MAPPING ENGAGED EDUCATOR CAREER PATHWAYS

This project supports universities in recognising and incentivising engaged educators, fostering educational innovation and enhancing student employability

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CONTENTS

Strategic Roadmaps: Guiding Change Toward Engaged Education 1



Engagement Mapping Matrix: Recognising and Promoting Engaged Educators 2



From Mapping to Action: Supporting Mechanisms for the Engagement Mapping Matrix 3

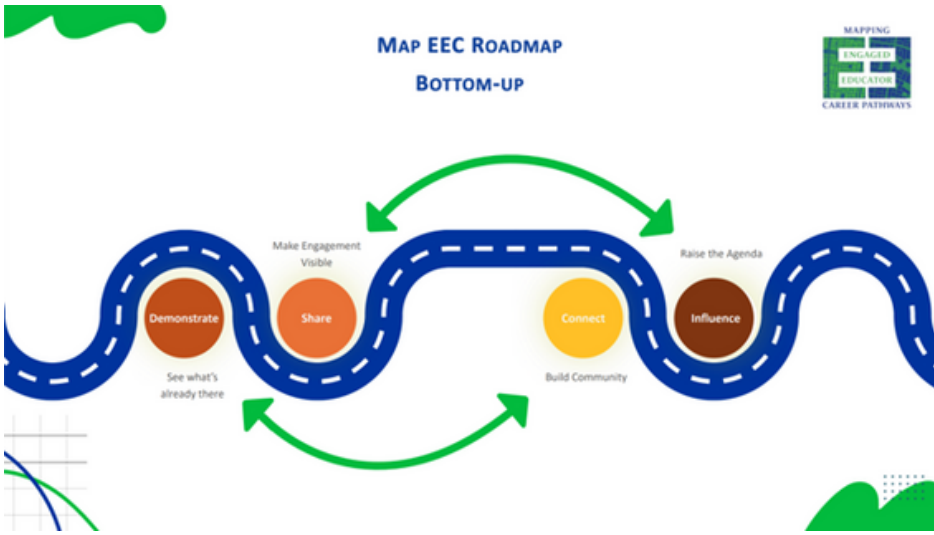
Strategic Roadmaps: Guiding Change Toward Engaged Education

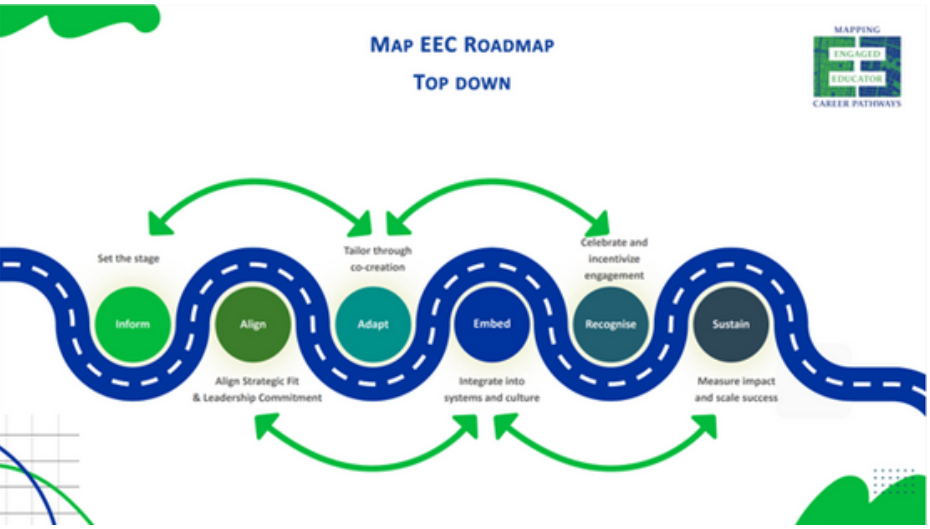
As higher education evolves, universities are reimagining the role of educators. Not only do they have a role in traditional teaching, but they are integral pillars of the university community and essential links to the professional world. As industry changes around us, educators have a key role in guiding their universities and students to be at the forefront of the changing landscape.

To support this shift, the MAP EEC project has developed two Strategic Roadmaps that help universities embed engagement across all levels of their institutions.

The Bottom-Up Roadmap

Empowers educators to lead change from within. It supports them in mapping and sharing their engagement practices, building communities of practice, and advocating for recognition and cultural change across their institutions.





The Top-Down Roadmap

Provides leaders with a structured framework to integrate engagement into strategy, policy, and quality systems. It guides institutions through phases such as aligning engagement with strategic goals, embedding it into formal processes, and recognising educators who champion collaboration and societal impact.

These roadmaps combine individual initiative and institutional strategy, providing a flexible framework that universities can adapt to their context.

Turning Vision into Practice: The Support Mechanisms

To help institutions and educators put these roadmaps into action, the project provides a set of Support Mechanisms. These are practical tools, systems, and initiatives that make engagement tangible and sustainable.

