W

FROM THE UOC ON THE INTERNET TO THE NETWORK-UOC

ACADEMIC YEAR 2007-2008
ANNUAL REPORT ON
THE UNIVERSITAT OBERTA DE CATALUNYA

INTRODUCTION

FROM THE UOC ON THE INTERNET TO THE NETWORK-UOC
IMMA TUBELLA_President_

We will soon be fifteen years old – fifteen years of providing customised e-learning. To celebrate this, we will shortly be rolling out the first three degrees adapted to the European Higher Education Area (Law, Psychology and Humanities), a new official master's degree (Health and Safety) and an increased range of postgraduate qualifications.

We are aware of the loyalty displayed by the more than one hundred thousand members of the UOC community and we want to respond to your e-learning experience by offering you new tools for taking part on the network, redesigned and more personalised virtual classrooms and new opportunities for access and mobility, with the support and service you asked for over the last year.

The web is now part of the fabric of our lives and networked professionals from the information society, used to multicultural environments, will have the opportunity to face up to the challenges of an old continent which relies on their creativity, research, innovation and cooperation between universities, business and public powers to overcome the current economic crisis.

Here at the UOC we are continually seeking to adapt to the times, developing the current e-learning system with a wider range of quality teaching, opening up multilingual virtual classrooms, increasing our presence across the world, and extending the cooperative network at European and international level.

I wish you a year full of academic success and invite you to help us build a network university, a university open to the world, to ideas and cultures; tailored to fit both people and companies, promoting alliances with the society in which it is active; committed to sustainability and global access to knowledge.

Cooperation, communication, transversality, flexibility, mobility and quality are the bases for the organisation's renewed corporate culture.

THE UOC, AN INNOVATIVE AND DYNAMIC INSTITUTION
JOSEP HUGUET_Chair of the Board of Trustees_

Welcome,

You are holding in your hands the Universitat Oberta de Catalunya (Open University of Catalonia, UOC) annual report for the academic year 2007-2008. From the start, the UOC has been the university of the knowledge society. Innovative and flexible, the UOC is dedicated most of all to providing people access to lifelong learning.

The use of information and communication technologies has turned the UOC into a pioneering university centre which offers its students dynamic, customised support, without having to consider limitations of either time or space.

Apart from its teaching, the UOC's research activities are of the highest quality, establishing relations with other institutions dedicated to global knowledge all around the world. Knowledge is at the heart of progress, along with talent, competitiveness and excellence.

Even though it is an online university, the UOC remains close to the society to which it belongs. It is a university rooted in Catalonia and

open to the rest of the world. The centre designs its offer of studies in a coherent manner, following the criteria established by the Bologna Process, facing up to the future with assurance, gained through consolidated experience and know-how. It also organises its training in accordance with the needs of society and focuses its research on studying the interactions of ICTs and the different aspects of the economy, society and culture.

Yet another year the figures contained in this annual report attest to the great work done by the UOC, with our President, Imma Tubella, at its head. The UOC stands out because it complements other university centres as a cornerstone of the Catalan university system.

Kind regards.

THE DIFFERENTIAL AND TEACHING MODEL OF A DISTANCE UNIVERSITY
JOSEP VILARASAU_Chair to the FUOC Advisory Board_

In a context of worldwide economic crisis, we need an alliance between institutions and civil society more than ever. The time has come to apply measures which will inevitably see universities, as centres of knowledge, playing a pivotal role in any solution and the driving force behind this process is to be found in classrooms and laboratories.

One could say that the economic and financial crisis has coincided with a change in behaviour within our society which, more than ever, needs information and communication technologies. The internet and, above all, virtual social networks, together with mobile phones and low-cost travel, have brought about the birth of the global society. It is no coincidence, then, that the UOC, as a centre of excellence born on the web, is fast becoming a benchmark within the virtual society when it comes to looking for ways out of the crisis.

We should not forget that the UOC was born for the purpose of offering access to higher education to people who cannot access the traditional campuses. With this mandate now consolidated, over the last year the challenge facing our university was to improve service to the community, offering students greater competitiveness academically and committing to the alliance between the university and business as the driving force behind research into the impact of ICTs in the knowledge society.

On behalf of Catalan society, the Board of the Fundació per a la Universitat Oberta de Catalunya (Foundation for the Open University of Catalonia, FUOC), over which I am honoured to preside, pledges its full support to the UOC's governing bodies in their quest to spur on this necessary transformation and encourages them to square up to the new global challenges for creativity and training.

THE UOC: A SUMMARY

1- IN THE COURSE OF THE YEAR

THE UOC SERVING SOCIETY: MORE ACCESSIBILITY, MORE SOLIDARITY
The UOC's mission is to offer access to knowledge via the use and dissemination of information and communication technologies. This desire to serve society has been strengthened during the academic year 2007-2008 with the International Graduate Institute (IGI), the increased offer from the @thenaeum, in-company training for associates, providing content for mobile devices and e-learning for groups at risk in developing countries, promoted by the Campus for Peace.

SEPTEMBER > OCTOBER 2007
» **William J. Mitchell (MIT) gives the inaugural lecture for the academic year under the title Intelligent Cities**
http://www.uoc.edu/inaugural07/index_esp.htm
The professor of Architecture and researcher from the Massachusetts Institute of Technology (MIT), William J. Mitchell was asked to give the inaugural lecture for the UOC academic year 2007-2008, with the title Intelligent Cities. With this treatise, Mitchell, who also holds an Honorary Degree from the University, invites us to enter a

virtual debate on the short- and long-term future of the city in the information society. The debate "*Metropolis or Blade Runner*? Imagining the future of urban areas" ran from 10 to 22 October.
» The UOC UNESCO Chair in E-Learning organised a seminar on the Web 2.0 and education.
» The UOC presented a master's degree course on accessibility to information society services.
» The sociologist Agnès Van Zantan talked about choosing schools as part of the Debates on Education.
» The UOC presented a new master's degree course on literature in the digital era.
» Almost 22,000 students in Catalonia enrolled for accredited qualifications in Catalan during the first semester of the academic year.
» The UOC presented the SELF platform on free educational content at the get-together.
» Almost seventy cultural and academic activities were organised for those attending the meeting.
» Catalan universities presented the Campus project, a technological catalyst for their virtual environments.
» *Blocs de Lletres* is awarded the Lletra 2007 prize as the best initiative for distributing literature online.
» The UOC organised the 1st International Conference on Conflict, Conflict Resolution and Peace.
» The International Graduate Institute offers more than 225 programmes. **http://iip.uoc.edu/eng**
» Experts in multilingualism from twenty European universities come together at the UOC.
» The UOC provided all its students with an open-source software-based workstation.

NOVEMBER > DECEMBER 2007
» Presentation of the Competent project to develop an online management platform.
» In-depth renovation of the UOC website. **http://www.uoc.edu/**
» The Linguamón-UOC Chair in Multilingualism organised a conference on multilingualism and business.
» The UOC wins the National Flexible Company 2007 award.
» Manuel Castells awarded an honorary degree by the University of Costa Rica.
» Almost 4,400 students from Barcelona and Madrid graduate with the UOC.

JANUARY > MARCH 2008
» The UOC and the Scimago research group create the first Atlas of Science in Catalonia.
» The University hosts an international seminar on competencies in e-learning.
» Presentation of Anatomia 07-08. Five years of taking stock and looking ahead in Catalan literature.
» Nearly sixty cultural and academic activities, open to all comers, organised for the get-together.
» The Catalan Interior Ministry and the UOC create the first university degree in public security in Catalonia.
» New online Catalan courses offered.
http://www.uoc.edu/catalaobert
» There are now more than one hundred UOC-associate companies and institutions.

APRIL > MAY 2008
» The UOC's degree courses in Law, Psychology and Humanities are now official.
» Imma Tubella takes part in the 3rd e-learning Africa 2008 conference.
» Creation of a territorial advisory body, together with institutions from Terres de l'Ebre.
» José Luis Larrea gives a lecture at the public presentation of the International Graduate Institute (IGI).
» The UOC's MyWay project wins a Gold award in the IMS Learning Impact awards. **http://myway.blogs.uoc.edu/**
» The Horizon 2008 report is presented in Catalan and Spanish at the UOC.
» The UOC is now a fully-fledged member of the European University Association.
» The UOC and IBM sign an agreement on technological and scientific cooperation.
» Editorial UOC joins the Google Books initiative.
» A project by the OLIBA research group wins an Innova award.

JUNE > JULY 2008

» The UOC joins the Educause Learning Initiative (ELI) network.
» More than 40,000 results are sent to students' mobile phones.
» The UOC's official masters degree course in Education and ICTs is one of the finalists for the Excellence in Sustainable Development award.
» The President takes part in the meeting of the International Association of Universities.
» The UOC is joint organiser of the conference entitled Free Knowledge, Free Technology. Education for a Free Information Society.
» The UOC now offers services over iPhone, iPod Touch and e-books.
» Imma Tubella takes part in a worldwide conference on women.
» The UOC organises a seminar on the behaviour of its students.
» It Is a Question of the Future of Public Education, Álvaro Marchesi (OEI) in Debates on Education.
» Presentation of the Project Internet Catalonia to the Catalan government's Presidential Department.
» The 4th Conference on Internet, Law and Politics focuses on the legal and political implications of social software and the web 2.0.

2- THE UOC IN FIGURES

STUDENTS

1. DISTRIBUTION OF STUDENTS BY TYPE OF STUDIES

Diploma courses	16,593
Degree courses	23,671
PhD courses	144
Official master's degree courses	958
UOC-specific degree courses	596
Master's degree courses	1,016
Postgraduate studies	1,434
Refresher programmes	37
Open programmes:	
Summer and winter school courses	4,600
University @thenaeum	3,472
Seminars	250
Specialisation courses	1,084
Català obert	270
Travel Programme	120
Total	**54,245**

2. DISTRIBUTION OF STUDENTS BY AGE

Undergraduate courses		Postgraduate courses	
From 18 to 21	717	Under 25	2
From 22 to 25	4.589	From 25 to 30	10
From 26 to 30	10,363	From 31 to 40	58
Over 30	24,595	Over 40	74
Total	**40,264**	**Total**	**144**

3. DISTRIBUTION OF STUDENTS BY SEX

	Undergraduate courses	Postgraduate courses
Male	20.111	93
Female	20.153	51

4. DISTRIBUTION OF STUDENTS BY CAMPUS

Campus in Catalan	33,276
Campus in Spanish	6,988

5. GROWTH IN THE NUMBER OF ENROLMENTS
Students enrolled between 2000 and 2008

	Undergraduate courses	Postgraduate courses
2000-2001	14,837	72
2001-2002	21,374	178
2002-2003	25,783	160
2003-2004	33,423	160
2004-2005	33,307	281
2005-2006	36,381	305
2006-2007	38,842	194
2007-2008	40,264	144

6. DISTRIBUTION OF STUDENTS BY PROGRAMME

Number of official master's degree students

Official master's degree in Education and ICTs (e-learning)	341
Official master's degree in open-source software	301
Official master's degree in the Information and Knowledge Society	316

Number of students on undergraduate studies

Business Studies	8,995
Educational Psychology	1,694
Law	3,752
Humanities	2,652
Foundation degree in Management IT	2,527
Foundation degree in Systems IT	2,630
Catalan Language and Literature	613
Business Administration and Management	1,788
Information and Communication Sciences	1,725
Psychology	4,559
Computer Engineering	1,089
Political and Administration Sciences	689
Labour Sciences	1,715
Market Research and Techniques	1,473
Tourism	1,333
Audiovisual Communications	634
East Asia Studies	693
Advertising and Public Relations	649
Foundation Degree in Telecommunications. Telematics	1,054

7. GROWTH IN THE NUMBER OF ACCREDITED QUALIFICATIONS AND OFFICIAL MASTER'S DEGREES OFFERED ON THE CATALAN AND SPANISH CAMPUSES

Year	Catalan campus	Spanish campus
1995-1996	2	
1996-1997	4	
1997-1998	6	
1998-1999	8	
1999-2000	9	
2000-2001	10	6
2001-2002	13	9
2002-2003	16	10
2003-2004	17	13
2004-2005	17	14
2005-2006	19	16
2006-2007	22	20
2007-2008	22	20

TEACHING AND MANAGEMENT STAFF

UOC faculty	187
Teaching collaborators	2,043
Management Staff	545

Of the 187 members of the UOC faculty, 55% hold PhDs and 64 hold university-system qualifications.

