



International Seminar

THE RELEVANCE OF EDUCATION: EDUCATION AS A TOOL TO FOSTER COMPETITIVENESS [October 24th and 25th, 2007]

According to the Vision 2019, the National Government established the guidelines to lead the development policy agenda towards the achievement of ambitious yet feasible goals. Under this framework, the government defined the policy for the promotion of competitiveness in Colombia, which launched education as one of the cross pillars required to achieve the projected goals. In response to this policy, the Ministry of Education has been furthering actions to enhance the relevance of the education system, in which the human capital formation responds to the skills demanded by the strategic productive sectors in the country. In this way, the initiative plans to reduce the time and costs in the selection of personnel, and also to reduce the costs of labor force adequacy and training usually incurred by businesses and industries. Furthermore, it seeks to offer new and enlarge the existing set of opportunities for social and labor inclusion currently held by the Colombian population. Achieving such goals would improve the quality of life of the people and reduce the level of poverty in the country.

The relevance of education is the critical topic that inspired the planning and arrangement of this seminar, which involves the following objectives:

- To present and analyze relevant international experiences in the design and implementation of public policies in education focusing on competitiveness.
- To present and analyze relevant international experiences in the reinforcement of Technical and Technological (vocational) education oriented to key areas that respond to the competitiveness agenda.
- To present and analyze relevant international experiences in the design, use and application of tools that follow-up and evaluate the relevance of education.
- To present national experiences where there has been a response from the education sector to the needs of the productive sector.
- To present experiences from higher education institutions regarding the monitoring and evaluation of the relevance that pertains the programmes offered.
- To present the guidelines for the design of academic curriculums by cycles and competences.

AGENDA

DAY 1 – PUBLIC POLICY OF EDUCATION TOWARDS A COMPETITIVE AGENDA PLACE: Auditorium, Universidad Externado de Colombia Wednesday, October 24 th , 2007	
7:00 – 7:45	Registration
7:45 – 8:15	Welcome: <ul style="list-style-type: none"> ▪ Cecilia María Vélez, Minister of National Education (Colombia)
8:15 – 10:30	TOPIC 1 PUBLIC POLICY: THE EDUCATION AS A GUIDELINE FOR COMPETITIVENESS This session will present the strategic guideline of the public policy of competitiveness using education as a means to achieving it. Moderated by: <ul style="list-style-type: none"> ▪ Fabio Valencia Cossio – National Commission for Competitiveness in Colombia Speakers: <ul style="list-style-type: none"> ▪ Colombian Case – Cecilia María Vélez White – Minister of National Education, Colombia ▪ Chilean Case – Hernán Aranedo - Fundación Chile ▪ Regional Case (Latin America) – Simone Cecchini, ECLAC / United Nations Q/A Session
10:30 – 11:00	Break
11:00 – 13:15	TOPIC 2 REINFORCEMENT OF TECHNICAL AND TECHNOLOGICAL EDUCATION This session will present and analyze relevant international experiences in countries that have sponsored technical and technological education programmes in order to promote competitiveness. Moderated by: <ul style="list-style-type: none"> ▪ Gabriel Burgos Mantilla, Viceminister of Higher Education, Colombia Speakers: <ul style="list-style-type: none"> ▪ Australian Case – Rhys Williams – Executive Manager of the Box Hill Institute of TAFE ▪ Spain Case – Eugenio Astigarraga Echeverría – Consultant Q/A Session
13:15 – 14:30	Lunch
14:30 – 18:00	TOPIC 3 TOOLS TO MONITOR AND EVALUATE THE RELEVANCE OF EDUCATION The goal of this session is to highlight international processes and methodologies that convey the need to develop reliable tools that monitor and evaluate the relevance of education in a competitive arena. Moreover, the idea is to identify the role of strategic actors for the success of these institutional initiatives. Moderated by: <ul style="list-style-type: none"> ▪ Juan Luis Mejía, Director of EAFIT University, Colombia Speakers: <ul style="list-style-type: none"> ▪ Italian Case – Matteo Sgarzi – Alma Laurea ▪ German Case – Harald Schomburg – University Kassel ▪ Australian Case – Sandra Pattison – NCVER (National Centre for Vocational Education Research) ▪ French Case – Maurice Ourtau – Cereq Q/A Session

DAY 2 – NATIONAL AND INTERNATIONAL EXPERIENCES
PLACE: Auditorium, Universidad Externado de Colombia
Thursday, October 25th, 2007

