

QUALITY ASSESSMENT ROAD MAP

No	STRATEGY	GENERAL REGULATIONS	OBJECTIVE	PRIORITIES	RISKS	STRATEGIC LINES, EVALUATION CRITERIA
1	Industry-Academia Learning Partnership development	Strategy is aimed at the development of partnership relations with national and international educational and scientific organizations and water industry enterprises, strategy is developing a new market of educational resources and services (Educational Technology (EdTech))	Establishment of an open educational environment in which organizations and institutions involved in the study, use and management of transboundary water resources can efficiently interact to raise awareness, professional competencies	<ol style="list-style-type: none"> 1. Establishment of modern educational context, online education evolution 2. Expanding international cooperation among university partners in higher education and professional retraining spheres 	<ol style="list-style-type: none"> 1. Lack of motivation and/or occasional participation of partners 2. Limited communication resources (language barrier, fragmentation of water management knowledge) 3. Economic, political, social, environmental, technological and other regulations in the international, industrial and academic environments 	<p><i>Interaction mechanisms:</i></p> <ol style="list-style-type: none"> 1. Integration at the international level of highly qualified scientific and pedagogical personnel in the field of sustainable, transboundary water management 2. Building sustainable partnerships with large water users communities and public authorities 3. On-going training and professional development of teaching staff providing educational products/program in the field of transboundary water management 4. Development and implementation of relevant full-time education programs in cooperation with strategic partners, leading scientists, highly qualified experts from Russia, Kazakhstan and Europe, scientific and educational organizations, state corporations and high-tech companies in the field of transboundary water management 5. Introduction of modular principle in educational programs implementation (individualization for the customer) 6. Media support <p><i>Evaluation criteria:</i></p> <ol style="list-style-type: none"> 1. Long-term sustainability and complexity of the interactions 2. "Usability" of the service for online information exchange
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2	Quality of the Product	Strategy of professional training educational service quality is aimed at providing a competitive content and implementation of professional retraining programs	Development of sustainable and competitive educational products, provision of high quality educational services in	<ol style="list-style-type: none"> 1. Continuous quality improvement of educational products in a competitive and dynamic environment 2. Collaboration with institutional partners for the purpose of 	<ol style="list-style-type: none"> 1. Unsustainable level of inter-institutional cooperation (lack of access to the governing documents on transboundary water management of partner countries at the inter-institutional level) 	<ol style="list-style-type: none"> 1. Quality assessment of the education programs' content, academic teaching qualification, training methods and technologies, facilities available 2. Establishing effective partnerships with education recipients 3. Information systems development through the user-friendly Moodle eLearning platform (other platforms are also available) 4. Focus on Lifelong Learning-Education and Training <p><i>Evaluation criteria:</i></p> <ol style="list-style-type: none"> 1. Demand scale in the educational service market and recipients' satisfaction with the provided educational services



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			accordance with the requirements	knowledge update and transfer 3. Enhancing the quality of methodological, information and personnel support for educational activities	2. Organization barriers in bringing foreign experts for the implementation of additional education programs in the field of transboundary water management (employment, payment of funds, etc.); 3. Identification of technical capacities in selecting online platforms for implementing additional education courses between partner countries	2. Internal and external expertise through survey, interview, questionnaires, etc.
3	Promotion	Strategy of educational product promotion is aimed at optimizing the process of providing a service and establishing service, price, communication policies	Provide a steady demand for training and retraining programs and courses (extended education) in transboundary water management	1. Develop a set of measures and activities to generate stable demand 2. Develop innovative design of promotion and service delivery forms for each course (marketing logistics)	1. Lower market demand (insufficient payment capacity of the consumer, consumer conservative approach) 2. Negative feedback in case of unfair competition 3. Data leakage	<p>Promotion mechanisms:</p> <ol style="list-style-type: none"> 1. Targeted search for potential consumers across different market segments (advertising to stimulate demand) 2. Client-focused communication (marketing personalization: use of various communication channels, website availability) 3. Maintaining competitiveness mainly due to the high service quality (compliance of the educational product with modern challenges, professional reputation of lecturers, use of technological innovations, value propositions) 4. Design of training and thematic planning for the target audience while preserving the recognition of the educational product 5. Monitoring risks and adjustment of promotion activities <p>Evaluation criteria:</p> <ol style="list-style-type: none"> 1. "Reputation" (public opinion) 2. Educational product presence and visibility in the market with increasing quality trend 3. Economic efficiency (including sustainability)

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4	Dissemination	Strategy of the TREASURE WATER results dissemination provides a long-term action program on the development and performance of training and retraining programs / courses on legal, economic and methodical issues of transboundary water management	Ensure effective strategic decision making in professional training and retraining in the field of transboundary water management	<ol style="list-style-type: none"> 1. Dissemination of professional retraining courses in transboundary water management 2. Delivering courses in partner-countries 3. Facilitating the relationship among target groups - other project partners, universities, industrial partners 	<ol style="list-style-type: none"> 1. Economic, political, social, environmental, technological factors in the international, industrial and academic life environment 2. External competitiveness 	<p>Dissemination mechanisms:</p> <ol style="list-style-type: none"> 1. Proactive thinking (focusing transboundary water management programs on the current challenges) 2. Quality management of training and retraining courses 3. Establishing effective partnerships with the target audience (industrial and institutional partners) 4. Continuous demand monitoring, course administrating and updating 5. Regular updating of training course forms of organization <p>Evaluation criteria:</p> <ol style="list-style-type: none"> 1. Expanding geography of the recipients 2. Ratio of temporary versus permanent recipients 3. Adopting new communication channels with the target audience
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5	Project sustainability	Strategy of ensuring educational product sustainability is directly related to the constant service quality improvement, meeting requests of industrial partners on the basis of new solutions and non-standard approaches	Ensure the long-term and sustainable performance of training and retraining programs/ courses in the field of transboundary water management	<ol style="list-style-type: none"> 1. Monitoring progress in recipients' preferences and needs due to changes in economic, political and environmental spheres 2. Maintaining mutually beneficial relationships among industrial partners 	<ol style="list-style-type: none"> 1. Low digital skills 2. Lack of motivation and self-regulation 3. Unfair external competition (dumping, etc.) 4. Complex technical support 5. Changes to legislation: developing new public services, regulatory support for online training, designing a comprehensive assessment system to certify the quality of online courses 	<p>Sustainability mechanisms:</p> <ol style="list-style-type: none"> 1. On-going, continuous feedback with industrial partners ('growth points') 2. Competitive pricing strategy and high quality of programs 3. Adapting best practices (educational resources and their combinations, content design) 4. Technology-enabled learning trends application (forms, methods, tools) 5. Internal monitoring for lecturers' more practical approach (keeping up with "life," exploiting online learning technologies, reputation) 6. Product promotion (targeted advertising, efficient administration) <p>Evaluation criteria:</p> <ol style="list-style-type: none"> 1. "Quality" of recipients in the educational process (more industrial employees than undergraduate students) 2. Efficient implementation (commercial benefit)