International Evaluation Workshop: Opening Remarks

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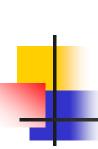Danube University Krems (DUK), Center for Educational Management and Higher Education Development.

https://www.donau-uni.ac.at/en/university/faculties/education-arts-architecture/departments/continuing-education-research-educational-technologies/zentren/bildungsmanagement-hochschulentwicklung.html

Presentation on Opening Remarks: July 02, 2019.

Keynote Speech of: Prof. Dr. Cláudia Sarrico (1).

- Expansion of higher education: costs of higher education are rising, but expenditure per student constant.
  - How is this possible?
  - Can there also be a saturation in the expansion?
  - Is there more of a need for organizational / institutional innovation?

Keynote Speech of: Prof. Dr. Cláudia Sarrico (2).

- How will digitalization (digitization) further play in for higher education?
  - Will digitalization be used as a "cost cutter"? Will digitalization replace "face-to-face" teaching?
  - Or, will digitalization complement / augment face-to-face teaching? So: Digitalization as a "marketing tool" for face-to-face teaching (also requiring new and additional efforts)?
  - Also, where does then AI (artificial intelligence) come into the picture?

PDM / Performance Data Management (Parallel Workshop B) (1)

- Possible strengths of PDM are:
  - Creating higher degrees of transparency;
  - Offering rational references for "objective" discussion attempts;
  - Creating (for example, provoking) input for discussions (and reflections) in general;
  - Providing a rationality for decision-making, for example increased funding for specific units.

PDM / Performance Data Management (Parallel Workshop B) (2)

- Possible weaknesses of PDM are:
  - "Oversimplifying" the case and matters, in the sense that other considerations (for example, reputation) may be more important;
  - Standing in competition with other "logics" (for example, reputation or networks of interest);
  - Lacking the necessary amount of acceptance, so PDM often represents only a symbolic implementation.

PDM / Performance Data Management (Parallel Workshop B) (3)

- Therefore, trust or the restoring of trust represents a major challenge.

- Trust also was referred to in the keynote speech of Claudiá Sarrico on the first day.