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**Release May 12, 2014**

**Education, Audiovisual and Culture Executive Agency  
(EACEA) project IMPALA**

**IMPALA EUROPEAN SEMINAR  
in Cooperation with ENQA:**

***Impact Analysis of External Quality Assurance  
in Higher Education Institutions:  
Methodology and Its Relevance for Higher  
Education Policy***

**May 19-20, 2014**

MARITIM Hotel, Friedrichsplatz 2, D-68165 Mannheim,  
Germany, Tel +49 (0) 621 1588-0, [info.man@maritim.de](mailto:info.man@maritim.de)

**EACEA Project Title:**

*"Impact Analysis of External Quality Assurance Processes  
of Higher Education Institutions. Pluralistic Methodology  
and Application of a Formative Transdisciplinary Impact  
Evaluation"* (Acronym: IMPALA)

**General Aims of Conference Seminar:**

- Presentation and dissemination of the results of IMPALA first project phase (i.e., methodology of impact evaluation of external quality assurance in HEIs) to a wider interested audience
- Gather input from participants's critical reflection of the seminar theme, in particular European QA agencies and other HEI stakeholders
- Open up a first phase of exploitation of the impact evaluation methodology
- Embed theme of impact evaluation into current debates and perspectives on HEI governance (and HEI funding) and HE policy

**Target Audience:**

- (European) quality assurance agencies (e.g., ENQA members)
- HEIs (e.g., management, quality managers, staff, students)
- European Commission representatives
- HE policy (national, European) and HEI research

**Activities and Contents:**

- Two key notes of experts in the field
- Presentation of IMPALA methodology of the four QA agency-HEI teams from Finland, Germany, Romania, Spain
- Panel discussion of various stakeholders
- Working groups of participants

**MONDAY, May 19, 2014**

10:00-10:30 h Registration & Coffee (MARITIM Foyer)

10:30-10:45 h *Welcome speech*  
Dr. **Anke RIGBERS**  
(evalag, Mannheim, Germany)

10:45-11:00 h *Welcome speech*  
Dr. **Padraig WALSH**  
(ENQA, Brussels, Belgium)

11:00-11:45 h *Keynote speech*  
Prof. Dr. **Bjørn STENSAKER**  
(Department of Education, University of Oslo,  
Norway)

***"Impact Evaluation of External Quality  
Assurance: Different Perspectives and  
Prospects for the Future"***

12:00-12:30 h *Presentation of IMPALA methodology*  
Prof. Dr. **Theodor LEIBER**  
(evalag, Mannheim, Germany)

***"Evaluation of the Success or Failure of  
External Quality Assurance in HEIs:  
Theory and Practice"***

12:30-13:30 h *Lunch (MARITIM Foyer)*

13:30-15:00 h **WORKING GROUPS** with all conference  
participants  
**First pre-test of IMPALA questionnaire**

15:00-15:30 h *Coffee break*

15:30-16:15 h **Brief reports on results from working  
groups & plenary discussion**

16:15-17:00 h *Internal meeting IMPALA project partners*

17:30 h *Social event*

19:30 h *Dinner (MARITIM Restaurant)*

**TUESDAY, May 20, 2014**

- 9:00-9:15 h IMPALA project partners  
**Opening remarks & Outlook for Today**
- 9:15-10:00 h *Keynote speech*  
Prof. Dr. **Maarja BEERKENS**  
(Institute of Public Administration, Leiden University, The Hague, The Netherlands)  
**“Different Stakeholders and Conflicting Views in External Quality Assurance in HE: Quality Assurance in the Political Context”**
- 10:00-10:30 h *Coffee break (MARITIM Foyer)*
- 10:30-12:00 h **PANEL FORUM**  
**“Can Impact Evaluation Contribute to Resolving Conflicting Stakeholder Expectations of Quality Assurance in HE?”**
- Chair and Introduction to the panel  
Prof. **Lee Colin HARVEY**  
(Emeritus Copenhagen Business School, Denmark)  
**“A Brief Review of Research on the Impact of Quality Assurance”**
- Panel participants  
Prof. Dr. **Maarja BEERKENS**  
(Leiden University)  
Prof. Dr.-Ing. **Radu DAMIAN**  
(Director, International Relations, Projects and Cooperation, ARACIS, Bucharest, Romania)  
Dr. **Glòria GONZÁLEZ ANADÓN**  
(Vice-Rector for Quality, Teaching and Employability, Universitat Autònoma de Barcelona, Spain)  
Dr. **Frank PETRIKOWSKI**  
(European Commission, Directorate General for Education and Culture, Brussels, Belgium)  
**Blazhe TODOROVSKI**  
(Member of Executive Committee of ESU, Brussels, Belgium)  
Dr. **Pdraig WALSH**  
(President of ENQA, Brussels, Belgium & Chief Executive QQI, Dublin, Ireland)
- 12:00-13:00 h *Lunch (MARITIM Restaurant)*
- 13:00-14:30 h **WORKING GROUPS** with all conference participants  
**Processing and discussion of key questions** (key words: conflicting stakeholder expectations, impact evaluation of quality assurance and HE policies)
- 14:30-15:00 h **Brief reports on results from working groups & plenary discussion**

- 15:00-15:30 h *Wrap up & perspectives*  
**Theodor LEIBER**  
**Résumé of the Conference & Future Outlook**
- 15:30 h *Coffee & Farewell – End of conference (MARITIM Foyer)*

**CONTACT**

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**Location MARITIM hotel, Mannheim**