GRADUATES

1. DISTRIBUTION OF GRADUATES BY TYPE OF STUDIES (2006-2007)

Diplomas	949
Degrees	1,585
PhD	72
Total	**2,606**

2. GROWTH IN THE NUMBER OF FIRST, SECOND AND THIRD-CYCLE GRADUATES (1999-2007)

1999-2000	118
2000-2001	142
2001-2002	431
2002-2003	954
2003-2004	1,466
2004-2005	2,094
2005-2006	2,225
2006-2007	2,606

STUDENT SUPPORT

Start-off counsellors	225
Follow-up counsellors	267
Subects offered	1,167
Virtual classrooms	2,476
Examination centres	26
Number of support centres	17
Number of support points	45
Consultations made at support centres	89,096
Informative sessions	141
Study committees	7 (comprising 54 students)
Users subscribing to the library RSS feed	1,731
Final degree projects available from the Library	815

DISTRIBUTION OF KNOWLEDGE

Articles, studies and online teaching materials downloaded	1,475,879
Digital publications subcribers	10,100 (July 2008)
Books published by Editorial UOC	120
New collections	2, UOC Press and Sociedad Red
Unique users of the UOC website	701,000 (June 2008)

THE UOC NETWORK
Learn about the UOC
http://www.uoc.edu/presentation
Learning model
http://www.uoc.edu
Virtual Library
http://biblioteca.uoc.edu/eng

OPEN TO SOCIETY
UNESCO Chair in E-learning
http://catedraunesco.uoc.edu
Chair in Multilingualism
http://multilingualismchair.uoc.edu
Campus for Peace
http://www.uoc.edu/cooperation
Associate Companies and Institutions
http://empreses_associades.uoc.edu

COMUNICATION 2.0
Youtube
http://youtube.com/uoc
Twitter
http://www.twiter.com/UOC_University
The President on Twitter
http://www.twitter.com/rectora
Facebook
http://www.facebook.com/pages/
Barcelona-Spain/Universitat-Oberta-de-
Catalunya-UOC/21651276645
Netvibes
http://www.netvibes.com/uoc_eng
Delicious
http://delicious.com/UOC_Universitat
Flickr
http://www.flickr.com/Uoc_University

QUALITY TEACHING
Courses offered
http://www.uoc.edu/studies
» Undergraduates (adapted to the EHEA)
» Graduate courses
» Degree courses
» Foundation courses

International Graduate Institute
http://iip.uoc.edu/eng
» Official master's degrees, UOC-specific master's degrees
» Postgraduate training
» Open programmes

INTEGRATION INTO THE EUROPEAN HIGHER EDUCATION AREA
Bologna area
http://www.uoc.edu/eees

MULTIDISCIPLINARY RESEARCH, COMMITMENT TO INNOVATION
Research and innovation at the UOC
http://www.uoc.edu/portal/english/recerca
Internet Interdisciplinary Institute
http://in3.uoc.edu
Innovation
http://innovacion.uoc.edu

DISSEMINATION OF KNOWLEDGE
Editorial UOC
http://www.editorialuoc.com
E-JOURNALS
1 *Artnodes*
http://artnodes.uoc.edu/eng
2 *Digithum*
http://digithum.uoc.edu/eng
3 *Internet, Derecho y Política*
http://idp.uoc.edu
4 *Revista de Universidad y Sociedad del Conocimiento*
http://rusc.uoc.edu/eng
5 *Mosaic*
http://mosaic.uoc.edu
6 *UOC Papers*
http://uocpapers.uoc.edu/eng
WEBSITES
1 Lletra
http://www.lletra.net
2. Debates on Education
http://www.debats.cat/eng

GOVERNMENT AND INSTITUTIONAL ACTIVITY

Composition of the Board of Governors at 31 July 2008
» **President,** Dr. Imma Tubella
» **Manager,** Dr. Òscar Aguer
» **Vice President of Research,** Dr. Eduard Aibar
» **Chair of the UOC Research and PhD Scientific Committee,** Dr. Manuel Castells
» **Vice President of Postgraduate Studies, Lifelong Learning and Multilingualism,** Dr. Josep Maria Duart
» **Vice President of Innovation,** Dr. Begoña Gros
» **Vice President of Teaching Staff and Academic Structure,** Dr. Josep Lladós
» **Vice President of Technology,** Dr. Llorenç Valverde

2- GOVERNING BODIES

The governing bodies are made up of various sectors of society and are in charge of monitoring the quality of the UOC's training process.

The Fundació UOC, backbone of the University.

THE BOARD OF TRUSTEES — Composition at 31 July 2008

The Board of Trustees is the highest body of representation, government and administration in the UOC.
CHAIR
Josep Huguet, Minister, Department of Innovation, Universities and Business
DEPUTY CHAIRS
Enric Aloy, General Secretary for Innovation, Universities and Business
Arcadi Calzada, President of Caixa Girona
MEMBERS OF THE BOARD
Isaac Sanromà, Chairman of Reus Chamber of Commerce / **M. del Mar Serna,** Minister, Department of Employment / **Joan Majó,** Director General of Universities, Department of Innovation, Universities and Business / **Jordi Bosch,** Secretary for Telecommunications and the Information Society / **Ernest Maragall,** Minister, Department of Education / **Blanca Palmada,** Commissioner for Universities and Research / **Agustí Montal,** Chair of the Fundació Enciclopèdia Catalana / **Miquel Valls,** Chair of Barcelona Chamber of Commerce / **Jordi Mestre,** Managing Director of Caixa Sabadell / **Ramon Moreno,** Director General of Research, Department of Innovation, Universities and Business / **Director General of Corporació Catalana de Ràdio i TV,** pending appointment / **Javier Nadal,** Director General of Institutional and Foundational Relations with Fundació Telefónica / **Isidre Fainé,** physical person / **Imma Tubella,** President of the UOC / **Òscar Aguer,** Director of the Fundació per a la Universitat Oberta de Catalunya / **Enrique Alcántara,** Secretary to the Fundació per a la Universitat Oberta de Catalunya

BOARD OF TRUSTEES / PERMANENT COMMITTEE → FUOC COUNCIL → UOC → GOVERNING COUNCIL
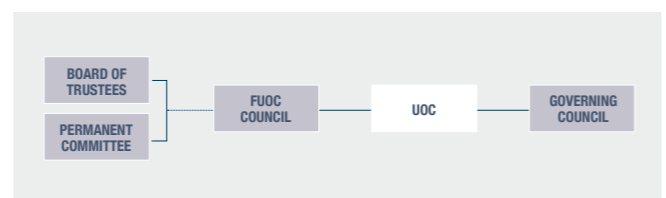
PERMANENT COMMITTEE — (Composition at 31 July 2008)

The Permanent Committee is the permanent body which administers and manages the Fundació.
CHAIR
Joan Majó Roca, Director General of Universities, Department of Innovation, Universities and Business
MEMBERS OF THE BOARD
Isaac Sanromà Ortega, Chairman of Reus Chamber of Commerce / **Jordi Bosch Garcia,** Secretary for Telecommunications and the Information Society / **Jordi Mestre González,** Director General of Caixa Sabadell / **Director General of Corporació Catalana de Ràdio i TV,** pending appointment / **Imma Tubella,** President of the UOC / **Òscar Aguer,** director of the Fundació per a la Universitat Oberta de Catalunya / **Enrique Alcántara,** Secretary to the Fundació per a la Universitat Oberta de Catalunya

The Advisory Board is a consultative body which is also in charge of setting the budget and programme, and appointing the President of the UOC.

ADVISORY BOARD — Composition at 31 July 2008

The Advisory Council is a consultative body which is also in charge of notifying the budget and programme and appointing the President of the UOC.
PERSONS APPOINTED BY THE FUOC BOARD OF TRUSTEES
Chair_Josep Vilarasau, Honorary Chairman of CosmoCaixa
Deputy Chair_ Vacant
Josep Maria Terricabras, Director of the Ferrater Mora Chair, University of Girona
Antoni Farrés (†), former chair of Localret and former mayor of Sabadell
Vicent Partal, Director of Vilaweb

PARLIAMENT APPOINTEES
Francesc Esteva, Director of the Institute for Research into Artificial Intelligence, Higher Council for Scientific Research
Antoni Garrell, Chair of the Circle for Knowledge

APPOINTEES FROM THE INTERUNIVERSITY COUNCIL OF CATALONIA
President of the University of Barcelona, pending appointment
President of the Technical University of Catalonia, pending appointment
Joan Viñas, President of the University of Lleida
Josep Joan Moreso, President of Pompeu Fabra University

BUSINESS ASSOCIATION APPOINTEES
Josep A. Díaz, Deputy Chair of National Labour Development
Lluís Godayol, representative of the association of Small and Medium-sized Businesses for Catalonia

TRADE UNION APPOINTEES
César López, representative of Comissions Obreres
Neus Munté, representative of the Unió General de Treballadors

Imma Tubella, President of the UOC
Òscar Aguer, Director of the Fundació per a la Universitat Oberta de Catalunya
Enrique Alcántara, Secretary to the Fundació per a la Universitat Oberta de Catalunya

3- THE UOC IN THE UNIVERSITY SYSTEM

THE UOC INCREASES ITS PARTICIPATION IN INTERNATIONAL UNIVERSITY NETWORKS
During this period, the UOC has maintained its presence on the following European networks:
» CINDA (Centro Interuniversitario de Desarrollo)
» CREAD (Consorcio-Red de Educación A Distancia)
» EADTU (European Association of Distance Teaching Universities)
» EDEN (European Distance and E-Learning Network)
» EDUCAUSE, EFQUEL (European Foundation for Quality in eLearning)
» EPUF (EuroMed Permanent University Forum)
» EUA (European University Association)
» HACU (Hispanic Association of Colleges and Universities)
» ICDE (International Council for Distance Education)
» KALEIDOSCOPE (Kaleidoscope Network of Excellence)
This network was created on the basis of a European project and was operational until December 2007
» NMC (New Media Consortium)
» RIU (Red de Innovación Universitaria)
» YASMIN (Your Arts Science Mediterranean International Network)

It has also extended its involvement to other networks of interest to the UOC and is already taking part in the following ones:
» ELI (Educause Learning Initiative)
» GUNI (Global University Network for Innovation)
» IAU (International Association of Universities)
» IMS GLC (IMS Global Learning Consortium)
» OCW (OpenCourseWare Consortium)
» RECLA (Red de Educación Continua de América Latina y Europa)
Members of the UOC have taken part in 26 of the conferences and seminars organised by these 20 networks

INTERNATIONAL RECOGNITION
The UOC has been a fully-fledged member of the European University Association since March 2008. **The UOC's MyWay project was awarded a Gold distinction in the IMS Learning Impact Awards in Austin.**

THE HORIZON REPORT, IN CATALAN AND SPANISH
The UOC and New Media Consortium (NMC) have published the Catalan and Spanish translations of the 2007 and 2008 editions of the famous Horizon report which analyses the impact of new technologies on the field of higher education.

4- INTERNATIONAL ACTIVITY
Over the last academic year, the UOC has increased its international activity by spearheading new initiatives and the organisation of international events in different areas of interest.

THE CAMPUS PROJECT, PRESENTED DURING THE UNIVERSITY CAMPUS CONFERENCE
The UOC took part in the University Campus Conference by presenting its Campus Project with which it hopes to provide a technological boost to the virtual environments in Catalan universities.

It took advantage of the conference to share its experience in creating open-code software virtual campuses. The meeting was attended by world-famous experts in e-learning and technology applied to learning.

THE UNESCO CHAIR IN E-LEARNING ORGANISES A SEMINAR ON THE WEB 2.0 AND EDUCATION
In the course of the academic year, the UOC UNESCO Chair in E-learning organised a seminar to debate and reflect on the changes that the web 2.0 has caused in teaching. The seminar was based on case histories and success stories linked to university institutions.

WEEK OF TEACHING ACTIVITIES ON E-GOVERNANCE
As part of the Executive Master in e-Governance imparted by the École Polytechnique Fédérale de Lausanne (EPFL), the UOC's Political Sciences and Law faculties organised a week of teaching activities around e-governance. It covered the changes introduced and the use of ICTs in politics and public administration and as a path towards development. The academic sessions were mainly taught by UOC staff, with visits to Catalan institutions and companies working in the political arena.

VIRTUAL MOBILITY EXPERIMENT, CONDUCTED BY THE UOC AND MONTERREY TEC
A group of 20 students from the UOC and the Monterrey Technology Institute (TEC) in Mexico took part in a pilot study on virtual mobility between May and July 2008. Each participant chose one of the two subjects offered by the postgraduate programmes of the two university and followed an introductory course on each institution's virtual campus.

The experiment has revealed which aspects in the two universities need improving in order to conduct future experiments on this kind of mobility

SEMINAR ON VIRTUAL LEARNING ENVIRONMENTS
The Faculties of Psychology and Education Sciences and the International Graduate Institute organised a joint seminar on virtual learning environments: Competencies for professionals working in learning environments: A perspective from different actors, by the International Board of Standards for Training, Performance and Instruction (IBSTPI).

The event provided a perfect opportunity to present and encourage debate on the competencies that the various actors working on virtual teaching and learning environments (teachers, trainers, counsellors and consultants, instructional designers of courses and programmes, education directors and managers, educational project assessors and students) need to acquire.

VISITS AND PARTICIPATION IN CONFERENCES AND SEMINARS
The UOC played host to 71 international visits in the academic year 2007-2008.

The visits are the result of the interest they have shown in getting to know our organisation and as a follow-up to existing collaboration – such as European projects – and international conferences and seminars for UOC staff.

The UOC has taken part in more than 160 conferences and seminars.

