

LOGICAL FRAMEWORK MATRIX – LFM

<p>Wider Objective: <i>What is the overall broader objective, to which the project will contribute?</i></p> <ul style="list-style-type: none"> • Enhance the international dimension of Kazakh and Chinese higher education institutions by defining and implementing strategic and marketing methodologies to facilitate and increase incoming foreign students, professors and researchers 	<p>Indicators of progress: <i>What are the key indicators related to the wider objective?</i></p> <ul style="list-style-type: none"> • % of HEIs that participate in the online Platform for Internationalization • Increase of Kazakh and Chinese HEIs internationalisation • Increase of incoming students/teachers/researchers • Increase of MoUs with Kazakh and Chinese HEIs for welcoming students/teachers/researchers 	<p>How indicators will be measured: <i>What are the sources of information on these indicators?</i></p> <ul style="list-style-type: none"> • mid and final surveys by project partners to all stakeholders involved. • website area for project indicators management • balance scorecards • audits • register records of new universities 	
<p>Specific Project Objective/s: <i>What are the specific objectives, which the project shall achieve?</i></p> <ul style="list-style-type: none"> • To carry out a study on the level of internationalisation of universities, incoming university stakeholders figures and marketing actions. • To create a portal of Kazakh & Chinese universities for internationalisation • To establish service-oriented international relations offices • To train the international relations managers and staff • To carry out and implement Strategic & Marketing plan for internationalization at institutional level 	<p>Indicators of progress: <i>What are the quantitative and qualitative indicators showing whether and to what extent the project's specific objectives are achieved?</i></p> <ul style="list-style-type: none"> • Benchmarking study published • % of HEIs participating in the report • online International Platform created and tools offered • Number of good practices in internationalisation (>10 per partner) • Number of international relations managers, academic and technical staff trained from each partner university (24 people per partner institution=144). • % of effectiveness and satisfaction of the trainings • In-house trainings at each university, after each international training (5 per partner=30 in-house trainings) • % of HEIs participating in the In-house trainings (40%) 	<p>How indicators will be measured: <i>What are the sources of information that exist and can be collected? What are the methods required to get this information?</i></p> <ul style="list-style-type: none"> • Satisfaction surveys and reports • online statistics-google analytics • corrective and preventive actions • balance scorecards • training results reports • attendance control sheets • monitoring meetings • interviews with target audience • conference forums • webforum • social networking statistics 	<p>Assumptions & risks: <i>What are the factors and conditions not under the direct control of the project, which are necessary to achieve these objectives? What risks have to be considered?</i></p> <ul style="list-style-type: none"> • Political developments in the regions <p>Risks:</p> <ul style="list-style-type: none"> • Team members might change the work and leave the project. Stability and continuity are important for ensuring success; • Fluctuation of euro exchange rate will cause burden to the grant-holding HEI in particular;

	<ul style="list-style-type: none"> • % of effectiveness and satisfaction of the trainings • International service-oriented centers created (6) • level of use of the centers • Quality manual procedures for internationalization (6) • Strategic plan for internationalisation (1) • Marketing plan for internationalisation (1) 		
<p>Outputs (tangible) and Outcomes (intangible):</p> <ul style="list-style-type: none"> • Please provide the list of concrete DELIVERABLES - outputs/outcomes (grouped in Workpackages), leading to the specific objective/s.: <p>WP1 Study on the level of internationalisation of universities, incoming university stakeholders figures and marketing actions</p> <p>1.1 Review the internationalisation practices & policy framework</p> <p>1.2 Benchmarking analysis on internationalisation practices in partner countries</p> <p>WP2 Portal of Kazakh & Chinese universities for internationalisation.</p> <p>2.1 Website with information and tools from each partner country and institution regarding internationalization</p> <p>WP3 Service oriented international relations centers</p> <p>3.1 Organization and promotion of international cooperation and mobility</p> <p>3.2 IT experts trained of each partner</p>	<p>Indicators of progress:</p> <p><i>What are the indicators to measure whether and to what extent the project achieves the envisaged results and effects?</i></p> <ul style="list-style-type: none"> • Benchmarking study published • % of HEIs participating in the report • online International Platform created and tools offered • Number of good practices in internationalisation (>10 per partner) • Number of international relations managers, academic and technical staff trained from each partner university (24 people per partner institution=144). • % of effectiveness and satisfaction of the trainings • In-house trainings at each university, after each international training (5 per partner=30 in-house trainings) • % of HEIs participating in the In-house trainings (40%) • % of effectiveness and satisfaction of the trainings • International service-oriented centers created (6) 	<p>How indicators will be measured:</p> <p><i>What are the sources of information on these indicators?</i></p> <ul style="list-style-type: none"> • Satisfaction surveys and reports • online statistics-google analytics • corrective and preventive actions • balance scorecards • workshop results reports • attendance control sheets • monitoring meetings • interviews with target audience • conference forums • webforum • social networking statistics • interproject coaching. 	<p>Assumptions & risks:</p> <p><i>What external factors and conditions must be realised to obtain the expected outcomes and results on schedule?</i></p> <ul style="list-style-type: none"> • Assumptions: • Participants selected have experience in internationalisation. • Former and fluent cooperation between Chinese and Kazakh partners • Differences between programe countries • Euro fluctuancy when purchasing equipment • The partner universities devote an area in the university to create the international center. • We assume there will be differences between programe countries in implementation of the activities • All partner countries will contribute to share experiences and publish them. • Practices will not only be in English. National languages are needed for

