



University Lifelong Learning Summer School 2011
Batumi, Hotel “Marina”
www.marigroup.ge

PROGRAM

The Aim of the Summer School is to learn about:

- meaning, content and value of university lifelong learning (ULLL),
- building up working ULLL organisation with co-operation of strategical partners,
- supporting adults learning through teaching techniques and learning process based training,
- using effective marketing tools and communication strategies,
- ULLL network and developments in Europe.

But also:

- get to know colleagues from different universities,
- share experiences and
- collect new ideas!

Teachers, performers:

- Kadri Kiigema, Head of Open University Office, Tallinn University
Adult teachers trainer, MA of Educational Management
- Kristi Helme, Journalist of Estonian Teachers Newspaper
Master student of communication, Tallinn University
- Dr. Andrea Waxenegger, President of EUCEN
Director, Center for Continuing Education, University of Graz

Time schedule:

09:30 – 10:00 Gathering	13:15 – 14:15 Lunch
10:00 – 11:30 I session	14:15 – 15:45 III session
11:30 – 11:45 Coffee break	15:45 – 16:00 Coffee break
11:45 – 13:15 II session	16:00 – 17:30 IV session

Learning and teaching methods:

- Short lectures and presentations
- Group works
- Case study analyses
- Discussions
- Open Space

Information:

Dr. Lika Glonti
National Tempus Office Georgia
34 Kazbegi Ave. Plot #3
Tbilisi 0177 Georgia
Phone/Fax: (+995 32) 420030
lglonti@geo.net.ge

Day 1, 16th of June

- Welcome and opening of Summer School 2011
- Introducing with each-other
- Housekeeping announcements, rules and responsibilities

“University Lifelong Learning (ULLL)”

Kadri Kiigema, Head of Open University Office, Tallinn University (Estonia)

1. ULLL meaning and content

- How do define ULLL and how is it delivered?
- What is the purpose and value of ULLL?
- General presentations of ULLL in South Caucasia (approximately 10 minutes per country)
- Introduction of Tallinn University ULLL organisation (Estonia)

2. ULLL organisation

- What kind of ULLL organisation and management models to choose?
- Who are involved with providing different ULLL opportunities and what kind of competences they need (academical personnel and experts / training managers, assistants)?
- How to support staff development?
- Quality assurance of ULLL organisation

3. ULLL opportunities

- What to offer and who is our target group?
- How to design different ULLL opportunities (inc. continuing education courses – public courses and tailor-made trainings, qualification courses, e-courses, Studia Generalia, preparatory courses, open university courses, Summer and Winter Universities, consultancy, supervision etc)?
- How to develop regional co-operation and partnership?

Day 2, 17th of June

“Adult learning and teaching”

Kadri Kiigema, Head of Open University Office, Tallinn University (Estonia)

1. Adult learner

- What are the main characteristics of adult learner?
- How does the age effect learning in adulthood?

2. Adults teacher

- How can teacher support adults learning?
- What are different adults teacher styles and competences?

3. Training as a learning process

- How to build up a training based on learning process?
- What methods a trainer could use to support learning?

Day 3, 18th of June

“Public relations and marketing”

Kadri Kiigema, Head of Open University Office, Tallinn University (Estonia)

Kristi Helme, Journalist of Teachers (Estonia)

1. Marketing of ULLL

- How to build up effective marketing plan for ULLL opportunities?
- How to mark the market?
- What kind of marketing tools to use (inc. advertising, events, face-to-face, Web 2.0 etc)?

2. Developing effective PR of ULLL

- What are the main rules of PR (public relations)?
- How to communicate your message through public media?
- How to co-operate with journalists?

“University Lifelong Learning in Europe”

Dr. Andrea Waxenegger, President of EUCEN

- EUCEN presentation
- Recognition of non-formal education – challenges and tendencies
- Funding of LLL programs

Day 4 – 19.06

Excursion to Sumela Monastery in Turkey (<http://www.sumela.com/>) - up to participants; costs **not** covered by seminar organizers; approximate costs per person ca. 35 Euro. Price includes bus trip (ca. 2,5 hours from Batumi), lunch in Trabzon, entrance into museum, guided tour.

Updated info on seminar published on website: <http://www.tempus.ge/en/ULLLSeminar.html>