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Outlook and requirements - creating a new EHEA website

The EHEA website is critical for sharing knowledge about the Bologna Process. It offers up-to-date information about the objectives, activities, and added value of the Bologna Process to a wide range of stakeholders within and outside higher education. The website also contains the institutional memory of EHEA through the archives and ensures that members of the EHEA working structures are well informed of the various activities within EHEA. Any unresolved functionality of the website can hamper the prestige of the EHEA and affect its credibility.

Each EHEA Secretariat worked on improving the website while also adding new features to an outdated infrastructure, which in the end can result in vulnerabilities. Such vulnerabilities have also been evidenced in an independent report commissioned by the Albanian Secretariat.

Recently, the IT team that supports the Moldovan-Romanian Secretariat updated the standard protocols of the website, which nevertheless represents only a transitional, short-time solution to limit the vulnerabilities of the website.

In order to counteract the identified vulnerabilities, as well as to provide upgraded functionalities and appearance, the Moldovan-Romanian Secretariat aims to create a new website. Below are outlined the objectives, target audience, design rules, the outline of the front page and the sitemap for the new website.

I. Objectives in the process of creating a new EHEA website

- Ensuring the compatibility with the EHEA visual identity (colours, style)
- Ensuring smooth adaptability for all types of devices (desktop/laptop, mobile phone, tablet)
- Constructing the new website with the most recent standard protocols, updating its' cybersecurity capability
- Promoting a more responsive and esthetic design, which allows for better accessibility of the website for the users and organisation of information
- Transferring the management of the interface in WordPress, underpinned by modern web programming languages (HTML5, CSS3, JavaScript) so the operation can be easily handled by various Secretariats;
- Maintaining and ensuring the continuity of the archive, including migrating the archive ('EHEA website archive') in the same interface as the rest of the webpage
- Improving Search Engine Optimisation (SEO) techniques to increase the visibility of the website
- Implementing a live chat facility, preferably with embedded artificial intelligence tools, for the support of site visitors. This facility should allow real-time messaging, support for

multiple chat agents, automatic replies etc. The chat should be available for mobile phones (Android, iOS) and tablets as well as desktop and laptop computers;

- Implementing a two-step authentication system for administrators to improve security and protection of the site.

II. Target audience

The EHEA website should consider the needs of a various range of stakeholders which determine its target audience:

- BFUG members and members of the BFUG working structures
- Students seeking information about higher education in Europe and Bologna Process reforms
- Higher education institutions, academics and researchers implementing the Bologna Process reforms, searching for examples of good practice or researching the Bologna Process
- Interested public authorities
- General public from within or outside the EHEA
- Mass-media

III. Design rules

The new design of the EHEA website should be intuitive and take into account the following elements:

- *Hierarchy* which causes site visitors to look at each element of the site in order of priority, starting with the most significant element;
- *Contrast* which highlights the differences between the parts of the design (contrasting elements stand out more) and can be achieved through texture, brightness (mixing light and dark areas) and color;
- *Balance* achieved through even or uneven, symmetrical or asymmetrical distribution of information.

IV. Front page structure

Main/Side:

- Menu & search button
- Short introduction about EHEA, including links to the members description
- Upcoming events in two formats: list and calendar, including meetings of the BFUG working structures and other events added by members according to the RoP (link to their dedicated pages)
- Working structures 2024-2027 (link to their dedicated pages)
- News (link to their dedicated pages, including newsletter)
- Pictogram for Tirana Ministerial Conference, Work Programme 2024-2027 and EHEA Tools (link to their dedicated pages)

- [Link to previous ministerial conferences](#)

Adjacent:

- Social media thumbnails (Facebook, LinkedIn, Twitter)
- Subscribe to the newsletter
- Accessibility thumbnail: changing text size, greyscale, contrast, light background, links underline, readable font

Footer:

- Legal notice & GDPR policy (link to their dedicated pages)
- Contact (link to their dedicated pages)
- Cookie policy (link to their dedicated pages)
- Sitemap branchtree (link to their dedicated pages)

V. Menu (sitemap)

First level	Second level	Third level	Fourth level
About EHEA	How EHEA works (narrative and also including the RoP-EHEA and RoP-BFUG here) Video	List of co-chairmanship	
	Historical overview	20 Years Bologna Declaration Celebration	
	Members	General page about EHEA membership, including criteria	
		Member states	Individual country profiles
		Consultative members	Individual consultative member profiles
		Partners	
Governance	Ministerial Conferences (general remarks and list of communiques)	Individual page for each Ministerial Conference with all the documents	
	BFUG	BFUG meetings 2024-2027	Individual pages for each BFUG meeting
		Archive of BFUG meeting minutes	Individual pages for each former BFUG meeting
	BFUG Board	BFUG Board meetings 2024-2027	Individual pages for each BFUG Board meeting



		Archive of the BFUG Board meetings	Individual pages for each former BFUG Board meetings
	EHEA Secretariat (general about the Secretariat and the current Moldovan-Romanian Secretariat)	Former EHEA Secretariats	
Bologna Reforms* (common page where users can choose the topic instead of a long menu list)	Three-degree cycle		
	Quality Assurance		
	Recognition	Diploma Supplement	
	Qualification Frameworks		
	ECTS		
	Social Dimension		
	Internationalisation and mobility		
	Fundamental Values		
	Learning and teaching	Student-centred learning	
	Implementation and Monitoring	Monitoring the Bologna Process	Bologna Process Implementation Report
			Bologna with Student Eyes
			EUA Trends
			Research on the Bologna Process
		Implementing the Bologna Process	Outreach and dissemination (including national plans)
			Bologna expert groups
	Global dialogue and outreach	Bologna (Global) Policy Forums	
	Other policy areas	Employability	
		Lifelong learning	
		Microcredentials	
		Research & Innovation	
		Consultations on future goals	



Working Structures 2024-2027	Work Programme 2024-2027		
	BICG	BICG meetings	
		TPG A	TPG A meetings
	
	WG on Monitoring	WG on Monitoring meetings	

Previous work programmes	Working period archive 1999 to 2024 divided per work cycle	Working structures in each work cycle (including their final reports taken from Ministerial Conference pages)	
News	Newsletter archive		
Contact	Contact box linked with the email of the Secretariat		

*(introduce under each topic projects that supported Bologna Process implementation across the years)