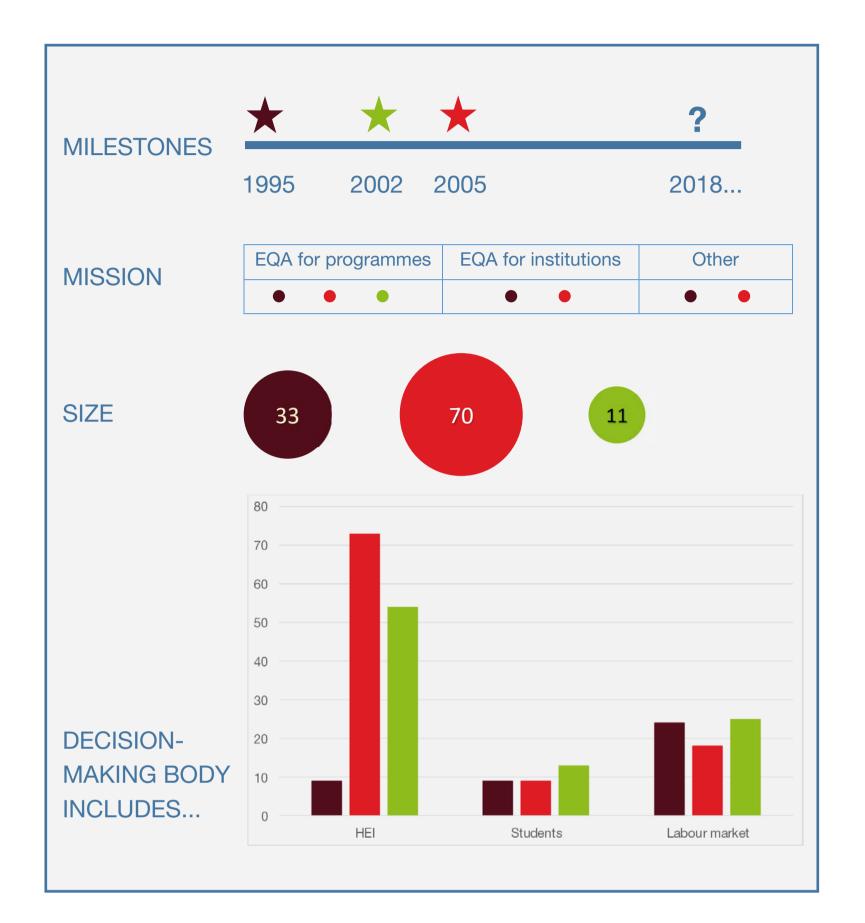
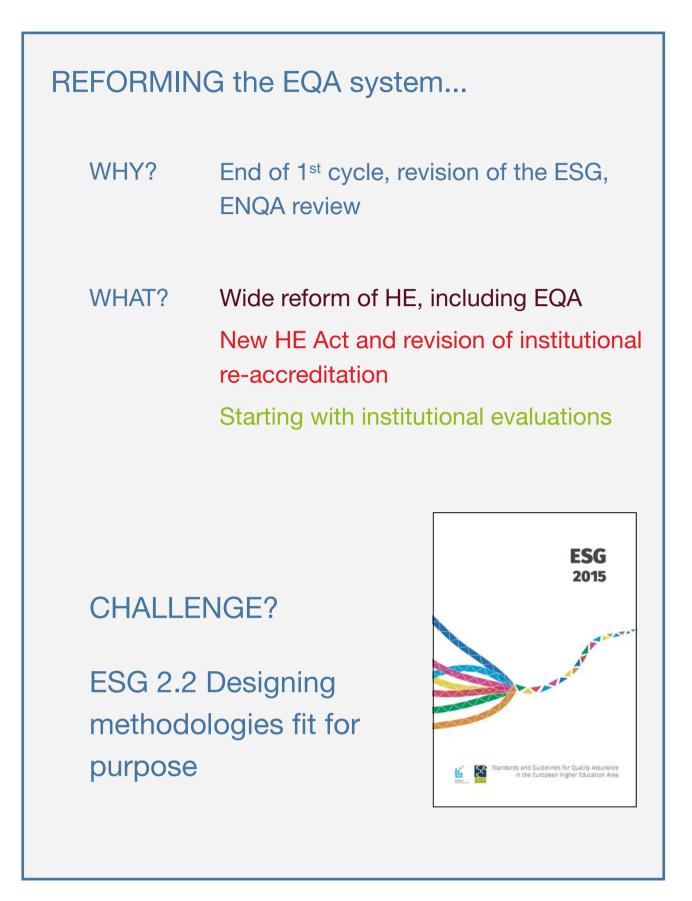






STAKEHOLDER ENGAGEMENT IN A CONTEXT OF REFORM





Stakeholder engagement should include (Greenwood, 2007):

IDENTIFICATION

See ENQA report (2014):

- HEIs
- Teaching staff
- Students
- Labour market
- Wider public audience
- ... and QAA's staff

CONSULTATION

- Systematic surveys
- Specific surveys on expectations, visions for the future, perception of impact and agency's reputation (*NOKUT)
- Green papers
- Consultation of other agencies and peer reviewers (*AQ)
- « Sounding board group » (*NVAO)

COMMUNICATION

- White papers
- Dedicated website
- Email campaigns
- Press releases

DIALOGUE

- Specific meetings
- Annual diaogue meetings
- Focus groups and workshops (including with staff members *AQ)
- Via the composition of the consultative and decision-making bodies

EXCHANGE

- Pilot processes with ex-post amendments
- Co-construction web platform
- Specific event (*NVAO)
- Focus on how the gathered feedback has been taken into account (*AQ)

RESULTS:

- Co-creation of a reform process, greater relevence
- Increased transparency
- Wide support from all stakeholders

REMAINING CHALLENGES:

- Engagement of professional field
- Agency's visibility and press releases
- Dialogue