

UNICA RECTORS' SEMINAR 2010

Fostering Excellence: Evaluating the Academic Output & Benchmarking Administrative Efficiency

University leaders pay increasing attention to comprehensive analyses of the performance of their institutions regarding the research, teaching or administrative functions. The measurement of key performance indicators goes hand in hand with performance improvement methodologies. Alas, quite often, this is done with significant and often overlooked side effects. This situation highlights the need for UNICA Universities to pool resources in learning from each other about best practices in the context of benchmarking activities.

**Target group: Rectors and Presidents
Vice-rectors and Vice-presidents**

SESSION I: Evaluating the Academic Output

Evaluation of the academic and in particular the **research performance of Universities** plays an increasingly important role in the development of research and of higher education. Due to the increasing mobility of students and researchers, universities become the subjects of public opinions, comparisons and rankings. The public at large and policymakers follow **rankings** with intense interest and take them as absolute truth; Universities are left with the difficult task of explaining that a single number (the rank) obscures much more than it reveals.

Starting with the analysis of the "research" field, the **UNICA Working Group on Evaluation in Research and Higher Education** aims at developing an evaluation toolbox (one tool or procedure for each "case"), accepted by the members of UNICA, which will facilitate the dialogue between the members and provide to the network a real expertise on this fundamental subject.

SESSION II: UNICA Observatory in Administrative Efficiency

Acknowledging the importance of the **administrative services in search for excellence**, we will also deal with issues related to the **"Evaluation of Administrative Efficiency of UNICA Universities"**. We will focus on developing a lean organization, through the **evaluation, comparison and optimization** of the administrative operations. The specific methodology is based on academic **theory and practice for evaluating** administrative services.

The UNICA Rectors' Seminar 2010 will count on the input of **high level keynote speakers** and **experts**.

Gathering in Tallinn will be an excellent opportunity to discuss and exchange ideas on future perspectives of the European Higher Education and Research Area.

Date: Friday, 28 May
Venue: Tallinn University
Uus-Sadama, 5
Tallinn, ESTONIA

