



Co-funded by the Erasmus+ Programme of the European Union



# STRENGTHENING THE QUALITY AND RELEVANCE OF THE 3<sup>rd</sup> MISSION IN GEORGIAN UNIVERSITIES

## SQUARE TRAINING PHASE 1

22-23 February, 2021



საქართველოს განათლების, მეცნიერების, კულტურისა და სპორტის სამინისტრო



NATIONAL CENTER FOR EDUCATIONAL QUALITY ENHANCEMENT





## **WP1**

### **Defining a joint analytical framework for the 3<sup>rd</sup> mission**

#### **Context**

In the wake of a vast movement of decentralization that has favored the emergence of the civil society, universities are now required to consider their contribution beyond their two traditional missions, namely teaching and research.

This "third mission" is promising but disturbing, as universities must revisit their socio-economic role and adapt their organizational characteristics with little - if any - prior experience and without a roadmap.

Unsurprisingly, they tend to approach it from the more familiar angle of their recent openness to the business world, hence, for example, the current trail of fab Labs that prolongs a previous trail of incubators.

In short, universities are still in search of ways to establish constructive and sustainable bridges with their environment - notably local actors - as most of their actions towards the civil society stem from *ad hoc* and uncoordinated initiatives that lack any sort of impact assessment.

#### **Objective of the WP**

The overarching aim of this first WP is to define a common analytical framework that will be used throughout the whole SQUARE project.

This framework will be used by the SQUARE members to define their own third mission strategy in order to:

- Make an optimal use of pre-existing assets;
- Adopt an integrated approach that builds on their first and second missions;
- Accomplish their third mission across all its dimensions (socio-economic, cultural and political).

The WP is divided into 2 training sessions: February and May.

The February training will take place on line. Hopefully, all or part of the May session will take place in Georgia to allow easier interaction.

#### **Zoom Meeting Links and Details:**

<https://zoom.us/j/95035676050?pwd=NUR1bWFleDFWbXNVVUpWYnYxY0dQdz09>

**Meeting ID: 950 3567 6050**

**Passcode: 629323**



	SUBJECT	SPEAKER
<b>DAY 1 – 22.02.2021</b>		
15:00-15:30 (UTC+4)	<ul style="list-style-type: none"> <li>• Presentation of the participants</li> <li>• Presentation of the workshop</li> </ul>	All CNAM
15:30-16:30	<p><b>What is Third Mission of the Universities?</b></p> <ul style="list-style-type: none"> <li>• A little bit of history</li> <li>• Driving Forces of the 3rd Generation University (Wissema 2009)</li> </ul> <p><b>Justifications and benefits of 3M</b></p> <ul style="list-style-type: none"> <li>• Related to research / education / social engagement</li> <li>• The example of Knowledge Transfer</li> </ul> <p><b>Q&amp;As</b></p>	UTU
<b>Break</b>		
16:45-17:45	<p><b>3M and university's identity</b></p> <ul style="list-style-type: none"> <li>• The standardization pressure: market, rankings, fablabs, incubators...</li> <li>• Case studies: local specificity versus global models               <ul style="list-style-type: none"> <li>○ China Academy of Art / Zeijhang university</li> <li>○ Arizona University (Open university at Phoenix)</li> <li>○ Louvain La Neuve Business School / Lifelong learning programs</li> </ul> </li> </ul> <p><b>Q&amp;As</b></p>	CNAM  All
17:45-18:30	<p><b>Discussion: developing a 3M strategy</b></p> <ul style="list-style-type: none"> <li>• The difficulty to distinguish what is common and what is specific</li> <li>• 3M as a means to resolve the tension (address local reality beyond standard models and economic angle)</li> </ul>	All
<b>DAY 2 – 23.02.2021</b>		
15:00-15:30 (UTC+4)	<b>Quick debriefing of the previous day</b>	CNAM All
15:30-16:15	<p><b>Overview of 3M in Finland and at UTU</b></p> <ul style="list-style-type: none"> <li>• 3M at the University of Turku</li> <li>• UTU's identity: Entrepreneurial University</li> <li>• Case studies               <ul style="list-style-type: none"> <li>• KiVa antibullying programme</li> <li>• Children University</li> <li>• Experts for media</li> <li>• TSE exe</li> <li>• BoostTurku – Entrepreneurship Society</li> </ul> </li> </ul> <p><b>Q&amp;As</b></p>	UTU
16:15-17:00	<p><b>Overview of 3M in France and at Cnam</b></p> <ul style="list-style-type: none"> <li>• Culture as a link between University and the city: a case study</li> <li>• Disseminating scientific culture: the role of a museum</li> </ul> <p><b>Q&amp;As</b></p>	CNAM
<b>Break</b>		
17:15-18:30	<p><b>Preparing the May session: job to be done by each partner</b></p> <ul style="list-style-type: none"> <li>• A chart to map each university's position vis-à-vis 3M mission</li> <li>• Specifying own 3M profile / current 3M projects / ranking</li> <li>• Selecting one 3M pilot project for the next stages</li> </ul> <p><b>Discussion</b></p>	CNAM+U TU