INTERNATIONAL VISITS HOSTED BY THE UOC (ACADEMIC YEAR 2007-2008)		UOC PARTICIPATION IN CONFERENCES AND SEMINARS (ACADEMIC YEAR 2007-2008)	
European Community	25	European Community	111
Latin America	22	Latin America	21
North America	13	North America	24
Rest of the world	11	Rest of the world	8

1- TEACHING MAP

ECONOMICS AND BUSINESS STUDIES
First-and second-cycle degrees: Business Sciences / Tourism / 2nd-cycle Business Administration and Management / 2nd-cycle Labour Sciences / 2nd-cycle Market Research and Techniques // **UOC-specific master's and postgraduate studies:** Directive management / Marketing / Financial management / Logistics and operations / Human resources / Quality and innovation / Health and safety / Finance / Tourism companies / OM tourist destination management

INFORMATION AND COMMUNICATION
First-and second-cycle degrees: 2nd-cycle Information and Communication Sciences / 2nd-cycle Advertising and Public Relations // **UOC-specific master's and postgraduate studies:** Information and knowledge management / Technology and disability / Journalism / Publishing

LAW AND POLITICAL SCIENCE
First-and second-cycle degrees: Law Degree / 2nd-cycle Political and Administration Sciences // **UOC-specific master's and postgraduate studies:** Internet law UOC-UIB(1) / Taxation / Community law UOC-PCPE(2) / International law UOC-CRE(3) / e-governance / Company legal advice / Political and government sciences

LANGUAGE AND CULTURE
First-and second-cycle degrees: Catalan Language and Literature / 2nd-cycle East Asian Studies // **UOC-specific master's and postgraduate studies:** Translation / Literature / Asian studies

PSYCHOLOGY AND EDUCATION SCIENCES
First-and second-cycle degrees: Psychology Degree / 2nd-cycle Educational Psychology // **Official Master's Degrees:** Education and ICTs // **UOC-specific master's and postgraduate studies:** Education and ICT's

HUMANITIES
First-and second-cycle degrees: Humanities Degree // **UOC-specific master's and postgraduate studies:** Cultural management / Asset management

IT AND TELECOMMUNICATIONS
First-and second-cycle degrees: Foundation Degree in Management IT / Foundation Degree in Systems IT / Foundation Degree in Telecommunications, specialising in Telematics / Multimedia Graduate Degrees / 2nd cycle Computer Engineering // **Official Master's Degrees:** Free software // **UOC-specific master's and postgraduate studies:** ICT management / IT security / Business Intelligence / Multimedia studies / .NET / Cisco / Open-code software engineering / Bioinformatics / SAP / Videogames

OTHER SUBJECT AREAS
Official Master's Degrees: Information and Knowledge Society // **PhD:** Information and Knowledge Society // **UOC-specific master's and postgraduate studies:** Humanitarian cooperation peace and sustainability: Engineering applied to UOC-ESF cooperation / Humanitarian action UOC-CRE(3) / Dependency / Conflict resolution Health: Health management / Remote medicine / Town planning and city management: Town planning and city management

Open programmes: @thaeneum / Summer University / Winter University / Seminars / In-company training

2- ADAPTING THE UOC TO THE EHEA

One of the main University's main actions has been to implement the steps established for adapting to the European Higher Education Area (EHEA) right on schedule. The process began in academic year 2005-2006 with pilot degree plans in Psychology and Law, and continued throughout academic years 2006-2007 and 2007-2008.

The Council of Universities has given the **go-ahead to the first three UOC degree courses adapted to the EHEA: Law, Psychology and Humanities.** Apart from these three degree courses, four official master's degree courses have been adapted: the master's degree in Health and Safety in the Workplace and three master's degree courses that were already available at the UOC: the master's degree in Education and ICT (e-learning), the Free Software master's degree and the master's degree in the Information and Knowledge Society. Likewise, the doctorate on the Information and Knowledge Society also started to operate according to EHEA guidelines.

Keeping its sights on upcoming academic years, the UOC will extend its offer of EHEA-adapted degree and postgraduate qualifications. As such, the Council of Universities has received eleven sets of degree and two master's degree specifications. The University wishes to offer the following new degree courses in the academic year 2009-2010: Business Administration and Management; Marketing and Market Research; Tourism; Communications; Information and Communication Sciences; Catalan Language and Literature; Multimedia Studies; Computer Engineering; Social Education;

Work Sciences and Telecommunications Engineering and master's degree courses in Cultural Management and Political Analysis.

TRAINING PLAN ON THE PROCESS OF APPROXIMATION TO THE EHEA
To provide support to the various collectives involved in adapting the UOC to the EHEA and to help them in this task, a training plan has been designed to provide the UOC university community with the knowledge and updated information it needs on the EHEA for the purposes of improving the teaching staff's skills as regards methodology and help improve teaching by facilitating the application of good practices to the staff's activities.

ASSESSMENT OF THE QUALITY OF IT AND ECONOMICS AND BUSINESS QUALIFICATIONS
In academic year 2007-2008, the UOC, together with Agència per a la Qualitat del Sistema Universitari de Catalunya (Catalan University System Quality Agency, AQU) conducted an assessment of its Foundation Degree in Management IT, Foundation Degree in Systems IT, the second cycle of the Computer Engineering degree course, the Diploma in Business Sciences and the second cycle of Market Research and Techniques. **These assessment processes have enabled the UOC to design a diagnostic tool for these qualifications, also used to design new programmes.** The UOC has also attended the AQU 2007 call to boost its internal university training quality-assurance systems (AUDIT). The purpose of these internal quality-assurance systems is to guarantee that a series of processes, including teaching, are best-suited to achieving quality teaching.

3- RESULTS OF THE SURVEY ON SATISFACTION

Just as at the end of each academic year, the students were all given a survey on their satisfaction with the UOC. This survey helps us compile the students' assessments of:
» The university
» The training provided and its level of applicability
» The teaching
» The educational resources
» University life at the UOC
» The feeling of belonging
The main results obtained over the last academic years have been as follows:

	2005/6	2006/7	2007/8
Would you recommend the UOC for studies?	4.43	4.4	4.41
Study plan	3.98	3.99	4.01
The learning environment	3.95	3.91	3.95
Learning resources	3.71	3.71	3.71

Values on a scale of 1 to 5

THE UOC TAKES PART IN THE AQU LABOUR MARKET INSERTION STUDY
During the academic year 2007-2008, the UOC took part for the first time in the Labour Market Insertion Study which the AQU carries out every three years to assess the personal and professional impact of the qualifications achieved. The survey was carried out on 295 students at the UOC who graduated in academic year 2003-2004 and the most relevant results were as follows:
Values on a scale of 1 to 7
» Marks for current job: **5.6**
» Marks for professional improvement achieved: **5.5**
» Mark for the suitability of the training received to the job: **5.2**

86.8% of those asked say that they would choose the same degree course and 95.9% would choose the UOC again.

4- ECONOMICS AND BUSINESS STUDIES

PILLARS

» AQU assessment of Economic and Business Studies
» Adaptation of the Course to the new degree and postgraduate qualifications within the EHEA
» Staff accreditation
» Research

ACTIONS

BUSINESS STUDIES AND MARKET RESEARCH AND TECHNIQUES PASS THE AQU ASSESSMENT PROCESS WITH FLYING COLOURS
In the course of academic year 2007-2008, the AQU conducted an assessment of the Course. The AQU specifically targeted the Business Studies and Market Research and Techniques qualifications.

An Internal Assessment Committee (IAC) was set up to develop the assessment process. Committee members include the Director of Studies, the directors of the programmes being assessed, two faculty members, the Course administrator, a tutor, a counsellor and a graduate. This committee has been responsible for drafting the self-assessment report, identifying the main strong points, weak points and proposals for improving the qualifications analysed. Teaching staff and Course management staff, as well as the entire university community, have all been involved in drafting the report through the virtual public hearing and the study committees. The report has been sent to the AQU for it to be considered by the External Assessment Committee (AEC). This committee drafted the final assessment report, based on its appraisal of the IAC's self-assessment. It also took the opinion of the various interest groups into account, as well as the information gleaned from the attended sessions with the IAC. The process concluded with the drafting of the final report which, to a great extent, corroborated the findings of the initial self-assessment. Throughout the academic year 2008-2009, AQU will publish its Course assessment report.

ADAPTATION OF QUALIFICATIONS TO THE EHEA
Three sets of degree course specifications have been presented for approval by the ANECA and, once approval has been given, the University will be able to offer the courses in academic year 2009-2010. The degree courses in question are Business Administration and Management, Marketing and Market Research and Tourism.

Furthermore, **the master's degree in Health and Safety has already been adapted to the EHEA and will be offered as a university master's degree in the academic year 2008-2009.** The University has begun preparing the specifications for the degree course in Labour Sciences, to be offered jointly with the Law and Political Sciences and Psychology and Educational Sciences Courses. The list of specifications will be presented in the academic year 2008-2009.

The Course assessment process described above has helped us identify areas in which to improve the quality of the teaching and students' learning process and has been closely adhered to when drafting the new EHEA-adapted teaching proposal.

MORE DOCTORATE HOLDERS AMONG THE TEACHING STAFF
To achieve a 75% level of teaching staff with doctorate qualifications, **two theses were presented in academic year 2007-2008, bringing the figure up to 60% of doctorate holders.**

THE UOC'S RESEARCH ACTIVITY PRESENTED AT CONFERENCES AND IN JOURNALS
The UOC's participation in international congresses and conferences in academic year 2007-2008 has been outstanding. It has also published several books and research articles in renowned scientific journals and taken part in teaching research and innovation projects.

Director of Studies> Dr. Antoni Meseguer | **Director of the Business Sciences programme>** Dr. Maria Jesús Martínez | **Director of the Tourism programme>** Dr. Joan Miquel Gomis | **Director of the Business Administration and Management programme>** Dr. Ana Isabel Jiménez | **Director of the Market Research and Techniques programme>** Dr. Elisabet Ruiz | **Director of the Labour Sciences programme>** Dr. Lluís Garay | **Director of the Postgraduate Area programme>** Dr. Eva Rimbau | **Faculty staff>** Dr. Fernando Álvarez | Gisela Ammetller | Marc Badia | Josep M. Batalla | Carlos Fernando Cabañero | Dr. David Castillo | Dr. Helena Chuliá | Pau Cortadas | Irene Esteban | Raquel Ferreras | Dr. Pilar Ficapal | Dr. Francesc González | Carolina Hintzmann | Dr. Laura Lamolla | Dr. Josep Lladós | Elisabet Motellón | Carme Pacheco | Dolors Plana | Dr. Albert Puig | Dr. Maria Pujol | Dr. Ramon Ribera | Dr. Inma Rodríguez | Enric Serradell | Dr. Joan Torrent | Dr. Jordi Vilaseca | Marta Viu | **Course Administrator>** Patrícia Noguera | **Programme management technicians>** Mireia Flaquer, Maria Lozano | **Secretary>** Noemí García

An internal assessment, with members from the entire university community taking part, and an external assessment were conducted.

5- LANGUAGE AND CULTURE

PILLARS

» Adaptation of the Course to the EHEA
» Deployment of the offer of East Asian Courses
» Extension of the offer of master's and postgraduate qualifications

ACTIONS

ADAPTATION OF THE COURSES TO THE EHEA
Work was carried out over the academic year to design the new study plan for the Catalan Language and Literature degree course. The new degree course will start in the academic year 2009-2010. Work has also commenced on adapting the postgraduate offer of East Asian Studies to the EHEA, the new format for which is expected to be implemented in the academic year 2010-2011.

The addition of new technological and educational resources means that the UOC has been able to adapt the language courses to include verbal communication skills and group work. The inclusion of these skills is one of the requirements for adaptation to the EHEA.

JAPAN IN EAST ASIAN STUDIES
With the support of the Japan Foundation it has been possible to add the Japanese line to East Asian studies, with Japanese I, II and III and Japanese Economics.

EXTENSION OF THE OFFER OF MASTER'S AND POSTGRADUATE QUALIFICATIONS
The UOC has commenced the **first edition of the UOC/Grup 62 master's degree in Literary Studies in the digital era.** It has also carried out the postgraduate degree in Translation and technologies and consolidated the offer of master's and postgraduate degrees in East Asian Studies.
Finally, the UOC has designed the postgraduate course in Linguistic and Cultural diversity management, together with the University of Barcelona, the first edition of which is due to commence in the academic year 2009-2010.

Director> Dr. Joan Pujolar | **Director of the East Asian studies programme>** Dr. Anna Busquets | **Director of the Catalan Language and Literature programme>** Narcís Figueras | **Director of the Languages programme>** Pauline Ernest | **Faculty staff>** Dr. Joan Elies Adell, Dr. Christine Appel, Federico Borges, Dr. Nathalie Bittoun, Dr. Laura Borràs, Roger Canadell, Dr. Natàlia Cantó, Dr. Salvador Climent, Dr. Ona Domènech, Dr. Josep Anton Fernàndez, Joseph Hopkins, Lluc López, Dr. David Martínez, Dr. Antoni Oliver, Takako Ôtsuki, Dr. Carles Prado, Dra. Maite Puigdevall, Neus Rotger, Miquel Strubell, Dr. Jaume Subirana | **Course Administrator>** Gemma Carrera | **Programme management technicians>** Mónica Benhamou, Diana Grau | **Secretary>** Eva Galdón

6- HUMANITIES

PILLARS

» Design, presentation and approval of the EHEA-adapted Humanities degree course
» Postgraduate studies adapted to the EHEA

ACTIONS

HUMANITIES ADAPTS TO THE EUROPEAN HIGHER EDUCATION AREA
The Humanities department has adapted to the European Higher Education Area. **In the course of the academic year 2007-2008 the Ministry approved the specifications of the Humanities degree course proposal. As a result, development can begin as from September 2008.**
The process of adapting Humanities to the EHEA began with the committee draft of the White Paper on Humanities (2004) in which the UOC Humanities faculty was an active participant.

EXTERNAL AND INTERNAL CONSULTATIONS ON TURNING IT INTO A DEGREE COURSE
At the same time as Humanities was being turned into a degree course, the UOC conducted a wide-ranging consultation on the nature and structure of the course among humanities-related organisations and public and private institutions and among the various collectives associated with the UOC, including collaborating teaching staff and students. On the same lines, one of the priorities of the Course has been to establish a communication and distribution plan for the proposal, covering the development of the process, addressed to the various collectives involved.

FUTURE EHEA-ADAPTED MASTER'S DEGREE IN CULTURAL MANAGEMENT

In the course of the academic year, the UOC has worked particularly hard to adapt the postgraduate programmes in the cultural management area to the European Higher Education Area. One outstanding feature in this area is the progress made in the design of the future interuniversity master's degree in Cultural Management, a joint venture with the Universities of Girona and the Balearic Islands.

Course Director> Isidor Marí | **Director of the Humanities programme>** Dr. Glòria Munilla | **Faculty staff>** Eduard Aibar, Pau Alsina, Dr. Elisenda Ardèvol, Dr. Joan Campàs, Dr. César Carreras, Alba Colombo, Dra. Begonya Enguix, Dr. Joan Fuster, Marc Gil, Isaac González, Dr. Roger Martínez, Dr. Francesc Núñez, Ana Rodríguez, Laura Solanilla, Dr. Agnès Vay-reda | **Course Administrator>** Gemma Carrera | **Programme management technician>** Pilar Miquela | **Secretary>** Cristina Magrinyà

7- INFORMATION AND COMMUNICATION SCIENCE

» Adaptation of the academic offer to the EHEA
» Innovation
» Activities and dissemination

ACTIONS

PRESENTATION OF THE INFORMATION AND COMMUNICATION DEGREE COURSE SPECIFICATIONS

The specifications of the Information and Communication degree courses were presented in July. These two courses are general in nature, designed for students to achieve different mentions on a qualification which will allow them to home in more specifically on areas of action in tune with their interests. The design of the new degree courses has allowed the UOC to reflect in depth on the training being provided and the future challenges facing the professions to which they relate.

