

EUCEN – Elections July 2015, Istanbul, Turkey

## **Candidacy for President of EUCEN**

### **Personal statement of Prof. Françoise de Viron, Université catholique de Louvain, Belgium, April 24, 2015**

Let me introduce myself very shortly.

My active involvement in University Lifelong Learning has continued for more than 14 years (2001), after 15 years in the field of Artificial Intelligence and Training Systems in a private sector. I was Director of the LLL Unit at Université catholique de Louvain (UCL) from 2003 to 2009. Since 2009, I'm professor at Université catholique de Louvain, teaching in Education and Management Sciences, in two Master degrees: the Business Engineering Master and the Education Sciences Master which is fully dedicated to adults. I am doing research and action research in the field of Adult Education and University Lifelong Learning. Within my university I'm currently a member of the Continuing Education Council in charge of the LLL strategy and policy.

At national level, I have been president of the 'Commission Education Tout au Long de la Vie du Conseil Inter Universitaire Francophone' from 2004 to 2011 in charge of University Lifelong learning issues within the French-speaking Belgium.

At international level, I have participated in EUCEN conferences since 2002. In 2004, I was invited by the SC to be co-opted member with no voting rights, but with a specific mandate to fulfil the statutes and to help the association keeping the record up to date in the Monitor Belge. I stood for election to the SC for the first time in November 2011 in Lille. I have been elected twice. The SC members nominated me Secretary General in the first period and Vice-President in the second. I've been an active member during years, participating in different projects, hosting in 2009 a conference with my colleagues from the Katholiek Universiteit te Leuven, chairing sessions during EUCEN conferences, being active in scientific committees for a few EUCEN conferences, and recently co-leading the academic organization of eucen 2014 Autumn Seminar in Barcelona.

#### **My proposal for the forthcoming years**

During these 4 last years, EUCEN improved and optimised its organisation ways becoming an effective organisation within a clear framework of statutes and regulation. EUCEN modernised its image and renewed its existing systems for filing, proceedings, communication. Taking into account members' needs and expectations, EUCEN adapted also events into a more inclusive and less expensive activities, via reduction of fees for those members who would like to be very active in their participation. The new format for autumn seminars promoting the peer-to-peer learning approach was successfully implemented. During this period, EUCEN has finished successfully several projects (IMPLEMENT, DIALOGUE, OBSERVAL-Net, ALLUME, COMMIT,) and has been invited to participate to many projects with different roles (VIRQUAL, TALOE, VALERU).

What does EUCEN need for the future? To my understanding, our association has 3 priorities for the forthcoming years and I propose to focus my presidency on those:

**1) New strategic and innovative projects**

EUCEN needs to launch and develop successfully new strategic projects, anchored in our research or action-research, in collaboration with new partners from diverse sectors (both non-for-profit or profit) and exploring other sources of funding , for instance Horizon 2020. Projects feed EUCEN knowledge and know-how, but also establish EUCEN as a major European network contributing pertinently to the European discussions on education and training. Projects help EUCEN members to make lifelong learning a reality in their own institutions. Projects are also a necessity to maintain a competent EUCEN team without pushing more financial pressure on members.

**2) Consolidating EUCEN role at European level**

EUCEN is already active at European level (e.g. our involvement in EUCIS-LLL -the European Civil Society Platform on Lifelong Learning-, in the ET2020 Working Group on Adult Education or as one of the 6 VET providers Associations in the advice board for DG Employment, Social Affairs and Inclusion). But we need to pursue and renew our implication in order to be considered as a competent player on the European stage, contributing in all important discussions at European level in a changing World, supporting the development of “inclusive, innovative and reflective societies” as written in Horizon2020 plan<sup>1</sup> (VET, VNIL, Social Dimension of ULLL). EUCEN will develop on position papers and policy recommendations, looking at the EU policy agenda and monitoring EU activities.

**3) Knowledge transfer improvement within EUCEN ‘s members and outside**

EUCEN is a wonderful treasure of knowledge and know-how in University Lifelong Learning. Members with their own expertise and practices are obviously the main intellectual assets of our network: how could we make this expertise visible and accessible to any member? how could members be in contact rapidly with each other when they are working on the same subject? My proposal is that the association looks at and develops more attractive ways for connecting and mobilizing people. Moreover, a large number of tools, methods have been accumulated through years and projects. We need to organise efficient ways to valorise them and use them (e.g. new open source tools using ontologies and machine learning techniques are now available and helping for knowledge transfer and big data exploitation, or user-friendly toolbox, or an hosting platform for several MOOCS developed by EUCEN members).