7:30 – 8:00	Registration
8:00 – 10:00	<p>PANEL 1 FOLLOW-UP INTERNATIONAL EXPERIENCES ON THE RELEVANCE OF EDUCATION</p> <p>This session will highlight the importance of maximizing the level of response that the higher education institutions should have towards the productive needs of the national economy. Answers to the following questions will be provided: What is the process? What information does it consolidate? What has been the impact?</p> <p>Moderated by:</p> <ul style="list-style-type: none"> ▪ Sandra Pattison, NCVER – National Centre for Vocational Education Research (Australia) ▪ Harald Schomburg, University Kassel (Germany) ▪ Maurice Ourtau – Cereq (France) <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Gerardo Campos Flores – GRADUA2 Project and Tecnológico de Monterrey ITESM, Mexico ▪ Luis Piscocoya Hermoza – Universidad Nacional Mayor de San Marcos, Perú <p>Q/ A Session</p>
10:00 – 10:30	Coffee Break
10:30 – 12:30	<p>PANEL 2 FOLLOW-UP NATIONAL EXPERIENCES ON THE RELEVANCE OF EDUCATION</p> <p>To present the Labor Observatory as a tool to evaluate the relevance of education in Colombia, and how national higher education institutions have managed to use the information offered in this system. Also, the session aims to present the articulation initiatives between the productive sector and the education system that contribute to the competitiveness agenda.</p> <p>Moderated by:</p> <ul style="list-style-type: none"> ▪ Gerardo Ramos Flores, GRADUA2 Project / Tecnológico de Monterrey – ITESM (México) ▪ Matteo Sgarzi, Alma Laurea (Italia) <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Observatorio Laboral para la Educación (<i>Labor Observatory of Education</i>) - Colombia ▪ National Case – Alberto Jaramillo – EAFIT, Colombia ▪ Productive Sector and competitiveness – Juan Mauricio Ramírez – Private Council of Competitiveness, Colombia <p>Q/ A Session</p>
12:30 – 14:00	Lunch
14:00 – 16:00	<p>PANEL 3 EDUCATION EXPERIENCES IN RESPONSE TO THE PRODUCTIVE SECTOR (Alliances)</p> <p>This session will present the strategic guidelines of the alliances held between the productive sector and the institutions of higher education.</p> <p>Moderated by:</p> <ul style="list-style-type: none"> ▪ Hernán Aranceda – Fundación Chile (Chile) ▪ Rhys Williams – Executive Manager del Box Hill Institute of TAFE (Australia) ▪ Eugenio Astigarraga Echeverría – Consultant (Spain) ▪ Martín Miranda – World Bank Consultant (Chile) <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Coffee Case – Alliance Coordinator ▪ Tourism Case (Valle del Cauca) – Alliance Coordinator ▪ Fishing industry Case (Bolívar and Atlántico) – Alliance Coordinator <p>Q/ A Session</p>

16:00 – 16:30	Coffee break
16:30 – 18:30	<p>PANEL 4 EDUCATION EXPERIENCES IN RESPONSE TO THE PRODUCTIVE SECTOR (Alliances) This session will present the strategic guidelines of the alliances held between the productive sector and the institutions of higher education.</p> <p>Moderated by:</p> <ul style="list-style-type: none"> ▪ Hernán Araneda – Fundación Chile (Chile) ▪ Rhys Williams – Executive Manager del Box Hill Institute of TAFE (Australia) ▪ Eugenio Astigarraga Echeverría – Consultant (Spain) ▪ Martín Miranda – World Bank Consultant (Chile) <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Software Case, Futuro Digital (Medellín) – Alliance Coordinator ▪ Harbor Logistics Case (Valle del Cauca) – Alliance Coordinator ▪ Cattle Case – Alliance Coordinator <p>Q/ A Session</p>

DAY 3 (Participation pre-determined by previous invitation)
PLACE: Classrooms, Universidad Externado de Colombia
Friday, October 26th, 2007

WORKSHOPS

KNOWLEDGE BUILDING IN THE RELEVANCE OF EDUCATION

[The workshops will take place in 6 different rooms. Four of them will take place in the morning and two in the afternoon.]

7:00 – 10:00	First session of workshops
10:00 – 10:30	Break
10:30 – 13:30	Second session of workshops
13:00 – 14:30	Lunch
14:30 – 17:00	Third session of workshops

WORKSHOP DESCRIPTION

Previous sign-up

WORKSHOP # 1:

Profile and Competence Characterization – Education and Productive Sector

WORKSHOP # 2:

Curriculum Design by Cycles

WORKSHOP # 3:

Quality Evaluation of Technical and Technological Programmes

WORKSHOP # 4:

Strategies to consolidate a successful and efficient process of graduate follow-up systems

WORKSHOP # 5:

Network building and strengthening towards graduate follow-up systems

WORKSHOP # 6:

How to evaluate the satisfaction of employers with higher education graduates