

8. Impact: Please describe how your project contributed to/ advanced the specific aspect of the internationalisation at your university.

The intended project helped to re-think the approach to internationalisation as a tool to strengthen the quality of the university's academic programmes (previously internationalisation considered as one of the final objectives within the general strategy). The project helped to empower teaching staff to train their own and students' intercultural competencies. The tools for the development of intercultural competencies were defined due to the project. The project activities helped to link teaching, learning and research with the institutional internationalisation strategy. The

project helped to enhance the ability of university's community to establish and manage the international partnerships, consortiums and networks.

9. Outlook and Sustainability: What happens to the project after the end of the course (are there any follow-up projects? What are you going to do to ensure the sustainability of the project results?)

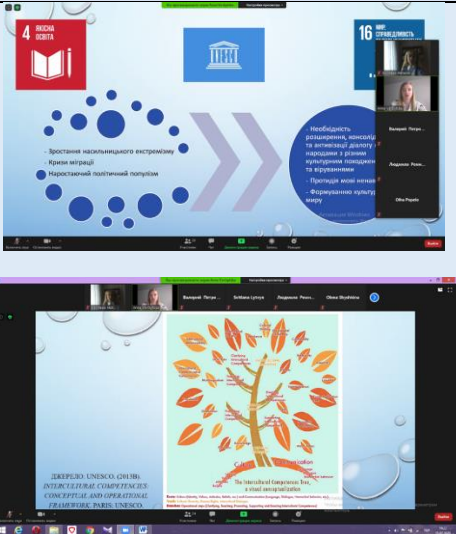

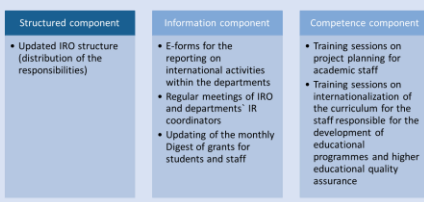

Obtained experience from the participation in the course I used during the participation in the working group for the development of a marketing strategy for the promotion of Ukrainian higher education abroad.

As a follow-up project we were selected together with the University team to participate in the Teaching Excellence Programme, a component of the Centres of Excellence.

The following directions of activities will be implemented in the next academic year:

- Further improvement of the virtual academic mobility model
- Introduction of the informational content of the international CPNU component

Attachment

Project goals	Deliverables	Evidence
<p>To define the tools for the development of intercultural competencies of teachers and students</p>	<ul style="list-style-type: none"> - Conducting the survey on the formation of intercultural competencies of higher education students and teachers - development of a set of exercises that contribute to the formation of intercultural competencies of higher education teachers and students - organising of the Online Summer School 'Intercultural competence for teachers and students' 	 <p>Screenshots from Online Summer School "Intercultural competence for teachers and students" (July, 2020)</p>
<p>To develop the plan for increasing international promotion at CPNU</p>	<ul style="list-style-type: none"> - Selection of the prior directions for CPNU international promotion - Updating of the concept of international activities at CPNU 	  <p>The monthly digests: https://stu.cn.ua/en/international-activity/portal-of-opportunities/</p> 
<p>To organise training sessions for the staff responsible for the development of the educational programmes and higher educational quality assurance</p>	<ul style="list-style-type: none"> - Development the plan for the implementation of virtual academic mobility - Preparing the recommendations on internationalisation of academic programmes 	