

DESTIN

Journalism Education for Democracy in Ukraine: Developing Standards, Integrity and Professionalism

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Sustaining DESTIN beyond 2022

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Introduction

The sustainability plan describes how the DESTIN project will be sustained in the long term.

Here we focus on sustainability of the outputs that have arisen from the project and how they can be developed further after the project ends on 14 November 2022. We want to see the legacy of the project survive and thrive in the long term and here we explore the different ways in which the project has to be sustained in the long run.

We want to ensure that the resources put into the project, partners, stakeholders and the EACEA funders, are not lost and to create a long-lasting impact, even once the support runs out.

During the four years of the project we worked with a living outline plan that allowed us to develop and adapt as the project progressed. This template is included at the end of this document as an appendix.

What is DESTIN?

DESTIN ran from November 2018 to November 2022. The project had a one year extension due to the pandemic and war in Ukraine. There were 20 partners (see Annex) with the main beneficiaries of the project being the Ukraine University partners.

The project set out to

1. to audit (desk review) all current curriculum (20 degrees), with gap analyses and action plans;
2. to train curriculum teams in the alignment of programmes and QA with EQF standards;
3. to use European models of Journalism education to inform curriculum reform;
4. to train academic and professional staff in principles and processes of peer review;
5. to conduct peer review (including 10 site visits) of all new/revised programmes;
6. to deliver and evaluate the first year of all new/revised BA and MA programmes;
7. to produce National Guideline Statements for BA and MA Journalism education;
8. to maximise public stakeholder engagement and participation in the work of the project;
9. to deliver and evaluate Outreach Media-Literacy Courses for target groups;
10. to maximise the sustainability of the work and outputs of the project.

Outputs and Achievements

New and Revised Courses

One of the key milestones was the completion of all the programme revisions and presentation of new documentation for approval within each Ukrainian university, so that new/revised programmes could be delivered for at least one whole year, starting in Autumn of 2020. This included qualitative changes in development of journalism education in Ukraine through audit, assessment, review of

existing and delivering of new or revised curricula for 9 BA and 11 MA Journalism programmes in 10 Ukrainian universities with the European Qualifications Framework (EQF) and European standards of integrity and professionalism. This was achieved, with the feedback from the courses feedback into the course design so that the courses could be further reviewed for delivery in the final year of the project (21/22 academic year).

National Guideline Statements

Another significant achievement from the project was the development and publication of National Guideline Statements for BA and MA journalism education in Ukraine.

<https://www.destin-project.info/collection-of-national-methodological-guidelines-for-the-content-development-and-implementation-of-the-bachelors-and-masters-study-programmes-in-journalism/>

Cooperation

Throughout the project there was interaction and cooperation between universities, national employers and students in the field of journalism education in Ukraine to develop the courses, provide input into the Media Literacy Courses and in the delivery of the Open Days. The project also saw increased interaction, cooperation and networking between Ukraine and EU universities and professional organisations in the field of journalism education.

Despite the pandemic and war in Ukraine the project developed and delivered Media Literacy Online Courses for non-professionals target groups in the field of journalism, media and communications.

Website

Sitting alongside the project outputs was the project website www.destin-project.info that helped in the dissemination and exploitation of DESTIN project results.

Legacy and Sustainability

Ukrainian Forum for Educators in Media and Journalism (UFEMJ)

The UFEMJ was created as an NGO in 2021, with all Ukrainian universities participants of the DESTIN Project joining in the same year. However the pandemic slowed its development and the war in Ukraine has halted its further growth.

UFEMJ was formally affiliated with the European Journalism Training Association.

It is planned that the UFEMJ will use best practices of professional organisations, for example The Association for Education in Journalism and Mass Communication, to develop the local Ukrainian media and journalism educators community and provide it with activities for fruitful cooperation. The main target audience of the UFEMJ is not only particular universities but also their students and the media industry in Ukraine and Europe.

The planned benefits of the UFEMJ are:

- Web-based communication and resource hub through the existing DESTIN project site;
- Instant cooperation within Ukrainian journalism and media education community;
- Joint conference organisation and dissemination of the results from the project;;
- Faculty and student exchange programs and internships;
- Student practice support in partnering cities and institutions;
- Visiting lectures, master classes, workshops etc.;
- Annual forums and contests for team building, professional trainings and informal communication.