**Statement**

If elected, I will 1) Accept the position, 2) Be active on the Committee, 3) Attend at least half of the annual meetings in full and 4) Submit a report on my actions 10 days in advance when not attending a Steering Committee meeting.

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<sup>1</sup> <http://ec.europa.eu/programmes/horizon2020/en/h2020-section/europe-changing-world-inclusive-innovative-and-reflective-societies>



## **CURRICULUM VITAE**

### **Françoise de VIRON**

Present Position: Professor - Université Catholique de Louvain (UCL) – 80%

School Education and Training (Faculty of Psychology & Education Sciences)  
Louvain School of Management

Academic Member of GIRSEF, Interdisciplinary Research Group on  
Socialization, Education and Training and RIFA, Interdisciplinary Research  
Group dedicated to Adult Training and Education (UCL - IACCHOS)  
Academic Member of CRECIS/ILSM (Centre for Research in  
Entrepreneurial Change and Innovative Strategies)

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### **MAIN FIELD OF TEACHING**

- Elaboration, gestion et évaluation de projet de formation – Master in Education Sciences – 5 + 4 credits – Faculty of Psychology & Education Sciences UCL (2008 - )
- Fondements de la recherche en formation des adultes – Master in Education Science – 3 credits – Faculty of Psychology & Education Sciences (2008 - )
- Knowledge Management – Masters in Management Science & in Business Engineering – 5 credits - Louvain School of Management (2008 - )
- Séminaire d'Accompagnement des Stages Management – Masters in Management Science & in Business Engineering – 2 credits - Louvain School of Management (2011- 2014)
- Innovation Management Certificate – 8 credits (2003 - )

### **MAIN FIELD OF INTEREST AND RESEARCH**

- University Lifelong Learning (Strategic and Organizational perspectives), Adult Education , Continuing Education, Training Engineering (Training Plan Design, Training systems, Policies, Quality in Training), Workplace Learning
- Knowledge Management, Strategy, Organisational Learning & Intellectual Capital Management
- Innovation Management

### **PERSONAL VISION on ULLL**

University Lifelong Learning is a vector for promoting more equalities in European education and training systems and defending the fundamental values of democracies: promoting intercultural and inter-convictional dialogue, social engagement and citizenship and fighting xenophobia and intolerance all over Europe.

## EDUCATIONAL BACKGROUND

- Master in Physics (1977) UCL, Belgium
- Ph. D. in Science (1981) UCL, Belgium
- Complementary : Certificate in Artificial Intelligence (1989) KUL, Leuven, Belgium; Complementary Studies in Ergonomic (1995) Université de Paris I, Post-graduate in Management (1997), SBPA, Brussels
- Master in Sociology (60 credits) (2000) UCL, Belgium

## SERVICES ACTIVITIES

- EUCEN (European Universities Continuing Education Network), AISBL : UCL representative (2003 - ); Co-opted member of the Steering Committee (2004 - ); **Vice-President** (2012-)
  - Involvement in EUCEN Policies and Strategy definition and EUCEN contribution to the EU consultation
  - Participation in EUCEN projects design (Grundvig, Erasmus, Leonardo Da Vinci)
  - Presentation of EUCEN positions and projects results in different places and conferences
- President of the ‘Commission Education Tout au Long de la Vie du Conseil Inter Universitaire Francophone’ (2004 - 2011) in charge of the University lifelong learning development within French-speaking Belgium, providing recommendations to Universities Authorities and Minister of Higher Education
  - Development of the Continuing Education within the 9 universities, agreement on harmonization rules, promotion
  - In particular, in 2007, design and launch of a 6 year ESF (European Social Fund) project for a inter-universities platform for Validation of Non-formal and Informal Learning. Discussion and assesment with the Ministers in charge of Education and Training in French-speaking Belgium and Pilot of this project ESF 2008-2011 ( 5,6 MioEUR)
- Professor in charge of the part-time Master in Management Sciences (60 credits for adults) (2009- 2013)
- Professor in charge of the part-time Master in Education Sciences (120 credits and preliminary first grade for adults) (2012- )

