

EUA-IEP 2025-2030 Strategic Plan

I. Mission

EUA-IEP's mission is integrated in the wider vision of the European University Association – “Strong universities for Europe” - and its mission – “Supporting [our] members to excel in the service of society”.

EUA-IEP's specific mission is to contribute to these aims by supporting higher education institutions, university alliances, and higher education systems in developing their strategic leadership and capacity to manage change. This is achieved through a voluntary evaluation process, tailored to the specific priorities of the institution, alliance or higher education system.

EUA- IEP's contribution to EUA strategic priorities:

EUA-IEP supports EUA's four strategic priorities: 1) effective advocacy, 2) horizon scanning, 3) European solidarity, and 4) enabling enhanced performance of its members and the higher education sector in general. Through delivery of evaluations, IEP actively contributes to the latter two priorities.

EUA-IEP responds to the needs of the institutions that voluntarily undergo evaluation. The programme's tailor-made approach respects the diversity of the higher education sector and supports institutions, within their local context, to address their particular challenges. The evaluation process is designed to better equip institutions to respond to external developments and enhance their capacity to manage change internally.

Through EUA-IEP, the association strengthens connections and develops a deeper understanding of its members and of the wider higher education community, including trends encountered, challenges faced and good practices implemented. These insights are important in supporting EUA's horizon scanning and informing the association's advocacy activities.

II. Values

EUA-IEP respects and promotes the fundamental academic values of the European Higher Education Area. The programme strives, in all its activities, to be:

Independent

- An open-minded, unbiased and inclusive attitude respects – and is receptive to – other opinions and approaches.

- Experienced experts including students provide rigorous, constructive criticism from international perspectives.
- The programme operates free from external influence on the outcomes.

Evidence-based

- The process entails honest, objective and transparent probing and evaluation of data and narratives provided by evaluated institutions, including a self-assessment report.
- Evaluations provide support and encouragement to higher education institutions to apply critical thinking to further their development and improvement.

Professional

- Experienced peers take mutually-supportive and collective responsibility for conducting evaluations with integrity.
- Cooperation and communication with evaluated institutions is conducted diplomatically with collegial respect.
- EUA-IEP operates in line with the agreed European standards for quality assurance.

III. Goals:

1. **EUA-IEP is a key EUA service and is well informed by and connected to the world of higher education institutions and quality assurance; the programme aims to:**

- strengthen the engagement of a wider range of stakeholders in EUA-IEP's activities, including the participation of an EUA Board member representative as an ex officio member of the EUA-IEP Steering Committee.
- make the most of the knowledge of HEIs practices and priorities collected by EUA, to enhance and adjust the programme's approach.
- capitalise on EUA-IEP as an EUA service to maintain and improve its reputation, network, communication, visibility, and financial sustainability.
- engage with relevant European and international networks in the field of quality assurance for the purpose of continuous peer learning and exchange.

2. **EUA-IEP is relevant to a diverse range of institutions and systems and has the capacity to support positive strategic change; the programme seeks to:**

- explore the potential for EUA-IEP to foster innovation within higher education institutions that undergo evaluations.

- undertake an impact assessment of EUA-IEP evaluations to clarify the added value proposition of the programme.
- strengthen EUA-IEP's enhancement-oriented approach that allows for focus on topics that the evaluated institution has identified as important.
- continue to adjust and improve EUA-IEP's methodology to maintain the programme's fitness for purpose and its ability to produce clear and actionable evaluation reports.

3. EUA-IEP offers a unique and a truly European dimension to evaluation of institutions, alliances, and systems, and is used widely across Europe; it strives to:

- maintain and enhance the truly European character of the programme, including the depth and breadth of its understanding of different higher education systems and their challenges across Europe.
- clarify and highlight the specificity and added value of EUA-IEP evaluations (i.e., enhancement orientation, peer-review) to potential programme users.
- increase the number of EUA-IEP evaluations conducted annually and expand the geographical reach.
- develop the scope of activities, including the use of EUA-IEP for the evaluation of European University Alliances.