Recognition and Reward Systems that celebrate and legitimise engagement as a valued academic contribution.

Examples → Engaged Educators Award and Engagement Recognition Framework

Collaboration Platforms that connect educators, students, and external partners in solving real-world challenges together.

Examples → Co-Creation Spaces and Living Labs

Digital and Organisational Tools that help track, support, and promote engagement activities across the institution.

Examples → Customer Relationship Management Systems and Collaborative Hubs

Professional Development and Peer Support Structures which nurture communities of practice and continuous learning.

Examples → Engaged Educator Support Groups and regular Engaged Educator Newsletters

Repositories and Showcases that make engaged teaching visible, highlight extra-curricular initiatives, and share inspiring examples from across the academic community.

Examples → Community Events and Discussions

Together, these mechanisms help transform engagement from an individual effort into a shared institutional practice that is recognised, supported, and sustained.

By applying the Strategic Roadmaps and associated Support Mechanisms, universities can build environments where educators and students thrive through collaboration, relevance, and societal impact.

Engagement Mapping Matrix: Recognising and Promoting Engaged Educators

As universities adapt to an ever-changing world, educators are increasingly connecting students with real-life contexts. This happens through collaboration with companies, communities, and public institutions. Yet, these vital efforts often go unnoticed within traditional academic systems.

To address this, the **MAP EEC** project has developed the Engagement Mapping Matrix, a practical tool designed to help higher education institutions (HEIs) identify, document, and recognise engagement in teaching and learning.

The Engagement Mapping Matrix

The Engagement Mapping Matrix provides a structured yet flexible framework for understanding and showcasing how educators engage with external partners to enrich student learning.



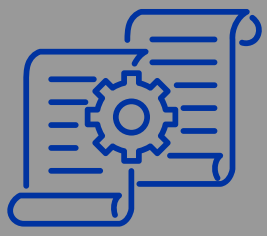
It helps educators and institutions to:



Map engagement activities such as co-created courses, external collaborations, and partner-led learning.



Reflect on impact through both quantitative data (e.g., student numbers, engagement hours) and qualitative insights (e.g., feedback, long-term outcomes).



Recognise contributions by making educators' engagement visible in career development, program evaluation, and institutional reporting.

Originally designed as a self-assessment tool, the Matrix has evolved into a multi-purpose framework supporting reflection, recognition, and organisational learning. It encourages dialogue between educators, departments, and institutional leaders about how engagement is practiced, valued, and promoted.

The Matrix guides educators and institutions through a series of practical steps, from defining the purpose of their assessment to documenting outcomes and reflections.



It distinguishes three main categories of engagement:

1. **Value Co-Creation:** Collaboration between educators and external partners in designing and planning education, such as co-developing syllabi, assignments, or case studies.
2. **Outbound Collaboration:** Student learning that takes place outside the university, through internships, fieldwork, or company-based projects.
3. **Inbound Collaboration:** Activities that bring external partners onto campus, including guest lectures, mentoring sessions, or innovation workshops.

These categories reflect the diverse ways educators connect academic learning with real-world challenges, ensuring that engagement is recognised as an integral part of teaching excellence.

Why Use the Matrix?

The Matrix offers benefits at multiple levels:

-**For educators:** A tool for reflection, self-assessment, and professional recognition.

-**For program leaders and quality teams:** A way to visualise engagement across courses and align it with institutional goals.

-**For institutions:** A foundation for promoting a culture that values collaboration, innovation, and societal contribution.

By combining reflection, data, and storytelling, the Engagement Mapping Matrix turns invisible work into visible impact, empowering educators and institutions to celebrate and sustain engaged teaching.

From Mapping to Action: Supporting Mechanisms for the Engagement Mapping Matrix

Building a culture of engagement doesn't stop at mapping activities. It requires structures, tools, and processes that help educators and institutions act on their insights.

Developed within the MAP EEC project, the Supporting Mechanisms translate the Matrix from a reflective framework into a practical roadmap for change.

The Supporting Guidelines provide step-by-step instructions for using the Matrix effectively. From defining the purpose of the assessment to identifying, describing, and evaluating engagement activities, it guides educators in selecting the level of activity (course, program, or module), categorising engagement types, and recording both quantitative and qualitative indicators.

But beyond the process, the Guidelines are about empowering action:
-Helping educators design and document engagement-rich learning experiences.
-Encouraging departments to integrate engagement data into planning and reporting.
-Enabling institutions to recognise and reward educators' collaborative work.



A Shared Framework for Reflection and Growth

The Supporting Mechanisms highlight the Matrix's three main engagement dimensions: (1) Value Co-Creation, (2) Outbound Collaboration, and (3) Inbound Collaboration, and offer examples of how each can look in practice, from co-designed syllabi to company visits and guest panels.

By using the Guidelines, institutions can:
-Create a shared language for describing and evaluating engagement.
-Support professional development and peer learning among educators.
Generate data and stories that inform strategic decisions and quality enhancement

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- MapEEC Discovery Report
- MapEEC Book of Case Studies

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