TEACHING INNOVATION PROJECTS

In the course of 2007-2008, Information and Communication Sciences have developed different teaching innovation projects. These are: Open cinema; Experimentation with 3D audiovisual creation tools – *Machinimista*; Application of open-source software to Information Science subjects; Improving teaching quality with the creation of open-source transversal content and a 2.0 e-learning network; Learning based on an Eco-Tourism Wiki; *Media art* wiki and Radio magazines (radio programmes based on *learning-based journalism*).

FIRST HOLDING OF BARCELONA MEETING INFO

This last academic year saw the first Barcelona Meeting INFO, a seminar for the teachers collaborating in the Information Science programme and the information management sector. **The seminar included all kinds of activities relating to the challenges posed by the European Higher Education Area and teaching Information Science.** The main act was a round table on future trends in the information science sector.

VISITS TO TELEVISIÓ DE CATALUNYA

Students in the Audiovisual Communications programme were able to visit the set of TV3's well-known comedy programme *Polònia* and were given an explanation of how the programme is produced by the director, Àlex Baldomà.

Other Audiovisual Communications and Information Science students were able to attend a conference entitled "Audiovisual heritage: digitise or die?", given by Alícia Conesa, Televisió de Catalunya's Head of Information Science Services. The event also included a guided tour of TVC's installations in Sant Joan Despí.

TEACHERS COLLABORATE WITH RÀDIO SABADELL

Between September 2007 and July 2008 the Information and Communication Sciences faculty staff regularly took part in Ràdio Sabadell's A bona hora programme (94.6 FM) The staff dealt with different issues on how to teach children to watch TV.

The new graduate courses allow us to reflect on the training required to cover future challenges facing the information and communication-related professions.

THE ARRIVAL OF DOCUBLOG, THE INFORMATION SCIENCE PROGRAMME BLOG

The start of the academic year saw the arrival of DocuBlog, the Information Science programme blog, part of the Information and Communication Sciences course provided by the UOC. **This space provides updated information on activities and new events relating to the programme and information science subjects.** The blog is available at the following URL: **http://docublog.blogs.uoc.edu/**

Course Director> Dr. Lluís Pastor | **Director of the Advertising and Public Relations programme>** Dr. Ferran Lalueza | **Director Audiovisual Communications programme>** Antoni Roig | **Director of the Information Science programme>** Dr. Josep Cobarsí | **Faculty staff>** Dr. Daniel Aranda, Judith Badia, Dr. Agustí Canals, Dr. Víctor Cavaller, Judith Clares, Dr. Anna Clua, Eva Domínguez, Núria Ferran, Montserrat Garcia, Pablo Lara, Dr. Àlex López, Francisco Lupiáñez, Oriol Miralbell, Mireia Montaña, Dr. Eva Ortoll, Dr. Francesc Saigí, Dr. Gemma San Cornelio, Dr. Jordi Sánchez, Sandra Sanz, Silvia Sivera, Sandra Vilajoana | **Course Administrator>** Montse Atienza | **Programme management technicians>** Sandra Martínez, Inés Romeu | **Secretary>** Felisa Cabeza

8- LAW AND POLITICAL SCIENCE

» Adaptation to the EHEA
» Research

ACTIONS

LAW STUDIES ARE BEING ADAPTED TO THE EHEA

The specifications for converting Law Studies into a degree course were prepared and presented. Following this **the University Council approved the Law Studies degree course for implementation in September 2008.** The specifications for requesting approval for the master's degree in Political Analysis were also prepared.

PRESENTATION OF THE AUDIT PROGRAMME

The AUDIT programme for designing the internal quality assurance system was introduced.

SEMINARS AND PUBLICATIONS ON ICT, LAW AND POLITICS

Law and Political Science students took part in seminars and conferences to discuss the impact of information and communication technologies on law and politics. These seminars included:
» the 4th Conference on the Internet, Law and Politics,
» the publication of the results of course research in journals and reference books,
» the publication of issues 5 and 6 of *IDP, Internet, Law and Politics Journal*.

Course Director> Dr. Pere Fabra | **Director of the Law programme>** Dr. Agustí Cerrillo | **Director of the Political and Administration Sciences programme>** Dr. Ana Sofía Cardenal | **Faculty staff>** Dr. Mikel Barreda, Dr. Albert Batlle, Dr. Ignasi Beltran, Dr. Rosa Borge, Dr. Ana Sofía Cardenal, Dr. Agustí Cerrillo, Dr. Ana María Delgado, Dr. Pere Fabra, Dr. M. Rosa Fernández, Jordi Garcia, Elisabet Gratti, Maria Julià, Dr. David Martínez, Marcel Mateu, Albert Padró-Solanet, Dr. Miquel Peguera, Ismael Peña, Lourdes Salomón, Dr. Víctor M. Sánchez, Dr. Marc Tarrés, Dr. Aura Esther, Mònica Vilasau, Dr. Raquel Xalabarder | **Course Administrators>** Diana Amigó | **Programme management technicians>** Gemma Gallifa, Maggie Alonso | **Secretary>** Marta Berduque

The new graduate courses allow us to reflect on the training required to cover future challenges facing the information and communication-related professions.

9- PSYCHOLOGY AND EDUCATIONAL SCIENCE

» Adaptation to the EHEA
» Assessment of the Psychology and Educational Psychology Courses
» Innovation
» Research
» Maintaining links with the professional context
» Staff accreditation
» Dissemination activities: Debates of Education

ACTIONS

PSYCHOLOGY NOW A DEGREE COURSE

The process of adaptation to the EHEA resulted **in the presentation to, and approval by, *the Agencia Nacional de Evaluación de la Calidad y Acreditación* (ANECA) of the Psychology degree course in May 2007.** The AQU also recognised the UOC-specific Foundation Course in Psychology qualification which adapts the degree in Psychology to the requirements of European convergence.

As part of this process, with regard to the postgraduate studies, the Department already offered a master's degree in Education and ICTs (e-learning). This was a pioneering degree in Spain in terms of the training in this field offered in English.

AQU APPRAISAL

The AQU subjected the Psychology and Educational Psychology degrees to appraisal. The result was highly favourable.

NEW INNOVATION PROJECTS

New innovation projects financed by the Office of the Vice President of Innovation or by AGAUR (Agència de Gestió d'Ajuts Universitaris i de Recerca) were obtained in the academic year 2007-2008, such as projects for improving the quality of teaching.

RESEARCH ON ICTS IN EDUCATION, HEALTHCARE AND SOCIAL ACTION

The main areas of research in this Course were the analysis and inclusion of ICTs in education, both formal and informal, healthcare and the internet and social action and new technologies.

MORE THAN FIFTY CENTRES OFFER PRACTICUM PLACES

The Psychology and Educational Science courses have furthered their collaboration with institutions from the worlds of both education and psychology in more than fifty centres which have offered practicum places to Educational Psychology and Psychology students.

HIGH PERCENTAGE OF FACULTY STAFF WITH DOCTORATES

By the end of academic year 2007-2008, 75% of the teaching staff held doctorates.

NEW SERIES OF EDUCATIONAL DEBATES

In cooperation with the Fundació Jaume Bofill, the UOC has continued to press forward with its Educational Debates, with the participation of top-ranking national and international experts in the field of education. The capacity that this initiative has to attract high levels of attendance remained high, with the main representatives from the educational community. Once again the lectures were uploaded to the website **www.debats.cat**, under the auspices of the Psychology and Educational Sciences Course.

Course Director> Dr. Josep Maria Mominó | **Director of the Psychology programme>** Dr. Mercè Boixadós | **Director of the Educational Psychology programme>** Dr. Teresa Guasch | **Director of the master's degree in Education and ICTs>** Albert Sangrà | **Faculty staff>** Dr. Manuel Armayones, Dr. Toni Badia, Dr. Elena Barberà, Dr. Guillermo Bautista, Dr. Josep Maria Duart, Anna Espasa, Dr. Anna Gálvez, Dr. Beni Gómez, Lourdes Guàrdia, Dr. Noemí Guillamón, Dr. Eulàlia Hernàndez, Dr. Georgeta Ion, Daniel López, Dr. Rosa Maria Mayordomo, Julio Meneses, Dr. Elena Muñoz, Rubén Nieto, Dr. Jordi Planella, Dr. Modesta Pousada, Dr. Diego Redolar, Dr. Israel Rodríguez, Dr. Carles Sigalés, Montse Vall-llovera, Dr. Josep Vivas | **Course Administrator>** Marta Ferrusola | **Programme management technicians>** Felisa Cabeza, Lluïsa Costa, Eva Oller | **Secretary>** Sandra Natale

The appraisal of the Psychology and Educational Psychology courses carried out by the AQU was highly positive.

10- IT, MULTIMEDIA AND TELECOMMUNICATIONS

» Course assessment
» Design and adaptation of qualifications to the EHEA
» Staff accreditation
» Celebration and stocktaking of the ten-year anniversary of the studies
» New postgraduate courses
» SELF platform

ACTIONS

AQU APPRAISAL OF IT STUDIES

AQU conducted an appraisal of the Foundation Course in Management IT, the Foundation Course in Systems IT and the second cycle of Computer Engineering. **The report issued by the external appraisal committee appointed by the AQU was positive** and led to the detection of both issues that need to be improved and the courses' strong points.

ADAPTATION TO THE EUROPEAN HIGHER EDUCATION AREA

Academic year 2007-2008 saw the continuation of the process of defining and designing the degree and official master's degree courses which will be implemented within the context of the European Higher Education Area. Both the teachers of the courses in question and companies and institutions in the areas of IT, multimedia and telecommunications were involved in this process.

MORE DOCTORATE HOLDERS AMONG THE TEACHING STAFF

At the end of the academic year 2007-2008 53% of the teaching staff held doctorates and 34% were qualified teachers.

10th ANNIVERSARY

The IT, Multimedia and Telecommunications courses were first taught in September 1997 with 216 students from the Foundation Degree in Systems IT and the Foundation Degree in Management IT. July 2007 marked their tenth anniversary, an occasion celebrated by faculty staff, collaborating teachers, the management team and other people with links to the courses. Ten years after they first began these courses now have more than 8,800 students, distributed among seventeen degree and postgraduate courses.

NEW POSTGRADUATE COURSES

This period saw the start of the UOC-specific postgraduate course on the Design and Programming of Videogames which aims to provide the foundations for the technical development of videogames.

The postgraduate degree in SAP was also consolidated. Together with AUSAPE the UOC has been able to offer students the chance of achieving totally-virtual official SAP certification in Business Information Warehouse.

PLATFORM ON EDUCATIONAL MATERIALS IN OPEN-SOURCE SOFTWARE

Academic year 2007-2008 saw the arrival of the Science, Education and Learning in Freedom (SELF) platform which aims to share and create educational materials in open-source and open-standards software **(http://www.selfplatform.eu)**. The platform was presented in Barcelona in July 2008 as part of the first edition of the international Free Knowledge, Free Technology Conference 2008 **(http://fkft.eu)**.

Course Director> Rafael Macau | **Academic postgraduate studies director>** Dr. Roser Beneito | **Director of the Multimedia Studies programme>** Ferran Giménez | **Director of the Multimedia and Communication programme>** Dr. Montse Guitert | **Director of the Foundation Degree in Management IT programme>** Josep Maria Marco | **Director of the Free Software master's degree programme>** Dr. David Megías | **Director of the Foundation Degree in Systems IT programme>** Josep Prieto | **Director of the Computer Engineering programme>** Dr. Daniel Riera | **Director of the Foundation Degree in Telecommunications programme, specialising in Telematics>** Dr. Eugènia Santamaría | **Faculty staff>** Dr. Ferran Adelantado, Joan Arnedo, Dr. David Bañeres, Santi Caballé, Dr. Jordi Cabot, Carles Casado, Dr. Robert Clarisó, Dr. Jordi Conesa, César Pablo Córcoles, Josep Cuartero, Dr. Atanasi Daradoumis, Dr. Joaquim Garcia, Ana Guerrero, Isabel Guitart, Dr. M. Antonia Huertas, Dr. Josep Jorba, Dr. Angel Alejandro Juan, Àgata Lapedriza, M. Jesús Marco, Antoni Marín, Dr. Joan Manel Marqués, Dr. David Masip, Dr. Javier Melenchón, Dr. Julià Minguillón, Dr. Enric Mor, Dr. José Antonio Morán, Dr. Adriana Ornellas, Dr. Joan Antoni Pastor, Dr. Antonio Pérez, Elena Planas, Laura Porta, Dr. Helena Rifà, M. Àngels Rius, Elena Rodríguez, Marc Romero, Teresa Romeu, Dr. Teresa Sancho, Jordi Serra, Montse Serra, Xavier Vilajosana | **Course Administrator>** Marta Borràs | **Programme management technicians>** Xavier Casado, Montserrat Junyent, Paqui Martin, Juanjo Martínez | **Secretary>** Elena Giner

Teachers, companies and institutions in these areas took part in defining the degree and new master's degree

11- INTERNATIONAL GRADUATE INSTITUTE

- » Defining and situating the International Graduate Institute
- » Consolidating the process of integrating academic operations and postgraduate degree management, open programmes and in-company training
- » Reviewing the current postgraduate programmes, the open programmes and in-company training programmes together with the academic departments and management areas in order to update, optimise and adapt the offer of training to current demands
- » Creating two, new training offer programmes, Business and Health, which should be operational with the new offer for November 2008
- » Establishing mechanisms for the internationalisation of the International Graduate Institute through agreements with universities, virtual student mobility and offers in other languages or multiple languages
- » Giving a new boost to the offer of open programmes, in particular the university @thenaeum
- » Increasing in-company training activities within the context of the International Graduate Institute, particularly with UOC-associate Companies

THE INSTITUTE DEFINES ITS POSITION WITHIN THE UOC
The International Graduate Institute has achieved the status of university institute closely linked to the University's academic activity and as an instrument for internationalising the University. It has established a new, internal context for linking the University's postgraduate training to the University's courses. As such, it binds together the entire offer of training developed at the University.