## RESEARCH ACTIVITIES

- Co-director of a FRFC research (FNRS –2006-2010) with Etienne Bourgeois et Frédéric Nils on ‘Effets du sentiment d’autodétermination, du sentiment d’efficacité personnelle et de l’instrumentalité perçue sur l’engagement et la performance chez les adultes en reprise d’études universitaires’. The research pursued in 2013-2014 on external funds.
- Partnership and Research within different EUCEN projects: Beflex, (2005-2007), BeflexPlus, (2007-2009), Observal, (2007 - 2010), Allume, (2009-2011), Commit (2013-2016).
- Senior Researcher by CRECIS (Centre for Research in Entrepreneurial Change and Innovative Strategies) (2008 - )
- Academic member and co-leader of the Interdisciplinary Research Group dedicated to Adult Training and Education (RIFA), research on Validation of Non-Formal and Informal Learning (2007- ), Transfer of Training and Learning in Executive Education (2010- ), Absenteeism in Adult Education (2010-)
- Academic member of GIRSEF (Groupe Interdisciplinaire de Recherche sur la Socialisation, l’Education et la Formation) (2010 - )

## LANGUAGES

French (mother tongue) - English (excellent: reading; good: speaking, writing) – Dutch (fair: reading)

## PREVIOUS PROFESSIONAL EXPERIENCE

### 2003-2008

Director of the University Continuing Education Unit (IUFC) <http://www.iufc.ucl.ac.be/>

- Design of the development of University Continuous Education Programs, in collaboration with faculties: definition of Strategic Plans, Procedures and Methods
- Participation to design of the Continuing Education Policies within the University, linked with the lifelong learning strategy of the university
- Management of a team of 10 persons in charge of the support of the faculties for the management of 'lifelong learners' and programs: assistance for programs design and promotion, assistance for organisational, pedagogical and administrative aspects, including quality assurance certification
- Creation (in 2004) of an Advisory Board for the University Continuing Education Unit.

### 2000-

Founder and Managing Partner of ICODE SPRL, (SE) consulting company specialized in Knowledge Management and Company Management (2000- ): strategic analysis in the field of Intellectual Capital Management for management teams or boards of director.

### 1990-1995

Knowledge Methods Group Manager, Tractebel Energy Engineering and Training Systems Groups Manager, Tractebel s.a. , in charge of Training Methodologies, Training systems and Knowledge Management

- Design of new products (software, training plans or study reports) in the field of training and knowledge management
- Senior Expert consultant for different TACIS projects in the field of Training Organisation within the Nuclear Sector and in the field of Knowledge Management

### 1985-1990

Head of the Artificial Intelligence Team, in charge of Information Technology R & D, Electrobél /Tractebel

### 1983-1985

Assistant Lecturer in charge of research on Computer Aided Education (faculty of Applied Sciences, UCL) and High Energy Physics (faculty of Sciences, UCL)

### 1977-1982

Assistant Lecturer and Researcher at Institute of Theoretical Physics (Université Catholique de Louvain and Rutherford and Appleton Laboratories (U.K.) Post-doctorate position)

## OTHER EXPERIENCE

2013- : Member of the Director Board SOLVAY S.A.

2000- 2006 : Member of the Director Board of Ligue des Droits de l'Homme (Belgian Human Rights Association) and President of Brussels Section.

## SELECTED RECENT PUBLICATIONS

### International Journals

- de Viron, F., De Jaegere, T., Lederer, Th., Vas, A. (2014), *Exploring Knowledge Strategy within a Knowledge-Intensive Organization: a case study approach.*, Int. J. Information Technology and Management, Vol. 13, No. 4, 2014, p264-284
- Ingham, M. de Viron, F., Tihon, A. (2011). *Proximité entre parties prenantes et alignement stratégique, le cas de Triodos Belgique*, Revue Française de Gestion, 2011/4, N°213, pp125-140.
- de Viron, F., Grzyb, A. (2010). *Elaboration d'un processus de référentialisation dans une démarche de VAE universitaire*. Transformations n°4 (Décembre 2010), pp99-119
- Peters, S., Mahieu, C., Salmon, A., de Viron, F., & Faulx, D. (2010). *Recognition and validation of non-formal and informal learning in French-speaking Belgium. Discourse and practices*. Lifelong Learning in Education, 15(2), 119-128
- Bourgeois, E., de Viron, F., Nils, F., Traversa, J., Vertongen, G. (2009). *Pertinence du modèle d'expectancy-value en contexte de formation universitaire pour adultes*. Savoirs n° 20, 2009
- Vertongen, G., Nils, F., Traversa, J., Bourgeois, E., de Viron, F. (2009). *Les motifs d'entrée en formation des adultes en reprise d'études universitaires*. L'orientation Scolaire et Professionnelle, vol 38, Mars 2009, n°1, p25-44