<p>institution in the use and update of the platform site.</p> <p>WP4 Training experts on internationalisation and create Strategic & Marketing plans</p> <p>4.1 Training plan and materials for the partner HEIs staff on strategic management, marketing, cultural challenges and implementation of credit mobility created</p> <p>4.2 Training for the high and mid-level staff engaged in internationalisation processes on strategic management of international cooperation in EU</p> <p>4.3 Training in EU for academic, technical and administrative staff on marketing and cultural challenges of HEIs</p> <p>4.4 Training in EU for technical and administrative staff on the implementation of credit mobility in Partner HEIs</p> <p>4.5 In-house trainings at each Partner HEI with participation of other higher education institutions</p> <p>4.6 Strategic & Marketing plan for Internationalisation</p> <p>WP5 Dissemination</p> <p>5.1 Project Website creation</p> <p>5.2 Leaflet, roll-ups, posters</p> <p>5.3 Open conferences</p> <p>WP6 Management</p> <p>WP6</p> <p>6.1 Project meetings</p> <p>6.2 Financial management</p>	<ul style="list-style-type: none"> • level of use of the centers • Quality manual procedures for internationalization (6) • Strategic plan for internationalisation (1) • Marketing plan for internationalisation (1) • Co-creation of materials, articles, publications (at least 3, one per year) • open international conferences organised in the framework of the project (3) • National dissemination conferences (6, 2 per year) • Number of non-partner universities participating in the final dissemination conference of the project (>5). 		<p>effective dissemination</p> <ul style="list-style-type: none"> • We assume that all partners have a certain level of digitalisation and networking to ensure the project dissemination • All partners have been more/less involved in the project management. • Reporting skills. • Persons within Steering Committee with authority and responsibility for decision making • We assume all partners will devote the needed time to analyse the indicators of progress and ensure the quality of the working plan • • Risks: <ul style="list-style-type: none"> • Medium or low English level by participants • Purchasing procedures of equipment different by each country: different legislation, different status of universities. • Involvement of the companies in the network • Lack of communication skills of partners • Delays in reporting • Staff costs documents required from the beginning to avoid later problems if some involved staff leaves the institution. • Failure to meet contractual obligations and deliver project outputs on-time, falling short of time
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<p>WP7 Quality 7.1Quality Plan 7.2Quality evaluation reporting and indicators follow-up WP8 Sustainability 8.1Meeting National Authorities</p>			<p>planning goals and milestones, non-realistic / over ambitious time-planning, internal communication and coordination problems.</p>
<p>Activities: <i>What are the key activities to be carried out (<u>grouped in Workpackages</u>) and in what sequence in order to produce the expected results?</i></p> <ul style="list-style-type: none"> • WP1 Study on the level of internationalisation of universities, incoming university stakeholders figures and marketing actions • 1.1Organization of a study tour to EU HEIs to review the internationalisation practices & policy framework • 1.2 Benchmarking analysis on internationalisation practices in partner countries • WP2 Portal of Kazakh & Chinese universities for internationalisation. • 2.1 Develop a website with information and tools from each partner country and institution regarding internationalization • WP3 Service oriented international relations centers • 3.1 Specify the list of functions, services provided and internal communication model for the 	<p>Inputs: <i>What inputs are required to implement these activities, e.g. staff time, equipment, mobilities, publications etc.?</i></p> <ul style="list-style-type: none"> • Staff: Management 608 days; Teachers 1352 days; Technical 1854 days; Administrative 907 days. • Publications: 3 • Mobilities: 276 mobilities • Equipment: 8 computers, 1 printer/copier, 2 projectors, 2 videocameras, 1 multimedia screen, software, books 		<p>Assumptions, risks and pre-conditions: <i>What pre-conditions are required before the project starts? What conditions outside the project's direct control have to be present for the implementation of the planned activities?</i></p> <ul style="list-style-type: none"> • The input from all the stakeholders assures ownership and applicability of the developments • Involvement of respective government bodies ensures support at the national level as well as sustainability of the undertakings • Cross-regional cooperation ensures learning from good practices of and lessons learnt from experiences of each country involved • Leaders of institutions are willing and interested to engage; faculty, staff and students are interested in contributing to the topic. • Risks: • Political tensions at country and global level might cause problems with implementation and, thus cause delays

<p>organization and promotion of international cooperation and mobility</p> <ul style="list-style-type: none"> • 3.2 Train the IT experts of each partner institution in the use and update of the platform site. • WP4 Training experts on internationalisation and create Strategic & Marketing plans • 4.1Develop training plan and materials for the partner HEIs staff on strategic management, marketing, cultural challenges and implementation of credit mobility • 4.2Organize a training for the high and mid-level staff engaged in internationalisation processes on strategic management of international cooperation in EU • 4.3Organize a training in EU for academic, technical and administrative staff on marketing and cultural challenges of HEIs • 4.4Organize a training in EU for technical and administrative staff on the implementation of credit mobility in Partner HEIs • 4.5Organize in-house trainings at each Partner HEI with participation of other higher education institutions • 4.6 Strategic & Marketing plan for Internationalisation • WP5 Dissemination • 5.1Project Website creation • 5.2Leaflet, roll-ups, posters • 5.3Open conferencesWP6 			<ul style="list-style-type: none"> • Euro fluctuation and unstable economic conditions may create problems for the coordinating HEI
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<p>Management</p> <ul style="list-style-type: none"> • WP6 • 6.1Project meetings • 6.2Financial management • WP7 Quality • 7.1Quality Plan • 7.2Quality evaluation reporting and indicators follow-up • WP8 Sustainability • 8.1Meeting National Authorities 			
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