PROJECT CHARTER

1. University:

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

2. Name and position of the project manager (course participant):

Sergii Maulik	Director of the Center for international education

3. General information on the project

3.1 Title of the project:

DigiGlobalEnroll

3.2. Description and scope of the project (please <u>update</u> if relevant):

Igor Sikorsky Kyiv Polytechnic Institute boasts exceptional academic programs and a rich cultural environment, making it an ideal destination for international students seeking quality education and diverse experiences. However, the current international student enrollment doesn't reflect the University's potential. The proposed project **"DigiGlobalEnroll"** aims to address this gap by implementing digital tools, targeted strategies, and administrative focus for attracting, facilitating, and engaging international students with the final aim to boost international students' enrollment with the help of innovative digital tools, and elevating our University's global presence.

3.3. Project relevance (please <u>update</u> if relevant):

The successful implementation of the project will not only enhance the global visibility and reputation of KPI but also contribute to a vibrant, multicultural learning environment that benefits all students and the university community. This proposal provides a structured approach to attract, support, and retain international students at Igor Sikorsky Kyiv Polytechnic Institute while fostering an inclusive and culturally diverse academic environment.

This project also aims to create a structured and systematic approach towards enhancing the international student enrollment at Igor Sikorsky Kyiv Polytechnic Institute. It emphasizes a comprehensive strategy involving curriculum development, marketing, support services, partnerships, and continuous evaluation to achieve sustainable growth in international student numbers.

3.4. Project goals:

Goal 1. Increase visibility and attraction of KPI among prospective international students by implementing digital tools, targeted strategies for attracting, accommodating, and engaging international students.

- Measurable:
    - Indicator of Progress: Increase the number of unique website visits from international locations by 50% within the first 12 months, measured through website analytics tools.
    - Deliverable Outputs: Enhanced multilingual website content, targeted digital marketing campaigns, and partnerships with educational agencies.
    - Outcome: Expanded global reach and increased awareness of KPI among prospective international students.
- Assignable:
    - Center for international education staff in collaboration with Faculties' staff and external agencies will lead the development of multilingual website content and digital marketing strategies.
    - Center for international education staff will be responsible for establishing partnerships with educational agencies and coordinating outreach efforts.
- Realistic:
    - Given available resources and technological capabilities, a 50% increase in website visits from international locations is achievable through targeted online campaigns, improved SEO, and engaging content.
    - Collaborations with educational agencies are realistic and within reach to expand KPI's visibility globally.
- Time-Related:
    - Initial website enhancements and marketing campaigns will be implemented within the first 6 months.
    - Partnerships with educational agencies and continuous outreach efforts will span across the 12-month duration of the project.

Goal 2. Streamline admission processes and enhance support services for international applicants with the help of simplified admission guidelines, multilingual support services, and the establishment of a dedicated international student support team.

- Measurable:
    - Indicator of Progress: Decrease in average admission processing time for international applicants by 25% within the first 12 months.
    - Deliverable Outputs: Simplified admission guidelines, multilingual support services, and the establishment of a dedicated international student support team.
    - Outcome: Improved applicant satisfaction and increased efficiency in the admission process for international students.
- Assignable:
    - Center for international education staff will collaborate to streamline admission processes and create multilingual support materials.
    - The establishment of a dedicated international student support team will involve Human Resources and the International Office.
- Realistic:

- With procedural refinements and the implementation of dedicated support services, a 25% reduction in admission processing time is feasible within the given timeframe.
- Collaborative efforts between departments can effectively create and deliver streamlined processes and support services.
- Time-Related:
  - The initial review and redesign of admission processes will be completed within the first 6 months.
  - The establishment and training of the dedicated support team will be accomplished within 12 months.

3.5 Which are you expecting to be your deliverables (tangible results)?

1. Achieve a 25% increase in international student satisfaction scores regarding support services within 12 months;
2. Decrease in average admission processing time for international applicants by 25% within the first 12 months;
3. Brand-new website focusing on international students and their needs, including translated content and detailed program information;
4. Launch of 3 targeted social media campaigns showcasing student testimonials, campus life, and academic offerings;
5. Develop and implement clear guidelines and support throughout the application phase for international students;
6. Develop client-oriented and market attractive presentation packages for 5 educational programs and modify 5 existing ones to align with the needs and interests of international students;
7. Engage university, faculty staff, students, and alumni in promoting the benefits of studying at Igor Sikorsky Kyiv Polytechnic Institute to international audiences;
8. Contribute to the development of the internationalization strategy of Igor Sikorsky Kyiv Polytechnic Institute.

