

Outlook and requirements - creating a new EHEA website

The EHEA website is critical for sharing knowledge about the Bologna Process. Apart from offering 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, it contains the institutional memory of EHEA through the archives and ensures that members of the EHEA working structures, including the BFUG, 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Each EHEA Secretariat worked on improving the website while also adding new features to an outdated infrastructure, which in the end can determine vulnerabilities.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 site-map 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 estetical 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 and ensure the content of documents is searchable
- Looking into the feasibility of implementing a live chat facility;
- 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 | Former EHEA Secretariats | |

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| | current Moldovan-Romanian Secretariat) | | |
| 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 | |



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|---------------------------------|--|---|-----|
| | ... | ... | ... |
| 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)