INTEGRATING THE IGI WITHIN THE UNIVERSITY'S DYNAMICS
The process of integration of academic and postgraduate management operations, open programmes and in-company training which started in November 2007 within the University to apply scale economies, increase levels of quality and include IGI training within the University's dynamics has now culminated.

NEW POSTGRADUATE COURSE STRUCTURE
The IGI has brought together the offer from internal academic departments, with the involvement and management of UOC faculty members, in line with course strategy. As such, the changeover from traditional credits to ECTS credits has already begun. More than 40% of the offer in October 2008 will be for this kind of credit. Furthermore, a new university master's degree programme has been opened and the specifications for two more were presented: Cultural Management and Political Analysis. The UOC has also established a road map of the strategy for all the Institute's courses and areas of knowledge for the years ahead.

NINE GLOBAL EXECUTIVE EDUCATION AND HEALTHCARE PROGRAMMES CREATED
The UOC is now a fully-fledged expert in Global Executive Education and healthcare, increasing its offer in these areas or creating brand new ones. It has implemented a total of nine programmes in these areas of knowledge.

INTERNATIONALISATION PLAN
The IGI has established a strategic internationalisation plan, take part in numerous international trade fairs, given lectures, signed agreements with universities in several countries and begun to develop an offer in English within the context of the global campus project.

MORE INTRODUCTORY ACTIVITIES
The UOC has increased the number of introductory activities for the public in general and to re-align its activities in the face of the change in strategy brought about by the new framework of the EHEA and market requirements.

There has also been **an increase in the number of in-company training projects; new cooperation agreements were signed in 2008 and contacts established for the projects for 2009.** Furthermore, the relationship with companies and institutions with which the University cooperates was consolidated.

🔍 RESEARCH

1- RESEARCH

ASSESSMENT OF THE FACULTY STAFF'S RESEARCH PROGRAMMES
Throughout academic year 2007-2008 the Vice-Presidency for Research defined and implemented the process for assessing research groups. Qualitative and quantitative assessment criteria were established to discover the underlying reality of each group so as to consolidate the ones which can prove a sufficient level of activity and quality. At the same time, a system was established for assessing the research activities of the faculty staff involved in research groups.

THE UOC IMPROVES THE R&D INFORMATION SYSTEM
The UOC has improved its system of R&D activity information by reviewing the indicators that the official bodies financing it demand so as to adapt the tool, the procedures and the recording of data on the UOC's R&D activity.

COOPERATION WITH THE VICE-PRESIDENCY FOR INNOVATION
To increase levels of cooperation with the Office of the Vice President of Innovation, e-learning research groups have developed innovation projects which have been approved and financed by the Office of the Vice President of Innovation. Several research projects linked to digital repositories have also been given a boost.

The new way in which the research groups are structured has meant that more personalised attention can be paid to the projects, resulting in improvements and an increase in numbers.

RESEARCH NOW STRUCTURED IN TWO GROUPS
As a result of the process of assessing the research groups, two large categories of research activity were defined: research developed within the context of IN3 and research developed in the rest of the UOC. **There are three areas of research under the IN3 umbrella: Information Society, E-learning and Networking Technologies.**

These groups basically cover all the research conducted by the eleven groups recognised in the assessment process (of which three are recognised by the Catalan government as emerging groups) and by the three programmes already in existence.

As regards the second large category of research, it covers research by unrecognised groups and faculty staff who do not belong to any research group or programme. IN3 also provides direct or indirect support to all the research conducted at the UOC (programmes, groups and individual researchers).

MORE AND BETTER PRODUCTION OF SCIENTIFIC RESEARCH
The new definition of the three IN3 areas of research has meant that we can improve the service offered to the research groups involved by giving them more personalised support. As a result, the number of projects achieved and the amount and quality of scientific research produced have increased. Proof of this is the fact that Editorial Arial published the results of the different subprojects of the PIC project in open-source format over the year.

The number of PhD theses read and the number of full-time PhD programme students on grants have also increased.

Scientific production: scientific articles, 161; books, 40; chapters in books, 142; contributions to conferences, 266; technical and scientific documents, 26.

RESEARCH GROUPS AND PROGRAMMES

According to the results of the assessment process conducted on the UOC's research groups, the new research structure is as follows:

A. Research groups recognised by IN3 and research programmes which are part of the IN3 research structure:

http://in3.uoc.edu/in3web_eng/groups_and_programmes

Information Society research area:
- » Literary and digital technology studies (HERMENEIA)
- » Internet law (INTERDRET)
- » E-governance: electronic administration and democracy (GADE)
- » New Economy Observatory (ONE)
- » Psychology, healthcare and the Internet (PSINET)

E-learning research area:
- » E-learning at university and school (EDUS)
- » User-focused adaptive, virtual learning environments for scientific and technical education (NET2LEARN)
- » Education and the networked society (ENS)

Networking Technologies research area:
- » Software engineering (GRES-UOC)
- » K-ryptography and Information Security for Open Networks (KISON)
- » Distributed, parallel and cooperative systems (DPCS)

Research programmes:
- » Gender and ICTs
- » Migration and Network Society
- » Risk negotiation

B. Research groups which are part of the "other research at the UOC" structure, grouped together according to structural area:

http://www.uoc.edu/portal/english/recerca/altra_recerca/index.php/uoc_eng/groups_and_programmes/reserchgroups

Computer Science and Networking Technologies:
- » Language Processing Group (LPG)

Communities and social action:
- » Digital Common Culture - Knowledge, Experience and Communication (KEC)
- » Language, culture and identity in the global era (IDENTI.CAT)
- » Technology and social action (ATIC)

Digital culture:
- » IT applications in cultural heritage (OLIBA)
- » Audiovisual communication and digital culture: creation, participation, industry and social customs (COMCAD)
- » Museum Sciences, museography, ICTs and heritage (MUSEIA)
- » New, emerging forms of digital culture (GROUPWARE.CAT)

Law and ICTs:
- » Legal and fiscal aspects of the welfare state in the information society (TICTRIBUTS)
- » International Peace Organisation (GROIP)

E-learning:
- » Innovation in education and ICTs (EDULAB)
- » Interactive tools for online learning-environments (ITOL)
- » Collaborative work and learning in virtual environments (TACEV)

Information Systems:
- » Information management and knowledge management in organisations (KIMO)
- » Information and Communication Systems and Services (ICSS)

New economics:
- » Interdisciplinary research into ICTs (I2TIC)

Technology and the education system:
- » Information technologies, university and the Internet society (ITUNS)

FIGURES
Scientific production in the academic year 2007-2008

Scientific articles	161
Books	40
Chapters in books	142
Contributions to conferences	266
Scientific and technical documents	26

Research projects in the academic year 2007-2008

Details of proposals for funding	1/9/2007 - 31/7/2008
Proposals managed	177
Proposals presented	169
Amount applied for	18,452,790
Proposals approved	68
Amount approved	3,071,575
Success rate of approved proposals over proposals presented	40%
Success rate of approved amount over amount applied for	17%

Details of approved projects	1/9/2007 - 31/7/2008
Projects enacted during the period	159
Financial volume of enacted projects	9,551,754
Competitive enacted projects	133
Financial volume of competitive enacted projects	7,792,582
Non-competitive enacted projects	26
Financial volume of non-competitive enacted projects	1,759,172
Projects concluded during the period	64

2- RESEARCH AND PHD SCIENTIFIC COMMITTEE

WORLDWIDE EXPERTS ADVISE THE UOC ON THE RESEARCH STRATEGY TO BE FOLLOWED
The UOC Research and PhD Scientific Committee is an independent body, created in 2002, which appraises the University's academic work, monitors the quality of the PhD programme and advices the presidency on the research strategy that needs to be followed. World-renowned experts from the field of research take part in this committee.

There are fifteen members on the Committee, all renowned scientists and professors in various disciplines and from different countries, with long and distinguished careers in research.

Manuel Castells (UOC)
Martin Carnoy (Stanford University)
Cecilia Castaño (Complutense University of Madrid)
Vinton G. Cerf (Google/Regus Internet Evangelist)
Betty Collis (Twente University)
William Dutton (Oxford Internet Institute)
Jerry Feldman (University of California, Berkeley)
Miguel Ángel Lagunas (Technical University of Catalonia)
Vicente López (Pompeu Fabra University)
Robin Mansell (London School of Economics)
Guido Martinotti (University of Milan)
William J. Mitchell (Massachusetts Institute of Technology)
Vicenç Navarro (Pompeu Fabra University)
Emilio Ontiveros (Autonomous University of Madrid)
Xavier Vives (IESE Business School, University of Navarra)

3- PHD ON THE INFORMATION AND KNOWLEDGE SOCIETY

INCREASE IN THE NUMBER OF PHD THESES
Academic year 2007-2008 saw a huge increase in the number of PhD theses read at the UOC. In last year's annual report we highlighted the fact that, with the two theses read in academic year 2006-2007 the UOC had now reached six PhD theses read since the start of the PhD programme in the academic year 2000-2001. Now, in the academic year 2007-2008 alone, a total of seven PhD theses were defended, one more than in all six previous years.

This increase, which the UOC hopes will consolidate in future academic years, should help stabilise the number of PhD theses read each year in line with their research potential. Furthermore, at the end of the academic year 2007-2008 another three PhD theses had been deposited and were pending processing for reading.

ADAPTING THE PHD PROGRAMME TO BOLOGNA
In the course of the academic year, the PhD Committee assessed and approved a total of twenty-four draft theses. Of these, eight come from students working with the LRU curriculum and the remaining sixteen are from students working with the PhD curriculum adapted to the European Higher Education Area. These new draft theses, added to the ones begun in earlier years, raise the number of theses underway at the end of academic year 2007-2008 to eighty-one.

Regardless of whether they follow the LRU curriculum or have been adapted to the European Higher Education Area, theses must be defended under the new regulatory framework established by the Bologna process.

As a result of this adaptation, academic year 2007-2008 was the year in which the former PhD curriculum was finally laid to rest. This was the last research period in which students could enrol under this curriculum. Those who passed were eligible to appear before the Master of Studies Tribunal. With the students who passed the tribunal's assessment in the last two calls, a total of three hundred and eighty-five students have qualified for the UOC Diploma of Advanced Studies over its eight-year history.

TEN STUDENTS JOIN THE PHD PROGRAMME
Ten more students joined the PhD programme on the Information and Knowledge Society in the course of the year. Nine of them receive IN3-UOC grants and join the respective workstations in the Mediterranean Technology Park. **The origin of these grant students is particularly striking, since only three of them are from Catalonia, with the others coming from other European countries (three), Latin America (two) and Asia (one).**

PHD THESES READ IN ACADEMIC YEAR 2007-2008

Candidate: Carles Fernández García / **Title of thesis:** *Televisió i internet: identitat, subcultura juvenil i globalització. Anàlisi de la comunitat virtual de joves adolescents formada entorn dels continguts manga del programa 3XL.NET de Televisió de Catalunya* [Television and the Internet: Identity, youth subculture and globalisation. Analysis of the virtual community of young adolescents trained in the Manga content environment of Televisió de Catalunya's 3XL.NET programme] / **Supervisors:** Dr. Manuel Castells and Dr. Pere Vila

Candidate: Ricardo Pascale Cavalieri / **Title of thesis:** *Economía del conocimiento en países subdesarrollados: TIC, innovación y productividad: un análisis de la industria manufacturera en Uruguay* [The economics of knowledge in under-developed countries: ICTs, innovation and productivity: an analysis of the manufacturing industry in Uruguay] / **Supervisor:** Dr. Jordi Vilaseca

Candidate: Maximilian Senges / **Title of thesis:** *Knowledge entrepreneurship in universities. Practice and strategy in the case of Internet based innovation appropriation* / **Supervisor:** Dr. Josep M. Duart

Candidate: Pilar Ficapal Cusí / **Title of thesis:** *TIC, canvi organitzatiu i qualificació del treball. Una aproximació empírica a les fonts de la productivitat del treball de l'empresa catalana* [ICTs, organisational change and the classification of labour. An empirical approximation to the sources of labour productivity in Catalan businesses] / **Supervisor:** Dr. Joan Torrent

Candidate: Jorge Infante González / **Title of thesis:** *Análisis de la dinámica y viabilidad del desarrollo de redes públicas inalámbricas basadas en el espectro de uso libre* [Analysis of the dynamics and feasibility of developing public wi-fi networks based on the spectre of free use] / **Supervisor:** Dr. Miquel Oliver

Candidate: Enric Mor Pera / **Title of thesis:** *Captura i anàlisi del comportament dels estudiants en entorns virtuals d'aprenentatge: el Campus Virtual de la UOC* [Capture and analysis of student behaviour in virtual learning environments: The UOC Virtual Campus] / **Supervisor:** Dr. Julià Minguillón

Candidate: M. Eulàlia Torras Virgili / **Title of thesis:** *El coneixement i el discurs professionalitzador: naturalesa i canvi en processos d'ensenyament-aprenentatge en una plataforma asíncrona* [Knowledge and professionalization discourse: nature and change in teaching and learning processes on an asynchronous platform] / **Supervisors:** Dra. Elena Barberà and Dr. Toni Badia

---

THE UNIVERSITY COMMUNITY

1- PARTICIPATION AND ALUMNI

The UOC's mission is to empower its community, maintaining its vitality and drive. It does this by making areas of social participation available, establishing mechanisms for formal participation, providing services to all those belonging to the UOC and setting up various activities.

