Third Mission Indicators for New Ranking Methodologies -
the E3M Project

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RATIONALE OF THE INITIATIVE

- New universities
  - More responsive to society’s needs
  - Increasing competition
  - Lack of funding

- Third mission as key element
  - Interaction
  - Third party funding
  - Stimulate the debate at macro and micro level

- Criticism on existing rankings
  - Focus
  - Methodology
  - Impact
THIRD MISSION

- What is it?
- Which activities are included?
- How to measure it?
  - Set of indicators
    - Validity
    - Reliability
    - Comparability
    - Relevance
    - Feasibility
    - Simple
THE PROJECT

- Lifelong Learning Programme
- 8 partners
- Participants
  - Researchers: 20
  - Advisors: 2
  - Experts*: 30

- Timeline

2009 2010 2011

Measuring third mission activities?
### Measuring third mission activities?

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<tr>
<th>Coordinator</th>
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<th>Universidad de León</th>
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OBJECTIVES

- To create European standard indicators to measure the effectiveness of third mission provision
- To create a ranking methodology to benchmark European Third Mission Services providers of HEI
- To create good practices for institutional dialogue in a European Area of higher education framework
WHAT IS THE THIRD MISSION?

Contracted research Collaborative research projects
Non-academic organizations
Consultancy Licensing Business incubators
Shared laboratories Spin-offs Companies
Cooperation Start-ups Technology parks
Facilities Mobility of people

Technology Transfer & Innovation

International cooperation Sharing of space
Volunteering Community service projects

Community Engagement Political participation
Membership of Access to libraries
Community boards Cultural events
Cultural events Senior populations

Continuing Education

Life Long Learning Grants Educational activities
Business opportunities Programs Teaching
Fee management e-Learning
Sponsoring of education Sponsorship

Measuring third mission activities?
THE DIMENSIONS OF THE THIRD MISSION

- Continuing Education
- Technology Transfer & Innovation
- Community Engagement

Measuring third mission activities?
Measuring third mission activities?

**METHODOLOGY**

- **Continuing Education**
  - Processes: ✔ ✔ ✔ ✔
  - Feasible Indicators: ✔ ✔
  - Relevant Indicators: ✔

- **Technology Transfer & Innovation**
  - Processes: ✔ ✔ ✔ ✔
  - Feasible Indicators: ✔ ✔
  - Relevant Indicators: ✔

- **Community Engagement**
  - Processes: ✔ ✔ ✔ ✔
  - Feasible Indicators: ✔ ✔
  - Relevant Indicators: ✔
SOME RESULTS: CONTINUING EDUCATION

Analysis of the Demand and Curriculum Design

Implementation of CE Activities

Information and Advertising

Financial Management

Application and Admission Management

Teaching and Learning

Quality Evaluation

Follow-up Assessment
SOME RESULTS: TECHNOLOGY TRANSFER & INNOVATION

**Entrepreneurial Process**
- Contract-based research & consultancy
- Intellectual property rights (IPR)
- Licensing
- Start-ups/spin-offs/spin-outs & spin-in formation
- University business incubators /scientific/discovery/technology parks

**Structural Cooperation Process**
- Cooperation in R&D
- Sharing of space/facilities/equipment
- Cooperation in education
- Mobility of people

**Networks Process**
- Formal Networking
- Informal Networking

Measuring third mission activities?
SOME RESULTS: COMMUNITY ENGAGEMENT

Local   National   International

Individual

SE1- Non-discipline specific volunteering

SE2- Expert advisory engagement

Institutional

SE3- Services and facilities to Society

SE4- Educational Outreach and widening diversity

Measuring third mission activities?
Measuring third mission activities?

Processes

Indicators
THANK YOU

www.e3mproject.eu

http://he-ranking.blogspot.com/