### On progress :

- de Viron, F., Davies, P. (2015) « From University Lifelong Learning to Lifelong Learning Universities – developing and implementing effective strategy” – **Accepted for UNESCO**, Institute for Life long Learning (Monography)

### National Journals and International Events Communications

- Renouprez, L., Weber, G., Martin, M., de Viron, F., (2013), *L'absentéisme en formation pour adulte est-il influencé par le dispositif de cours ? Le cas d'un Master Universitaire*. – Cahier du GIRSEF n°91, Avril2013
- de Viron, F., Hesse, Ch., (2012), *Development of Lifelong Learning Strategies within European Universities. Results and comparison of different pathways explored in ALLUME Project*. Presented at 10<sup>th</sup> PASCAL International Conference BREST 2012, Contribution to topic: The role of higher education institutions in remote regions, France, Brest, October 29-31, 2012
- Petit, E., Albarello, L., Grzyb, A., de Viron, F., (2012), *Vingt-trois outils pour l'amélioration des dispositifs pédagogiques de formation continue*, Projet de Fonds de Développement pédagogique 2011/2012, Rapport du Conseil de la Formation Continue Universitaire UCL, <http://www.uclouvain.be/205491.html>
- de Viron, F., Feutrie, M., Filloque, J-M., (2011a) ALLUME: Pathways and Policies for Lifelong Learning Universities - Recommendations, Published by EUCEN in December 2011, <http://www.eucen.eu>
- de Viron, F., Feutrie, M., Filloque, J-M., (2011b) ALLUME: Tools and Methods, on line <http://www.eucen.eu>
- de Viron, F., Lederer, T., De Jaegere, T., Vas A. (2011). *An exploratory study of Knowledge Strategy in a Knowledge-Intensive Firm using a Strategy-as-Practice approach*, LSM Working Paper 2011/9, accepted for submission and presentation at European Conference Knowledge Management, September 2-4, 2011
- de Viron, F. Davies, P., (2011), *La Formation Continue au cœur des mutations des établissements, quelles stratégies ?* 38<sup>ième</sup> Colloque National de la Conférence des Directeurs de Service Universitaire de Formation Continue, Lille, 10 juin 2011 <http://sudes.univ-lille1.fr/fcu2011/>
- Ingham, M., Tihon, A., de Viron, F., *Sustaining Responsible Innovation through responsible finance: exploring the strategy process and alignment at Triodos Bank*, CRECIS Working Paper 01/2010. Presented at EBEN conference March 2010
- Grzyb, A., de Viron, F., Kruyts, N., Warnier, P. (2009), *Mise en place d'un processus de référentialisation dans le cadre de la reconception du dossier d'admission par VAE à l'UCL, Université catholique de Louvain*, Acte de l'ADMEE Louvain-la-Neuve, Janvier 2009, Symposium VAE, M. C. Presse. S01.6 (Admee 09-GRZYB 02)
- de Viron, F., *The network effect in Knowledge Transfer in Europe*, II Convention on European Networks, Cooperation Between European Networks for Innovation, Knowledge and Development, Valencia, September 2009

- de Viron, F., *La Validation/Valorisation des acquis de l'expérience dans les universités en France et en Communauté française de Belgique : Quelles spécificités ? Quelles différences ?*, Cahier de la Fopes, 2008, n°7, pp.7-19

### **Articles de vulgarisation**

- F. de Viron, *Gérer ses savoirs pour innover*, , La Libre, La Libre Entreprise, 2014, 4 octobre, p9.
- F. de Viron et B. Gailly, *Evoluer ou Disparaître*, La Libre, La Libre Entreprise, 2013, 30 décembre, p11.
- F. de Viron et B. Gailly, *L'organisation innovante*, Dynamisme, Octobre – Novembre 2013.
- F. de Viron, *A 35 ans sur les bancs de l'Université : les Adultes en reprise d'Etudes*, interview par S. Devillers, La Libre, 24 septembre 2012 p47.