



3RD ASIA-EUROPE EDUCATION WORKSHOP

Beyond the Academic Yardstick: the Societal Excellence of Education

25-26 September 2013 | Chiang Mai, Thailand



Draft Concept*

Background

Launched in 2010, ASEF's *Asia-Europe Education Workshops* provides a venue for focused discussions on the changing context that affects and influences the education sector. Topics and issues are tackled by experts from various disciplines. The 1st edition of the Asia-Europe Education Workshop on [The Impact of the Financial Crisis to Higher Education](#) was jointly organised by ASEF and the Asian Institute of Management (Makati City, 2010). A year later, the 2nd Asia-Europe Education Workshop themed [Knowledge Societies: Universities and their Social Responsibilities](#) was convened with the University of Innsbruck (Innsbruck, 2011).

The participants of the Innsbruck Workshop *advocated for a continuous dialogue and exchange on University Social Responsibility (USR)* while making a plea that *education targets include social criteria and social dimension be reflected in teaching and learning processes, research frameworks and quality assurance standards*. Furthermore, the Workshop will follow up on the discussions at the 3rd ASEM Rectors' Conference (ARC3). The ASEM rectors called upon their fellow university leaders to *co-operate with other stakeholders at community, local, regional or (inter-)national level in order to strengthen universities' role in providing education not only for the workplace but for social cohesion, intercultural dialogue as well as active and global citizenship*. Based on these recommendations, the Asia-Europe Foundation and Siam University are co-organising the 3rd Asia-Europe Education Workshop on the theme *Beyond the Academic yardstick: the Societal Excellence of Education*.

The goal is to examine the contributions of university-business-stakeholder co-operation to the *academic*, and more importantly, the *Societal Excellence* of university education. Hence our overarching question: how can universities work best with partners and stakeholders in creating a better society?

Objectives

- To consolidate case studies of universities' engagement with the community and other stakeholders (Asia Engage)
- To identify key elements of *societal excellence* in education and discuss its potential as a new paradigm of performance measurement in education. Inputs will be provided by practitioners: business sector, community stakeholders and academia
- To prepare a "Report" that will reflect the opinions and recommendations by the participants on the selected topic

Participants

20-25 participants, as follows:

- University stakeholders (rectors, staff and students)
- Community stakeholders, such as NGOs
- Social entrepreneurs
- Experts on university partnerships
- Selected government representatives

* As of 16 July 2013

Overview of Sessions and Topics

SESSION1

The role of education in building social cohesion

- Strategic Framework for Education and Training ("ET 2020") identified the promotion of equity, social cohesion and active citizenship as one of its four strategic objectives¹.
- 2009-2015 Road Map for an ASEAN Community states that ASEAN will enhance the well-being and livelihood of the peoples of ASEAN by providing them with equitable access to human development opportunities by promoting and investing in education and lifelong learning, human resource training and capacity building, encourage innovation and entrepreneurship, promote the use of English language, ICT and applied science and technology in socio-economic development activities².

SESSION2

Active citizenship and community engagement in universities: theory (missions) and practice

- Case studies from Asia and Europe:
 - Community engagement
 - Action research
- Perspectives:
 - (Students) Benefits from engagement and study programs that combine theory and practice
 - Education should help to create problem awareness and promote systemic thinking, thus empowering people to participate in and shape the transformation process.

SESSION3

A tri-partite partnership for sustainable societies: universities, businesses and communities

- Sustainability in its broadest sense which encompasses socio-economic (including employability), cultural and environmental aspects.
- Social Innovations' contributions to knowledge creation, transfer and application: Traditionally, university and its laboratories are the main sources of social innovations – that has changed. This session aims to elaborate and study social innovations (from the community) which contributed to university education (programme design, curricula, etc.). In the same manner, successful start-ups which were born from university research projects/experiments will be invited to share how they contribute/share knowledge back to their universities.

SESSION4

Measuring beyond the academic yardstick: the societal excellence of education

How can universities gain recognition for engagement with the community? Who provides incentives?

- How can universities gain recognition for engagement with the community? (Similarities and differences in ASEM; best practices)? Who provides incentives (government funding, philanthropy, endowment funds)?
- How can universities be measured based on criteria that go beyond the academic?

INTERACTIVE SESSION

Elements of societal excellence in higher education

SESSION5

Drafting of recommendations/conclusions

¹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:135:0002:0007:EN:PDF>

² http://www.meti.go.jp/policy/trade_policy/asean/dl/ASEANblueprint.pdf