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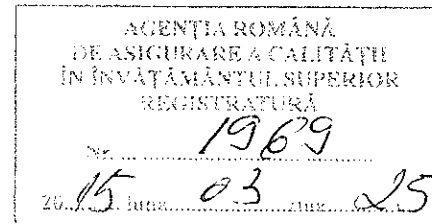
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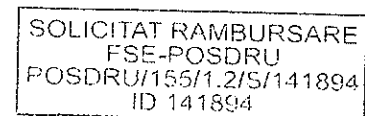
Titlul proiectului „Dezvoltarea și consolidarea culturii calității la nivelul sistemului de învățământ superior românesc - QUALITAS”

Contract POSDRU/155/1.2/S/141894



REPORT

**of the foreign evaluator for the
University of Arts “George Enescu” Iasi**



ETS – FOREIGN EVALUATOR EXPERT

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Signature

Date: 2015.03.25



This report is the result of the evaluation of George Enescu Arts University Iași (GEUA). The report was prepared during institutional visit in 19-21 March 2015 in the framework of the project „Development and consolidation of quality culture at the level of the Romanian higher education system - QUALITAS”.

I would like to thank the Rector Professor Atena Elena Simionescu and her colleagues for the cordial reception, as well as students, graduates and employers that took part at different meetings during the visit for open and constructive discussions throughout the entire evaluation process.

I am very grateful to representative of ARACIS Mirela Vlasceanu for her help acquainting me to the main principles of institutional evaluation in Romania.

It is my pleasure to thank Vice-Rector Florin Grigoras for fruitful and informative discussions on GEUA activities as well as on Romanian Higher Education as such.

This report is based on knowledge from the internal evaluation report and some additional materials obtained from ARACIS website as well as information gained during the visit. All the annexes to internal evaluation report were presented in Romanian only, so it were inaccessible for me. Therefore I should apologize if it causes some inaccuracy of the report.

I. Background information about the institution

The University of Arts Iași (GEUA) is an autonomous state higher education institution with juridical personality, according to the provisions of the Romanian Constitution, of the Law of Education and of the University Charter.

The university has a long history dating back to 1860 when the first higher arts education the Music and Declamation School as well as the School of Painting and Sculpture of Iași were established. In 1864 the Music and Declamation Conservatory and the National Schools of Fine Arts were created.

Today GEUA offers three cycle degrees in Arts and Humanities. The main faculties are: the Faculty of Music Performance, Composition and Theoretical Musical Studies, the Faculty of Theater and the Faculty of Visual Arts and Design. To these should be added the Institute of Psycho-pedagogical Training and Counseling that organizes a differential education, according to the psycho-pedagogical abilities requested from the graduates.

This institution had 1564 students (C.4.1.1. Fig. No.1)) and 168 the salaried tenure teaching staff (C.4.1. Table No. 5) in 2014.

The Mission of the GEUA is “**modelling and cultivating talents, characters and personalities, of forming specialists (artists or theoreticians) able to offer to the public at large a quality cultural act and a continuous research and artistic creation activity at the same time**”.

The university receives its funding on an annual basis from the government according to the number of students and the volume of artistic and research outputs. The extra-budgetary attracted funds can come from its own activities: tuition benefit rates, research agreements incomes, incomes from the agreements financed from European funds, incomes from teaching services, incomes from service agreements, donations, sponsorships.

II. Self-evaluation

Any written information was presented neither on who prepared the internal evaluation report nor what procedures were undertaken before it was approved by the Decree of the Senate from 28.01.2015. The **internal evaluation report** itself is a rather descriptive document, with a lot of information about the activities of the university. If it would be more analytic and would show not only positive aspects of activities carried out then it would be more complying with the requirements of Standards and Guidelines for Quality Assurance (ESG) in the European Higher Education Area (www.enqa.eu/pubs.lasso). The latter attach great importance to impact of external evaluation on improvement and enhancement of quality.

During the meetings with the representatives of university I was informed that GEUA has gone through several evaluations of a different nature over the recent past. Due to the fact that the preparation of different self-evaluation reports require substantial efforts and financial, time as well as human resources in future it would be useful add to such a reports cost benefit analysis of its preparation.

Recommendation 1.

It would be helpful under preparation of internal evaluation report to use a systematic process known as SWOT analysis. The SWOT analysis is a valuable tool to identify positive and negative factors within university and would be used as a preliminary resource, assessing strengths, weaknesses, opportunities, and threats in the university.

For example, declaration that “GEUA being the only university in the country reuniting the three artistic areas –music, visual arts and theater –in the same institution (A1.1.1.)” remains uncertain because of no comment if is it strength or problem. It would be more rational to analyse GEUA strengths, weaknesses, opportunities, and threats in comparison with other universities offering art studies in Romania as well as universities (including general ones) abroad.

Another example using this analysis might be useful in order to decide as much as it is important for university to take part in consortium agreement with other universities in Iasi.

Mission of the GEUA is formulated on a rather general manner and 7 **objectives** regarding accomplishment of the mission are bit too declarative.

Recommendation 2.

Quantitative (and qualitative) indicators for each objective together with anticipated terms and responsible persons, would be very desirable for the strategic planning. It would help to monitor and evaluate real progress in achieving objectives of the mission.

III. Management and administration

3.1. Organization of the quality assurance system

University comprises a complex of operational structures that coordinate the quality assurance actions at all levels, so is permanently interested in quality assurance of the teaching, research and artistic activities. It fits well to the main objectives of the university as well as to the guidelines of ESG as regards the internal quality assurance system.