FORUMS AND ASSOCIATIONS
The UOC community forums are the University's areas of social participation. Academic year 2007-2008 gave us about six hundred UOC-community forums. Associations are another element of social participation. The UOC provides support to the Cor de la UOC, the Associació de Psicopedagogia de la UOC and the Grup de Psicologia de la UOC.

BALLOT TO ELECT NEW COMMITTEE MEMBERS
Study committees are the participatory bodies for students, faculty members and management staff at the centres and on campus and their aim is to improve the University. A ballot was held in the second half of academic year 2007-2008 to elect the study committees and centres for the next two years.
As a result of these elections, voters chose:
» 8 study committees on the Catalan campus
» 8 study committees on the Spanish campus
» 16 centre committees
» 34 representatives to the study committees in Catalan
» 28 representatives to the study committees in Spanish
» 70 representatives to the centre committees

Similarly, the International Graduate Institute committee was also set up.

Committees, forums or organisations are ways in which the UOC community can participate in the workings of the University and society as a whole.

ADVANTAGES AND DISCOUNTS FOR MEMBERS OF THE UOC COMMUNITY
Members of the UOC community (students, graduates, management staff, faculty staff) enjoy a wide range of cultural benefits and store discounts.

More than 30,000 students have been issued with a UOC card. More than 2,500 people have enjoyed the cultural benefits and discounts and advantages on products or services.

AN AREA FOR PROFESSIONAL DEVELOPMENT
The UOC community offers its members an area for professional development.

Academic year 2007-2008 concluded with a total of 943 job offers published, 61 non-curricular work experience applications managed and 11 networking sessions held, attended by an average of 45 people.

ACTIVITIES TO BRING THE UOC CLOSER TO ITS TERRITORY AND ITS COMMUNITY
More than a hundred activities were designed to bring the University closer to its territory and the members of the UOC community.

Furthermore, more than fifteen small meet-ups were organised for the students to meet the president or other members of the University Board of Governors. The meet-ups took place in the Basque country, Menorca, Santiago de Compostela, Las Palmas and Seville, among others.

More than a hundred activities were designed to bring the University closer to its territory and the members of the UOC community.

THE ALUMNI SPACE IS BORN
2007-2008 heralded the creation of the Alumni space for graduates everywhere. Their first contact with this space occurred as part of the attended gathering to mark the start of the academic year.

Alumni's aim is to create an added-value, knowledge-based and lifelong-training network, based on virtual contact, reinforced by attended meetings. Some of the services graduates will find there are:
» Lifelong training: conferences, offer of new courses, forums, benefits.
» Access to the graduate network: directory and virtual community, meet-ups, graduate day.
» Professional support and guidance: job postings, support for jobseekers, virtual work-experience, personalised support.
» Volunteer work.
» Access to University resources.
» Cultural, leisure and sports activities.

2- CAMPUS FOR PEACE

[PILLARS]

The UOC Campus for Peace develops training, research and consciousness-raising programmes for social and humanitarian application, using a virtual educational methodology designed to improve people's living conditions. **The aim is to make information technologies available to help cooperate in development actions and help to develop values like social justice, peace-building, sustainability, nature conservation, human rights, etc.**

NEW EDUCATIONAL PROJECTS, BOOKS AND JOURNALS
Throughout academic year 2007-2008, the Campus for Peace enjoyed tremendous growth, laying the foundations for future collaborations with national and international institutions. It started up a written educational line, based on the publication of books. It also edited two half-yearly journals to provide support to three new educational projects:
» **Escola Virtual de Cooperació (EVC)**, with short, practical courses on disease prevention, human rights and education and the environment, designed to help people learn to enforce their rights and enjoy a healthy lifestyle.
» **EcoUniversitat**, with courses on eco-villages, sustainability, permaculture, bioconstruction and renewable energies, to train agents for change for a fairer world, better integrated within the natural environment.
» **Centre Virtual de Conflictologia i Cultura de Pau**, a network of universities from all over the world with the best studies on conflict resolution, management and transformation.

The Campus also kept up its training offer for NGOs.

[ACTIONS]

SECOND MEETING TO DISCUSS CONFLICTS, CONFLICT RESOLUTION AND PEACE
The UOC Campus for Peace organised the second meeting to discuss Conflicts, Conflict Resolution and Peace, an event which brings together professionals from the area of conflict resolution, human safety, mediation and conflict management.

The aim of the meeting was to establish targets to contribute to professional development and the social implementation of initiatives which establish effective, non-violent ways of dealing with conflict. The former general with the Bosnian army, Jovan Divjak, chairman of the Sarajevo-based Association Education Builds Bosnia and Herzegovina, was the guest of honour.

SEMINAR TO MARK THE START UP OF THE ECOUNIVERSITAT
A seminar was organised during academic year 2007-2008 to implement the virtual EcoUniversitat, an educational project designed to compile ideas and scientific, technological, social, financial and commercial alternatives which will guide society towards environmental sustainability.

The EcoUniversitat is designed to act as an area for research and development into social and environmental sustainability practices, into

---

the transfer of knowledge, skills and learning, technical support and the construction of skills and resources for putting this knowledge into immediate practice.

UNIVERSIDAD BARRIO DE PAZ IMPLEMENTED IN ECUADOR
The UOC Campus for Peace and the SER PAZ Foundation from Ecuador started a pilot programme known as Universidad Barrio de Paz to take young gang-members off the streets in Ecuador. The aim is to reduce violence in the most conflict-ridden areas of the country and provide the young people with resources and training to bring them back into society and distance them from the cultures in which they are immersed. So far the programme has attracted one hundred and fifty students from Quito, Guayaquil and Esmeraldas.

THE CAMPUS FOR PEACE OFFERS MORE COURSES
The internal restructuring of the Campus for Peace and its close links with the Postgraduate Institute have resulted in an increase in the training offer:

Organisations> **14**   Courses> **84**   Students> **3,342**
Tutors> **178**   Administrators> **78**   Observers> **54**

FAIR TRADE IN THE VIRTUAL COOPERATIVE
The year saw the opening of a humanitarian online store in La Virtual cooperative society with fair trade and ethical banking products and materials exclusive to the Campus for Peace.

COOPERATION WITH THE HUMANO FORUM AND THE YASUNÍ NGO
Campus for Peace took part in the Humano Forum by promoting a 20% discount to the UOC community. It also hosted a talk by the Yasuní NGO to discuss protecting the Amazon rainforest. The talk was attended by representative from the government of Ecuador and a mayoress involved in this issue.

TRANSVERSAL SUPPORT SERVICES FOR TEACHING AND RESEARCH

1- INNOVATION

[PILLARS]

OBJECTIVE: INNOVATION AS A CULTURE
The UOC Office of the Vice President of Innovation this year focused on implementing and consolidating the mechanisms and initiatives required to enable innovation to be incorporated as a culture for transformation and ongoing improvement, suffusing it and using it as the foundation for the various actions and changes undertaken by the UOC.

Also important is the boost given to the development of the UOC educational model, with the process of adapting it to the EHEA and the new challenges and opportunities that the Internet offers.

[ACTIONS]

FIRST CALL FOR EMERGENT PROJECTS
In the course of the academic year 2007-2008, the first calls for emergent projects were published. Work began on several prime lines relating to various areas of innovation, such as immersive learning, skills assessment, information displays and mobility, among many others.

The purpose of these calls is to encourage the innovation initiatives which emerge on a daily basis as a result of University activities, and to provide support for them. They are aimed at faculty staff and UOC professionals wishing to carry out innovations either individually or jointly between various courses and management groups.

78 projects were presented in the two calls last year, of which 45 were approved. 192 people took part.

The UOC has pressed forward with innovation, with emergent projects from faculty staff and introducing innovation for all the University's strategic pillars.

INNOVATION APPLIED TO STRATEGIC AREAS IN THE UOC

Projects linked to strategic areas were developed last year. Six prime lines were opened in the areas of display systems, new devices and multimedia channels, immersive learning, skills assessment, collaborative learning and the development of the UOC educational model.

The work done on these prime lines gave rise to the development of six projects and the establishment of collaborations with more than twelve prominent companies and organisations from the ICT sector. At the same time, the University obtained more than 113,000 Euros in subsidies, thanks to its participation in various calls from the government.

DOCUMENT ON THE DEVELOPMENT OF THE UOC EDUCATIONAL MODEL

As part of the application of innovation to strategic areas within the University, the UOC has drafted the document entitled *L'evolució del model educatiu de la UOC* [The development of the UOC educational model]. The main sources of data used to create it are the documents generated by the EHEA working groups during academic years 2006-2007 and 2007-2008, the analysis of how the model has developed since it was created – conducted by a group of faculty members – and the experience obtained from emergent and prime innovation projects, among others.

The document will serve as the benchmark for the future development of this model in the UOC.

FORUMS, CONFERENCES AND PUBLICATIONS TO DISSEMINATE INNOVATION

Disclosure has played a central role in the UOC innovation model. It has used open areas and initiatives, such as the UOC portal, the Innovation Forum or attendance at international conferences to reveal the innovative work in which the University is involved.

Disclosure is considered a means of transcending the various contexts within which innovative actions occur, making it a source of richness and exchange of ideas, acting as connective tissue both inside and outside the university community.

One of the steps taken to encourage the disclosure of innovation is considering that all developed projects should be presented through conferences and benchmark publications as a requirement for taking part in calls for emergent innovation.

Over the same period, 4 editions of the Innovation Forum were held, dedicated to the latest trends in applying ICTs to education.

CREATION OF THE INNOVATION OPEN OFFICE

In order to encourage, develop and assist the UOC's innovation activities, academic year 2007-2008 saw the creation of the Innovation Open Office which deals with and manages applications for innovation teaching projects, transversal innovation actions and the innovation points arising within the institution itself.

6 innovation projects have been given a boost, the University has acted in cooperation with 12 companies and organisations from the ICT sector and has obtained 113,000 euros in government aid.

* TIP	Teaching innovation projects	(1) On approved projects
** TIA	Transversal innovation actions	
*** IP	Innovation points	

2007 Call

	TIP*	TIA**	IP***	TOTAL
Projects presented	22	15	4	41
Projects approved	12	7	2	21
Participants (1)	66	12	4	82

2008 Call

	TIP*	TIA**	IP***	TOTAL
Projects presented	23	9	5	37
Projects approved	16	5	3	24
Participants (1)	90	15	5	110

RESULTS

6 projects developed
UOC GPS/e-learning, Atlas of science, UOC Media Center, 3D Virtual Campus, E-Transfoli, Forums as a support for the collaborative process of knowledge building on the UOC Virtual Campus.

In collaboration with 12 institutions and companies
CSIC, ECA Formación.com, Emagister.com, FENIE, Google, Hewlett Packard, Naranjus, United Nations Development Programme, Raona, SCImago research group, T-systems, Universia.

Participation in 6 official calls
» AVANZA PLAN: Sub-programmes SMEs, Digital Content and Training Formación by the Ministry of Industry, Tourism and Commerce.
» EContentplus. European Commission Information Society and Media Directorate-General Digital Content & Cognitive Systems.
» Centre d'Innovació i Desenvolupament Empresarial CIDEM [Centre for Innovation and Business Development].
» Agència de gestió d'ajuts universitaris i de recerca AGAUR [University grant and research management agency].
» **Amount of external aid obtained: € 113,000**

2- LIBRARY

PILLARS

THE LIBRARY IS PREPARING A STRATEGIC PLAN FOR 2008-2012

The UOC Library conducted an internal assessment to help design a new strategic plan for the period 2008-2012. This assessment resulted in the publication of a document approved by the University's Board of Governors on 23 May 2008.

The plan, which can be viewed on the Library website, is based on four pillars: resources, services, virtual space and organisation. Apart from these four pillars, the proposal is also woven around transversal arguments. One of the key arguments is the European Higher Education Area (EHEA).

The idea is to turn the Library into a centre of resources for learning, teaching and research within the context of the EHEA, encouraging collaboration between departments to adapt the classroom to the requirements of the Bologna process and turn the library into an agent which can provide training and advice on information-related skills.

The library was fortunate to have both internal and external agents to help it carry out the strategic plan: twenty-one librarians and seventeen professionals from other areas representing eleven areas, four courses and two UOC institutes.

ACTIONS

The Library offers information from Catalonia, Spain and Europe on adaptation to the EHEA.

NEW EHEA SPACE AND JOURNAL

Among the actions performed in relation to adapting to the new EHEA, the Library created a space which provides access to a compilation of documents and resources about this issue which is updated on an ongoing basis. It offers information from Catalonia, Spain and Europe on various areas: academic, political, disclosure, etc. The content covers legislation, declarations and articles for reflection, among other things.

The Library has also drafted a specialist journal on this issue at the request of the Methodology area, with the support of the Vice-Presidency for Academic Structure, Faculty Staff and Teaching Innovation, the driving force behind this publication.

INFORMATION RESOURCES FOR LEARNING IN THE NEW BOLOGNA-PROCESS CLASSROOM

With the Bologna process, the diversification of learning resources becomes particularly important, since these resources are fundamental if the student is to gain the required skills. The Library has collaborated in this by contributing these resources to the new Bologna-process classroom (the new virtual classroom) which contains e-documents (articles, chapters, abstracts, etc.), practical exercises or exams from earlier semesters, subject-specific curriculums, links to electronic resources and sources of information, etc. i.e. all kinds of materials and information resources (accessed through the Materials and sources section in the classrooms), except the subject learning materials.

The resources that the Library offers are a distinctive trait which gives added value to the qualification, in direct competition with equal or similar qualifications offered in other universities.