4. Stakeholders

1. **Center for international education staff** – will be directly involved in this project as the main executors, coordinators and knowledge hub of the project
2. **International students and entrants** – will be directly involved in this project, respondents of the pools, actually target audience of the project
3. **Academic staff of the University** – will be the participants of the project developing the academic courses and communicating directly with international students
4. **Administrative staff of the University** – will be involved at the level of organization of the project and for quality monitoring of the achieved results
5. **Marketing and SMM companies** – will be involved as outsourced participants for specific marketing and promo activities

5. Resources: Budget and Cost/Benefit

	Available	Not available
Financial resources	300 000 UAH allocated for the Project	
Human resources	Administrative staff of CIE, academic staff of the departments	
IT resources	Official IT departments of the University	
Marketing resources	Outsourced marketing and SMM companies	In-house marketing team
Others	Embassies of Ukraine in target countries	

6. Challenges/ Risks

Possible Risks	Likelihood	Mitigation
Complicated **university structure** that can hurdle implementation of the project due to the large number of the participants involved	Low risk	Enhanced dissemination of the information about the ongoing project and its importance.
Low response from international students	Mean risk	Step-by-step approach to mitigation of these risks via dissemination of the information about advantages of the system for students.
Low response from academic staff	Low risk	Step-by-step approach to mitigation of these risks via dissemination of the information about the events organised for the students and with the students, their feedbacks etc.
Legislative changes in Ukraine's education system that can prohibit distance enrolment	Low risk	Enrolment system can be used for offline enrolment but the results of implementation would not be so vivid
Intensification of war actions in Ukraine	Unclear	University relocation to safer regions of the country

7. Major activities: Time planning

By April 1, 2024
1. Brand-new website focusing on international students and their needs, including translated content and detailed program information

2. Develop and implement clear guidelines and support throughout the application phase for international students

By July 1, 2024

1. Develop client-oriented and market attractive presentation packages for 5 educational programs and modify 5 existing ones to align with the needs and interests of international students
2. Launch of 3 targeted social media campaigns showcasing student testimonials, campus life, and academic offerings

By December 31, 2024

1. Achieve a 25% increase in international student satisfaction scores regarding support services
2. Decrease in average admission processing time for international applicants by 25%
3. Contribute to the development of the internationalization strategy of Igor Sikorsky Kyiv Polytechnic Institute

7.2 Further Activities (breakdown to achieve milestones)

Activity - Milestone 1			
Brand-new website focusing on international students and their needs, including translated content and detailed program information	Administrative staff of CIE, Official IT departments of the University	April 1st, 2024	Brand-new website focusing on international students and their needs.
Develop and implement clear guidelines and support throughout the application phase for international students	Administrative staff of CIE, academic staff of the departments	April 1st, 2024	Clear guidelines for applicants at Preparatory Dept; Bachelor, Master and PhD level
Milestone 2			
Develop 5 new presentation packages for educational programs and modify 5 existing ones to align with the needs and interests of international students	Administrative staff of CIE, academic staff of the departments	July 1st, 2024	MS in Integrated information systems (Faculty of Informatics and Computer Science) – done MS in Social data analytics (Faculty of Sociology and Law) – done MS in Medical engineering (Faculty of Biomedical Engineering) – done

			MS in Electronics (Faculty of Electronics) – in process MS in Aircraft Manufacturing Technologies (Educational and Research Institute of Mechanical Engineering) – in process 5 existing presentation packages for educational programs – in process
Launch of 3 targeted social media campaigns showcasing student testimonials, campus life, and academic offerings	Administrative staff of CIE, Outsourced marketing and SMM companies	July 1st, 2024	Negotiated with top 3 marketing companies in Ukraine; received preliminary contracts and price quotes; studied legal framework for potential cooperation; negotiations in process.
Milestone 3			
Achieve a 25% increase in international student satisfaction scores regarding support services	Administrative staff of CIE	December 31st, 2024	Sociological survey
Decrease in average admission processing time for international applicants by 25%	Administrative staff of CIE	December 31st, 2024	Data statistics and analytics from own data
Contribute to the development of the internationalization strategy of Igor Sikorsky Kyiv Polytechnic Institute	Administrative staff of CIE, academic staff of the departments	December 31st, 2024	Data statistics and analytics from external data regarding international presence of the University

8. Evaluation and Monitoring

The evaluation of the project is done both with quantitative and qualitative methods.

1. Achievement of Objectives:
   o Quantitative Measures
   o Qualitative Measures

2. Time Management:
   o On-time Delivery
   o Project Timeline Adherence
3. Budget Adherence:
   o Cost Control
   o Resource Allocation
4. Quality of Deliverables:
   o Standards Compliance
   o Stakeholder Satisfaction
5. Impact and Sustainability:
   o Long-term Benefits
   o Sustainability

9. Outlook and Sustainability

The outcomes of the Project will help attracting, facilitating, and engaging international students, boosting international students' enrollment with the help of innovative digital tools, and elevating our University's global presence.

The tangible deliverables will be used by faculties staff and Center for international education for further development of work with international applicants. The application of the knowledge and skills gained by university academics, and staff is anticipated to enhance the quality of the application process, University international visibility and overall operation activity by effectively leveraging the opportunities offered by modern digital tools in the educational sphere.