

**Press Release****December 14, 2009****Bucharest****University, Business and Civil Society Representatives Prepared
the First Draft of Romanian Higher Education Scenarios for 2025**

University professors, representatives of the Romanian Academy, rectors and deans from the biggest Romanian universities, representatives of the business environment, of the civil society and student associations have prepared the first draft of Romanian higher education scenarios during the **Building Success Scenarios for Romanian Higher Education in 2025** workshop.

The over 80 participants in the event discussed, both in plenary and parallel sessions, **what the Romanian university will look like, its role and place in the knowledge and creativity society of the year 2025.**

International scenario-building experts brought their contribution to the workshop: Campbell Warden (international expert, evaluator and trainer for UNESCO and United Nations Industrial - UNIDO), Ozcan Saritas (researcher at Manchester Institute of Innovation Research and editor of *Foresight* magazine), Riel Miller (member of the Board of Administration of the Association of Professional Futurists as well as of the World Futures Studies Federation), Lee Lik Meng (Associate Professor at University Science Malaysia), Philine Warnke (researcher at Fraunhofer Institute for Systems and Innovation Research - ISI Germany).

Panel 1, **Universities and development of human capital**, panel chaired by Prof. Ioan Gh. Rosca, Rector of the Academy of Economic Studies, Bucharest, Vicepresident of the National Council of Rectors; the scenario projects a university of life and jobs. The mission of the university is that of facilitator of personalized, adaptable education that can generate knowledge for individuals and the community. The university plays a central role in reshaping the economy and society, it is an open door to knowledge and personal growth, and it acts as a knowledge broker, a global knowledge incubator. The university stands for an entire network of schools, educational programs, and companies. The educational program is modular in order to meet the various requirements of personal growth, learning and career development. The university is autonomous, highly flexible and adaptable, it certifies key competences and not qualifications, and it awards degrees that certify the level of performance achieved. The



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teachers act as facilitators and mentors providing career opportunities, internships in companies and personal growth courses.

Panel 2, **University and knowledge**, panel chaired by Prof. Anton Anton, Pro-Rector of the Technical University of Civil Engineering, Bucharest, imagined the University of the future using the university-knowledge pair of concepts. It took into account the positioning of the university on the best position possible between a non-profit organization and the fully marketed university, the provider of public goods *versus* the provider of private goods, the logic of the double spiral – education and work *versus* the logic of the triple or multiple spiral. “*We would like to believe that we are all contributing to a future that we know nothing about except for one thing: it will not look like the present*”, showed Prof. Dumitru Miron in his presentation of the scenario built by the *University and knowledge* panel.

Panel 3, **University and business environment**, panel chaired by Prof. Radu Munteanu, Rector of the Technical University, Cluj Napoca, Vicepresident of the National Council of Rectors; it built the University of the future according to the “Academic Utopia” metaphor. By 2025, Romanian higher education will have become a European priority; it will have gained international recognition based on the outstanding performances achieved in a few universities. It will have become capable to transform knowledge, to provide wealth to the society through the wealth created and to ensure a minimum standard of quality for the whole university process.

“The blue ocean” is the metaphor based on which Panel 4, **University and social values**, panel chaired by Prof. Andrei Marga, Rector of the Babes-Bolyai University, Cluj Napoca, built its scenario for Romanian higher education. “The blue ocean” image appears in a book called *Blue Ocean Strategy* and it means that although global competition is so great that everybody feels there is no more room and they have to remove each other, in fact, there is enough room for everybody to coexist. Therefore, the mission and the vision of the university is a multidimensional one. Values are at the core of the university; the university generates cultural innovation and intelligence and reacts with a certain degree of clarity to social problems.

By 2025, several models coexisting will be:

- The **fortress university**, mainly focused on research, which assumes models explicitly, it is based on theoretical innovation and applied research. This university is an elitist one and develops internal quality standards and distinguishes itself from other university by competing with them; it is globally-oriented.



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- The **connected university**, aware of regional and local issues, it focuses on socially-applicable research, it assumes values rather implicitly because it is well connected to the social environment and focuses on the transfer of knowledge.
- The **virtual university** is a vocational, regionally-adapted institution; it aims at providing fast competences adapted to the labor market; it assumes values fast and is community-oriented. The quality standards are imposed by the environment. It has a much greater capacity to react to needs than to react independently.

*“Today’s workshop shows that reality beats by far the projections of our Quality and Leadership for Romanian Higher Education project. I am sure that what we will have at the end of the project will be a vision document and a set of strategic recommendations that will provide Romanian universities with the framework they need in order to develop. The Romanian university of 2025 will be designed through this consultative and mutual learning process involving over 10,000 Romanians and the scenario-building work we have begun will continue in January, next year”, concluded Prof. Adrian Curaj, manager of the **Quality and Leadership for Romanian Higher Education project.***

For further information, visit our website: www.edu2025.ro or contact:

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