THE E-MOVE PROJECT: VIRTUAL MOBILITY

The Library has taken part in the E-move project which gives universities the chance to offer students virtual international experience, helping to improve the quality of the courses offered.

The UOC Library's contribution to the project was, on the one hand, its participation in the conceptual definition of the virtual mobility portal and, on the other, in the construction of the Library for Virtual Mobility section for students and teaching staff.

This section of the portal offers a carefully-chosen selection of information resources, freely accessible on the Internet, on how to search for information on specific subjects on the Net, how to acquire information-related skills, how university libraries can provide support for virtual mobility, to reference libraries in virtual mobility, to links to libraries and intercultural communication issues.

TRAINING IN INFORMATION SKILLS

Based on the development of basic transversal skills propounded by the EHEA, the Library has been aware of the importance that information skills will have for the UOC's curriculums. Training in information skills is basic if students are to know how to locate information, access it, assess it, organise it and communicate it. This makes even more sense in a university like the UOC which makes intensive use of ICTs and the virtual learning environment.

That is why the Library has decided to carry out two additional initiatives. On the one hand, it teaches an online course in information skills for teachers as part of its programme of update courses for collaborating teachers, organised by Teaching Action Management. On the other, it takes part in attended meetings organised by the University, with training sessions on How to find the information you need, to give students the necessary tools to work the various sources of information and to learn how to chose the ones best suited to their studies.

E-MAGAZINE SEARCH ENGINE

In 2008, the Library set up a new e-magazine search engine on its main page to help seek out and access the complete texts of the e-magazines to which the Library is subscribed. The e-magazine search engine displays – and allows users to access – all subscription and free e-magazines available to the Library to support the University's learning, teaching and research work The search system (SFX) also offers a series of advanced, added-value services, such as querying tables of content, the impact of a title or exporting quotes to the reference library manager RefWorks, among others.

COORDINATION OF LINE II OF THE REBIUN STRATEGY PLAN

In academic year 2007-2008, the UOC Library was in charge of coordinating Strategy line II of the REBIUN Strategy Plan (Red de Bibliotecas Universitarias [University Library Network], entitled "REBIUN in research". The purpose of this line of work is to provide guidelines to university libraries in the face of the new challenges posed by the European research

One of the priorities is to train teachers and students on how to seek out information and interpret it.

area and new processes for creating and disseminating science. The operational objectives on which the line is based are digital libraries (access, content and services) and intellectual property rights.

Other university libraries which have taken part in this line are UNED, University of Murcia, University of Salamanca, University of Valencia, Pablo de Olavide University, Seville and the Technical University of Catalonia.

RENOVATION OF LIBRARY SERVICES

The Library has implemented two important new services. On the one hand it has extended its lending service to the Spanish campus in response to one of the main requests sent in by Library users.

On the other, it has renovated its help service with the new The Library responds area, from which users can ask questions about how any library service or resource works or what it is like, or ask for reference searches o matters of academic interest.

The purpose of this new offer is to uphold the commitment to quality and efficiency which has always characterised the user support provided by the UOC Library.

The new journal search engine tells us what effect a title has had or exports quotes to the RefWorks manager.

The Library has extended its lending service to the Spanish campus and renovated its the Library responds help service.

FIGURES

NUMBER OF E-RESOURCES ADDED TO THE LIBRARY IN ACADEMIC YEAR 2007-2008

2007 SEPT>385 / OCT>109 / NOV>363 / DEC>45
2008 JAN>108 / FEB>248 / MAR>253 / APR>331 / MAY>129 / JUN>62 / JUL>30
Total> 2,063

NUMBER OF DATABASES ADDED TO THE LIBRARY IN ACADEMIC YEAR 2007-2008
4 subscriptions (SABI, Marketline, Taylor & Francis and Oxford journals)
2 free (GreeFile and Teacher Reference Center)

TOTAL (ACCUMULATED) NUMBER OF DATABASES ON THE LIBRARY: 261

NUMBER OF SUBSCRIBERS AND CONNECTIONS TO RSS SERVICE: 1,731

NUMBER OF FINAL DEGREE PROJECTS: 815

NUMBER OF CLASSROOM DOCUMENTARY RESOURCES

Campus	TOTAL NUMBER OF UOC SUBJECTS		TOTAL CLASSROOM RESOURCE SPACES		TOTAL RESOURCES ADDED DURING ACADEMIC YEAR	
	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
CAT	771	648	633	398		
ESP	609	426	398	330		
Total	1,380	1,074	1,031	728	661	478

PILLARS

» Implementation of the new Virtual Campus in open-source software (version 5.0)
» Implementation of the new portal
» Development of teaching materials
» Standardisation of the free software workstation
» Development of technological architecture
» Improvements to technological infrastructure
» Disclosure of e-learning technology
» Subsidy projects

ACTIONS

NEW ON THE VIRTUAL CAMPUS

The Virtual Campus has been renovated with a new design and new classrooms adapted to UOC requirements. The result is the creation of EHEA classrooms. Business Studies was the first qualification to have these classrooms, with the rest added later.

The Campus has also introduced the new PhD Platform, with Moodle or UOC Classroom. Multilingual pilot groups were also created in the post-graduate courses. The new Virtual Campus in open-source software (version 5.0) was also implemented.

IMPLEMENTATION OF THE NEW UOC PORTAL

IT services helped implement the new UOC portal in the course of academic year 2007-2008. The new structure of the portal provides increased autonomy and allows for decentralisation when updating content.

The number of visits to the portal increased in the academic year 2007-2008. In June 2007 there were 450,000 unique users, compared to 709,000 in June 2008.

COMMITMENT TO E-BOOKS

Academic year 2007-2008 saw the implementation of a pilot scheme of e-books. There are seven under Psychology and eighty under Postgraduate, IT and Information Science. One of the books that IT produced, the *My Way* project, was awarded a Gold IMS distinction. This project is designed to construct a technological basis on which to upload UOC content, from where users can export it in any format they choose (via mobile, PDA, PDF, audio, video, etc.).

STANDARDISATION OF THE OPEN-SOURCE SOFTWARE WORKSTATION

The open-source software workstation has been monitored and approved. We can now say that it is working normally for all students and teachers.

DEVELOPMENT OF TECHNOLOGICAL ARCHITECTURE

One of the activities relating to the development of technological architecture is the OKIDisseny modular applications Bus. IT also drafted the *SOA* Development and Secure Development guidelines.

REFURBISHMENT OF TECHNOLOGICAL INFRASTRUCTURE

Last year saw a refurbishment of the UOC's technological infrastructure. On the one hand, ongoing improvements were made as regards availability, security and the quality of consultancy services as regards Data Centre development alternatives.

On the other hand, the new buildings were adapted with structured cabling and basic services. The telecommunications network was also improved (traffic manager, load balancers, unified communications) and the workstations were refurbished (400 flat screens, 300 Pentium-4 PCs, 60 iMacs for support centres, 20 BlackBerry phones).

DISSEMINATION OF E-LEARNING TECHNOLOGY

To disseminate and incorporate state-of-the-art technological knowledge, the UOC took part in a series of seminars and symposia (in some cases as an attendee and in others as organiser):

» EDUCAUSE (Orlando)
» Online Educa (Berlin)
» eLearn (Las Vegas)
» OpenCourseWare (Logan, Utah)
» IMS Congres (Austin, Texas)
» OKI Seminar (Boston)
» Gartner Symposium 2008 (Cannes)
» SUN Microsystems Educational & Research Conference (San Francisco)
» Open EdTech Organisation
» OpenCast Project: a three-week visit to Berkeley by a UOC technician

COOPERATION WITH STATE-OF-THE-ART ORGANISATIONS

As a way of encouraging cooperation with state-of-the-art technology organisations and to obtain additional financing, the UOC took part or led several national and international projects. Some of the most important were:

» Latin American Campus (PNUD)
» SUMA (INES), EDITA (AVANZA)
» OpenCast (Berkeley)
» FTA (European Union)

4-COMMUNICATION AND PUBLICATIONS

RENOVATION OF THE UOC PORTAL

The UOC portal climbed 113 places on the cybermetric list of university portals set up by the CSIC.

RENOVATION OF THE UOC PORTAL

The new version of the UOC portal was published on 18 December 2007. It is an in-depth renovation which goes beyond mere new graphic design, bringing new content and functions and a new, more user-friendly way of presenting and accessing information. One of the more important changes is the fact that it offers decentralised administration via the open-source content manager, Open CMS.

User-centred design methodology used to develop the portal to make it as user-friendly as possible.

The modern and innovative graphic design seeks to transmit the University's values: quality, innovation, technology, proximity and accessibility.

INFORMATION ARCHITECTURE

Structured in four co-portals, provides answers to questions like: What is the UOC? What can I study there? How do I study? What does it do? It makes it easier for the UOC to reach all kinds of people who turn to the UOC to:

» **Learn about the University:** Learning model, organisation, chairs, associated institutions, press room, centres and territorial network, directory of names, staff websites, etc.
» **Study at the UOC:** Access to the University's offer of courses, to the International Postgraduate Institute and all the information needed to take a study course.
» **Find out about the research and innovation:** that the University is working on: Access to the Internet Interdisciplinary Institute (IN3) website, research groups and projects.
» **Access the UOC-generated knowledge-base:** Editorial UOC, e-magazines, Internet area, Web 2.0 area, open-source teaching materials, linguistic resources, etc.

BROWSING AND DIRECT LINKS

They place the most useful content for current and future students right on top.

» **Access to the Virtual Campus:** Located on all the portal pages.
» **Transversal browsing:** Themed areas provide access to knowledge and the offer of courses through transversal browsing.
» **Direct access** to provide answers to the two questions most frequently asked by future UOC students: how and what can I study?
» **Resource-based browsing** with links to frequently-used content: contact details, faculty directory, Library, etc.

THE NEW EDITORIAL LINE OF THE HOME PAGE

It showcases the features which identify the University and its activities to attract new students.

» **UOC news:** News, agenda, interviews and reports.
» **Centre panel:** Rotating banner explaining what the UOC is and what it offers in terms of teaching and research.
» **Offer of courses:** Highlighting the qualifications, programmes and courses open for enrolment.

In June 2008, the UOC portal registered 701,000 user visits.

### NEW INTERNET PRESENCE MODEL

Internet presence, beyond the UOC portal: activation of UOC co-portals and an active presence policy on other sites (both shared and external). Integration in the content manager of RSS feeds, sub-domains and meta-data protocols.

NEW TECHNOLOGICAL MODEL

Based on the OpenCMS open-source content manager, in line with the University's commitment to open-source software. This ensures continuous improvement processes and the ability to adapt it to user requirements.

NEW ORGANISATION AND MAINTENANCE MODEL

The manager provides a greater degree of autonomy, decentralisation and efficiency when updating the University portal content.
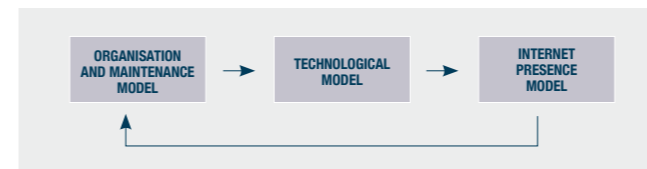
UNIQUE VISITORS

In June 2008 the website reached the record figure of 701,000 unique visitors, an increase of 56% over the previous year (449,000).

HIGHER PLACE ON THE WORLDWIDE LIST OF TOP UNIVERSITIES ON THE INTERNET (CSIC)

Set up by the CSIC's Cybermetrics Laboratory, it measures 15,000 universities from all over the world, of which only the first 5,000 are listed. The UOC is in 672nd place (July 2008), climbing 113 places in a single year.

PUBLICATIONS

More than a hundred news items, interviews and reports in Catalan, Spanish and English have been published.

MORE THAN ONE HUNDRED AND FIFTY PRESS ARTICLES AND MORE THAN THIRTY INTERVIEWS AND CURRENT EVENT REPORTS

With the presentation of the new portal (new technological structure and new browser structure), the press room has also undergone a renovation, making it easier to access and check the news items, interviews and current events reports which have appeared over the academic year, with links of interest, brief biographical descriptions and multimedia materials. It has been possible to add new content, such as the agenda, articles of opinion, institutional publications, etc.

Prominent among all the material published in the academic year 2007-2008 are the interviews with Larry Johnson, Rob Abel, Juan Antonio Gil, Barbara Grabowski, Martha Cleveland-Innes, Gonzalo Bernardos, Richard Stallman, Charlotte Gunawardena, Jovan Divjak, Pablo Navajo, Juan de Ríos, Najat el Hachmi, Jordi Moreras, Vicent Partal and Vijay Kumar. In turn, the reports have sharpened our focus on the central issues of the academic year, such as open-source software, the Campus project, the meet at the start of the semester, ecovillages, the European Higher Education Area, ICTs and politics, among others. **http://www.uoc.edu/portal/english/la_universitat/sala_de_premsa/inici**

UOC 2.0: NETWORKS AND COLLABORATIVE SITES

In the course of the academic year 2007-2008 the UOC opened up specific spaces on the most relevant collaborative networks and sites on the internet: YouTube, Flickr, Netvibes, RSS feeds, Facebook, etc. **http://www.uoc.edu/portal/english/difusio_i_publicacions/uoc_20/index.html**

THE UOC'S E-JOURNALS: ART, SCIENCE, TECHNOLOGY, HUMANITIES, POLITICAL LAW, MULTIMEDIA, UNIVERSITY AND THE KNOWLEDGE-BASED SOCIETY

Playability, Orientalism, electronic plagiarism, data protection, e-democracy, globalisation and higher education, the economics of e-learning and the effects of ICTs on the labour market were the main issues addressed in the UOC's e-journals over the course of the academic year 2007-2008.