To this end is worth to mention that Law regarding the education quality assurance (Romanian Official Journal, Part I No. 334 of April 13th, 2006) prescribes for each institution that provides education to have a governing body for the quality review and assurance. Moreover, it is prescribe that this body also should include among its members one representative of the employers. Since neither university senate nor other governing bodies have no representatives of employers or other external stakeholders, it seems a little bit declarative propositions in internal evaluation report such as that the GEUA has the close connection with the arts and culture institutions, with the economic environment (B.1.2.3).

Recommendation 3

It would be desirable that management and administration make efforts including representatives of different stakeholders in governing bodies of the university.

3.2. The material base

During the visit it is appeared that the endowment of the classrooms/seminar rooms and of the artistic creation spaces, teaching learning and research laboratories corresponds to the state-of-the art and to the good international level.

However, evident smell of organic solvents in the labs for printing, restoration, sculpture and others shows that hygienic and sanitary conditions could be better.

As it was evident from the meeting with the students as well as it follows from self-evaluation report, university does not dispose of a canteen. Student representative's struggle for permission to use canteens of other universities failed. So the consortium agreement between universities in Iasi mentioned above, possibly would help in solving such a problem in conjunction with the maintenance the student hostel with fridges and microwaves ovens. First of all, because number of places (250) in hostel is much less than the total number of students (about 1500)

Recommendation 4

Management and administration should pay more attention to ensuring safety principles and hygienic and sanitary norms. In order to assure a high quality students life as it is declared in internal evaluation report (C.5.1.4.) administration should better understand student's needs.

IV. Education's results

It is clear that the specific of arts education is practice-oriented, based on the making of art works, song or role performance, being purely practical activities. It was evident from the meeting with the students that they are very satisfied on the quality of the teaching staff performance referring to all the activities from the curriculum and to the general specialty preparation they receive, on the artistic training and on other activities they are involved in.

As it was evident from the talks with the Vice-rectors as well as teachers during the visit such subjects as the cultural management are set out only in one faculty. It was agreed that for better

preparation to act efficiently in the labor market would be desirable to teach such a subjects in all study programs.

Internal evaluation report insufficiently find out opportunities for students of all ages to access programs and workshops. It appears that university has no clear strategy for life-long learning or a shared understanding of what lifelong learning means to GEUA.

One aspect of student's art activity remains uncertain as regards intellectual and property rights. Students made art works supervised by their teachers and used materials and equipment offered by the university. So the question who are owners of the student's art works requires definite answer.

Recommendation 5

In all study programs would be rational to include subjects designed to cultural management and possibly cultural policy.

The clear strategy for the life-long learning should be introduced and measures designed to expand university's lifelong learning offer would be desirable.

It would be desirable that management and administration include (it is expedient to admission practices) some kind of written agreement between students and university. The agreement should define all the aspects of intellectual and property rights as regards art works of students.

V. The Scientific Research Activity

It is obvious that research activity in the university of arts is rather specific. The internal evaluation report emphasizes that in GEUA scientific research takes different forms, including the artistic creation activity (B.3.1.1.). Such a standpoint looks a bit out-of-date because modern approach to the notion "research" does not include artistic creation. Instead research activities may involve different forms such as Scientific research, Research in the humanities and Artistic research. Detail definition of each is presented by OECD (Frascati, 2012). In any case artistic creation is not the same as artistic research. It means that in order to avoid misunderstanding on international level would be rational to separate scientific research from artistic creation.

Recommendation 6

Undertake active discussions within the university as well as on governmental level of the research activities content.

VI. Quality culture

The project QUALITAS is dedicated to development and consolidation of quality culture in the university. The main objective stated in internal evaluation report is to provide high quality educational services as well as quality of artistic creation and scientific research at a level that is comparable to that of the master universities of arts from Europe. It is expected that the achievement of this goal also leads to the formation of a culture of quality within the entire organization and the quality assurance system holds an important place in this process. However the notion of quality culture commonly is understood as comprising (1) shared values, beliefs, expectations and commitments toward quality and (2) that are supported by structural and managerial elements and processes that enhance quality. The GEUA comprises a complex of operational structures that coordinate the quality assurance actions at all levels but activities designed to foster shared values, beliefs, expectations and commitments of the academic community left without attention.

Recommendation 7

Undertake active discussions within the university community of all the aspects closely connected with quality culture and decide on activities for it development.

VII. Conclusion

George Enescu University of Arts is a good arts university with efficient management, solid material base and relevant study programs at all three levels. The professional and artistic preparation and innovative spirit of the teaching staff from this institution contribute to the elaboration/creation of works of art or unique moments. The research and artistic creation represents an obligatory element of the teaching staff activity taking into consideration the existing scientific potential, the academic traditions and the requests of the national, European and international social-cultural environment. The GEUA comprises a complex of operational structures that coordinate the quality assurance actions at all levels: Faculties, Senate as well as the university level. The staff of GEUA is competent, dedicated and highly appreciated by the students, and the university counts many highly respected artists amongst staff and alumni. The GEUA has its own data collection, processing, analysis and storage computer system necessary for the evaluation and quality assurance. The George Enescu University of Arts offers actual and correct data and information on the study programs, competences, obtained diplomas and certificates, on the teaching and research staff and on the facilities offered to the students, as well



as any other aspects of public interest, in general and especially for the students. International cooperation is seen as an invaluable resource for innovation and development of curricula, a large reservoir for the support of the research and artistic creation.

All remarks and recommendations presented in this report should be considered as collegiate advise in order to draw attention to the possible trends for development of quality culture of the university.