The magazines have achieved new levels of indexing and scientific recognition. In July 2008, the e-journals were assessed and accepted by IN-RECS, MIAR, DICE (CSIC) and Carhus Plus (AGAUR), and were added to Latindex, Redalyc, e-revistas, DOAJ, among others.

The UOC publishes the following academic e-journals:

» *Artnodes.* **Journal on Art, Science and Technology** Produced by the Humanities, Information and Communication Sciences and IT, Multimedia and Telecommunications departments. **http://artnodes.uoc.edu/eng**
» *Digithum.* **Humanities in the Digital Era** Produced by the Languages and Culture and Humanities departments. **http://digithum.uoc.edu/eng**
» *IDP.* **Internet, Law and Politics Journal.** Produced by the Law and Political Sciences department. **http://idp.uoc.edu**
» *Mosaic* Produced by the Multimedia Studies, part of IT, Multimedia and Telecommunications department. **http://mosaic.uoc.edu**
» *RUSC.* **Journal on the University and the Knowledge Society** Produced by the UOC UNESCO Chair in E-learning. **http://rusc.uoc.edu/eng**
» *UOC Papers.* **Journal on the Knowledge Society** Produced by the UOC. **http://uocpapers.uoc.edu/eng**

LLETRA, **CATALAN LITERATURE ON THE INTERNET** **http://www.lletra.net**

In 2008 *Lletra* consolidated its position as a benchmark for Catalan literature on the internet because:

» it has received a record number of unique visitors: 336,484 last year;
» it has added over a hundred new pages on authors and works in Catalan, Spanish and English;
» it has renewed its agreement with Institut Ramon Llull and the Institució de les Lletres Catalanes, set up in 2005.

In cooperation with other institutions, *Lletra* has:

» produced Joc de Miralls, a virtual exhibition dedicated to Mercè Rodoreda, in collaboration with the Mercè Rodoreda Foundation **www.lletra.cat/expo/mercerodoreda**
» renovated the Música de poetes website in collaboration with the Catalan government's Department of Education **www.musicadepoetes.cat**
» published the online summary of the last five years of taking stock and the future prospects of Catalan literature **www.uoc.edu/lletra/anatomia2008** together with the Institution of Catalan Letters.

New conceptualisation and design of *Lletra*

Apart from the websites, the most relevant event in 2008 was the new conceptualisation and design of *Lletra*, with a qualitative leap forward in the project mission. An initial graphic redesign was presented in April 2008, to be concluded in 2009, with a new conceptualisation and full redesign of its role as a benchmark which selects, comments on and provides guidance to the content of Catalan literature on the internet. This has resulted in a change in motto: from now on it is Catalan literature on the internet. This means that it has also been able to incorporate new strategies in common with other University projects, such as mobility, multimedia and participation (web 2.0).

CONCLUSION OF THE FIRST STAGE OF THE PROJECT TO ANALYSE INTERNAL COMMUNICATION WITHIN THE UOC

As a result of the analysis, the UOC now has an objective, updated and independent diagnosis of the type of internal communications it now has, how it is done and how it could be improved.

This report was drafted by the company LTCProject**. The objective of the project is to draft a master plan to define, plan and implement specific initiatives designed to develop and improve areas of the UOC's internal communications, based on objective and measurable factmesurables**. Over the mid-term, this will provide it with well-defined operational communication circuits which really work.

As part of the initial stage of the study, eleven in-depth, personal interviews were conducted and four focus groups set up. Almost forty people, from all areas and with different kinds of responsibilities took part in these meetings.

UNIVERSITY AND BUSINESS

1- ASSOCIATE COMPANIES

PILLARS

To bring the UOC closer to the everyday reality of the business and professional world and help institutions and companies feel part of the University's academic life, this year the UOC focused the actions of its associated companies on three strategic areas:

» firstly, it created spaces for meeting and reflecting on the new graduate courses adapted to the Bologna process,
» secondly, it pressed forward with its policy of university-business co-operation in research projects,
» and finally it extended its network of contacts to new markets and national territories.

ACTIONS

AREAS FOR DISCUSSING ADAPTATION TO THE BOLOGNA PROCESS
The UOC organised various business lunches to present the new degree course proposals from the Economics and Business Faculty and the IT, Multimedia and Telecommunications department. The purpose of these meetings was to discover the opinions held by businesses, through their HR managers, training managers and general managers and to collect contributions and suggestions.

GENERAL MEETING OF ASSOCIATED COMPANIES TO DISCUSS INNOVATION PROJECTS
A general meeting of associated companies was held in academic year 2007-2008 to present eleven innovation and research projects led by the UOC. The idea was to contribute to the transfer of knowledge from the University to society and to boost university-business cooperation, allowing them to share in the UOC's development.

To bring the UOC closer to the everyday reality of companies, meetings were held to discuss the Bologna process and the UOC's innovation projects.

THE NETWORK OF CONTACTS EXTENDED TO COMPANIES IN SEVILLE AND MADRID
The UOC organised two meetings with the business and working world in Madrid and Seville to strengthen the UOC's institutional presents in the State of Spain. The meetings, organised by the Office of the Vice President of Postgraduate Studies and Lifelong Learning, were attended by the UOC's Board of Governors.

As part of these meetings, the UOC introduced its International Graduate Institute and spoke of innovative experiences in in-company training, developed with the UOC's own e-learning methodology and in cooperation with businesses.

2- IN-COMPANY TRAINING

PILLARS

» Consolidate the UOC's experience in providing training to companies and institutions.
» Become a benchmark centre for customised training and for projects with businesses and institutions.
» Respond to the UOC's corporate mission to promote training for all, bringing the university and business ever closer.

ACTIONS

CUSTOMISED CORPORATE LAW POSTGRADUATE PROGRAMME IN COOPERATION WITH ROCA I JUNYENT
The UOC and Roca i Junyent designed a customised Corporate Law postgraduate programme for the lawyers who have recently joined their firm. The course is part of the compulsory training set up by the law office, which all first-year lawyers must take to be able to continue working for the firm.

Twenty-two lawyers took the training programme last academic year. Most of them continue to work in Roca i Junyent.

COURSE DESIGNED FOR THE INSTITUTO TECNOLÓGICO DE LAS AMÉRICAS (ITLA)
The UOC has designed a customised training course for the *Instituto Tecnológico de las Américas* in the Dominican Republic.

The course was designed to provide training to twenty-five of its teaching staff and other professionals on distance learning and the creation of content for virtual learning environments so that they could include e-learning among the ITLA's offer of courses.

The course was imparted over a four-month period across the UOC Virtual Campus and one week's attendance in Santo Domingo.

ONLINE COURSES FOR FUTURE TEACHERS IN MEXICO
Over the academic year, the UOC worked in cooperation with two Mexican institutions on an online training programme for future teachers. The institutions in questions were the Autonomous University of Mexico and the Autonomous University of Morales. These two universities are currently incorporating e-learning into their academic activities. Both institutions have placed their trust in the UOC's experience to train the professionals who will lead or take part in these processes. A total of seventy students took the customised training programme.

FROM THE SOCIAL.NET PORTAL TO DIXIT.CAT
The Social and Public Action Department commissioned the UOC to redesign its Social.Net Portal.

The UOC undertook three specific actions to improve the existing portal and the services it offers. It is set to become the new DIXIT.cat portal, with new, associated services. The UOC redesigned the Social.NET Portal using accessibility criteria, developing a new CMS (content management system); managing the newsletters from the Social and Public Action Department and designing and developing a pilot test of two semi-distance training programmes for SPAD staff, using the UOC's mixed-model.

E-learning training was offered to university professors from institutions in the Dominican Republic and Mexico.

3- THE UOC GROUP

GEC

GEC, THE LEADER IN VIRTUAL COMMUNITIES AND E-LEARNING
GEC has developed innovative e-learning solutions and virtual communities and entered into joint-ventures. This company, a leader in its area, uses its experience to deal largely with the banking, insurance, automobile, telecoms, utilities and Government sectors. It has set up its own technological platform with nearly seventy environments and a total of more than two hundred thousand users.

Recently, GEC incorporated its "Sales School" solution, a customised curriculum for training the sales networks of large companies in an efficient, sales target-oriented manner.

COMMITMENT TO SUSTAINABLE LEARNING
GEC has presented its client with training solutions based on the model of sustainable learning.

It is attempting to develop an efficient approach to cover large-scale training requirements with self-learning and self-management models. The method does not exclude the traditional system, but rather complements it, getting the best results in combined learning formats: 30% attendance-based training, 40% virtual learning in the workplace and 30% in work-experience communities. With this model, the employee is the main character and both produces and receives knowledge, along with all the other employees. It is a flexible form of training, personalised and based on a relationship between equals. The model is also financially sustainable.

The GEC platform has developed towards web 2.0 virtual models to become not only a training tool but also an area for online learning and communication to boost companies' collective knowledge.

NEW OFFICE IN FRANCE
In 2008, GEC began a process of international expansion of services, opening an office in Paris to serve its French clients and open new accounts.

TRAINING PLATFORM FOR VOLKSWAGEN UK
Volkswagen Group UK (VWG UK) has incorporated the Vitagora training management platform into its organisation. This platform was developed and adapted by the consultancy company GEC. With this new project, GEC exports its online training service to another country, following the success of the platform with the Volkswagen group in Spain (VAESA).

This training management system is designed to cover the entire network of nine hundred and fifty dealers covering the entire country and all the group's brands in the United Kingdom: Volkswagen, Audi, Skoda, SEAT and commercial vehicles. The platform comes in response to the increasingly high requirements of the sales and aftersales network that the automobile group has. The virtual platform will manage the distance and attendance-based training provided to the more than twenty-four thousand employees of the dealer network that VWG UK coordinates and will provide more than three hundred and fifty thousand hours of training annually.

Calle Pellaires, 30-38, 08019 Barcelona | Tel. 93 394 12 00 | Fax 93 394 12 01 || Plaza de las Cortes, 4, 28014 Madrid | Tel. 902 10 52 12 | Fax 915 24 70 10 | www.gec.es || **Managing Director:** Francesc Fàbregas | **Date of establishment:** January 1997 | **Participation:** 67.35% UOC Group

GEC has developed a technological platform with more than 70 environments and 200,000 registered users

EDITORIAL UOC

NEW PUBLICATIONS UP BY 15%
Editorial UOC has published one hundred and twenty-five titles over the last academic year, against the one hundred and ten titles published the year before. This is a 15% increase in new publications.

The publishing house, which had already grown by 80% the previous year, continues its upward trend as regards publishing reference works for university students, essays on the Internet and the information society and text books.

THE SOCIEDAD RED COLLECTION AND THE UOCPRESS LABEL NOW ON THE MARKET
Editorial UOC has launched Sociedad Red, a new collection of books edited by Manuel Castells. It has also created a new label: UOCPress which currently publishes reference works from the area of communication. In future it will also publish works for teaching staff and professionals from all knowledge-related areas. These works are currently published in Spanish and will shortly be available in Catalan.

Rambla del Poblenou, 156, 08018 Barcelona | Tel. (34) 93 326 34 70 | Fax (34) 93 451 30 16 | ediuoc@uoc.edu | www.editorialuoc.com || **Managing Director:** Lluís Pastor | **Date of establishment:** 2002 | **Participation:** 100% UOC Group

Editorial UOC has increased its number of publications and created new collections on communication and information society issues.

EDUCACIONLINE

EDUCACIONLINE IS NOW TWO YEARS OLD
EducaciOnline, the company set up in 1998 as a result of the collaboration between Universitat Oberta de Catalunya and Enciclopèdia Catalana to provide lifelong, online learning, recently turned two.

Its initial mission was to enable people over 25 who wanted to go on to higher education but who could not attend university to join the UOC. As time went on, it was able to include an offer of online training for people wishing to improve their professional lives among its objectives.
So, over the years, EducaciOnline has set up two kinds of studies:
» Preparatory course for UOC entrance for the over 25s.
» Higher education training courses for professionals.

NEW STRUCTURE OF THE PREPARATORY COURSE FOR UOC ENTRY FOR THE OVER 25S
In 2008, the preparatory course for UOC entrance for over 25's underwent a change of structure and content, to adapt it to the new format of the UOC's entrance exam, which is now the same as in all other universities in Catalonia.

MORE TRAINING COURSES FOR PROFESSIONALS
In the same period, the company has continued to extend its offer of higher education training courses for professionals.

Rambla de Catalunya, 38, 3.ª planta, 08007 Barcelona | Tel. 93 496 92 00 | Fax 93 487 52 42 || **Manager:** Eugeni Sender | **Date of establishment:** July 1998 | **Participation:** 50% UOC Group

EducaciOnline has changed its preparatory course for UOC entry for the over 25s to adapt them to other Catalan universities' structure.

EURECA MEDIA

EURECA MEDIA CREATES A SPECIFIC COMMUNICATIONS AREA
Eureca Media has created a specific communications area which works parallel to, and in coordination with, the existing training area to offer holistic communication content services to both public and private businesses and institutions. In the course of academic year 2007-2008, several top-ranking companies have relied on this new business guidance service.

Eureca Media belongs to the UOC group. It was set up as a content factory to produce the teaching materials for the UOC courses. Over time, it became a pioneer in the preparation of digital documents for learning, for the spread of knowledge and illustration for distance learning over the Internet. These days, we might even say it has become a benchmark as regards editing university teaching materials.

MOVE TO 22@
During the last year, Eureca Media moved its offices to the 22@ area to provide better service and help it establish its own identity. The move has also helped to reinforce the image of the UOC as a group in expansion.

Gran Via de les Corts Catalanes, 872, 3.ª planta, 08018 Barcelona | Tel. 93 486 39 40 | Fax 93 451 10 54 | www.eurecamedia.com || **Managing Director:** Juan Antonio Taboada González | **Date of establishment:** 29 de October de 1999 | **Participation:** 100% UOC Group

Eureca Media offers turnkey communication services and content for public and private institutions.