It is planned that there would be an annual membership fee and a separate website.

Directory of Employers and Resources

The development of a directory of employers and resources was planned as part of the sustainability of the project. This is currently in its infancy and serves to help universities find stakeholders, employers for work experience elements of their degrees and also links to useful resources to develop best practices. The Directory currently sits on the DESTIN website.

Outreach Media Literacy Courses

During the lifetime of the DESTIN project 17 short courses were produced on media literacy. These were aimed at a wide audience and aim to develop media literacy skills.

The courses are in Ukrainian with further information on the DESTIN website

<https://www.destin-project.info/media-literacy-outreach-courses/>

Ukraine Partner Development

Collaborations

The DESTIN project has seen many fruitful collaborations between partners and stakeholders. This is an area that all partners have expressed interest in continuing and expanding.

Funding Opportunities

Ukraine is able to access Erasmus+ and other European funding, and projects like DESTIN have led to increased capacity in Ukraine universities to not only be active players in such projects but also lead on them.

The National Erasmus Office Ukraine has been a strong supporter of the DESTIN project and is well placed to guide applicants if they wish to seek further E+ funding.

Opportunities include:

European School Education Platform <https://school-education.ec.europa.eu/en>

Marie Skłodowska-Curie Actions <https://marie-sklodowska-curie-actions.ec.europa.eu/funding>

Erasmus + Opportunities <https://erasmus-plus.ec.europa.eu/>

Jean Monet <https://erasmus-plus.ec.europa.eu/programme-guide/part-b/jean-monnet-actions>

NEO Ukraine <https://erasmusplus.org.ua/opportunities/mozhlyvosti-dlya-organizacij/>

Opportunities may arise within some of the above funding to further develop Journalism education in Ukraine, develop the UFEMJ into a network or strategic partnership, new activities such as scientific exchanges, research and staff and student mobilities.

Looking Forward

Plans for the DESTIN project going forward are:

Institutionally

- Continued review and improvement of the new and revised degree programmes
- Adoption of stronger student feedback loops into curriculum development
- Improvement in technological facilities, especially regarding AR and VR
- Continued engagement and partnerships with employers and alumni
- Holding regular Open Days
- Supporting the development of new/revised degree programmes in other subject areas based on DESTIN models and methodologies
- Creation of mobility opportunities between Ukrainian universities including internships, summer schools, academic exchanges etc
- Development of inter-university media projects for students

Nationally

- Develop the UFEMJ to recruit new members
- Develop the UFEMJ to produce an annual programme of activities for members
- Adoption of National Guidelines Statements by non-DESTIN Ukrainian universities
- Development of the Directory of Employers and Resources
- Development of additional Media Literacy courses

- Dissemination of DESTIN achievements
- Establishment of formal partnerships between universities

Internationally

- Establishment of bilateral partnerships between Ukrainian and European institutions
- Establishment of affiliations with relevant EU networks and associations
- Development of new dual degree programmes between Ukraine and EU universities
- International funding applications to support teaching and learning
- International funding applications to support research

Appendix

DESTIN Work Package 9 Sustainability Planning Document

SUSTAINABILITY PLAN OF PROJECT DESTIN		
Task What needs to be done	Person Responsible Who will lead	Deadline When should the task be completed
University level		
<p>1. To discuss process of accreditation of the updated and new programmes with university administration (rectors, vice rectors, methodological boards, scientific councils). To include programmes into the University development strategy</p>		<p>By September 2019</p> <p>Discussion completed</p> <p>Programmes reviewed at UA HEIs Summer 2020 (Some delay may be experienced due to Covid 19)</p>

2.To develop strategies for project sustainability in each university	Each university coordinator	By December 2019
3. To work with quality assurance systems in the university to ensure support of implementing the updated programmes	Each Ukraine university partner's coordinator	By September 2019 Completed
4.To create internal policies in quality monitoring of the project and pass through methodological commissions to sustain updated programmes	Each Ukraine university partner's coordinator, WP 9	By December 2019 alongside continuous monitoring
5. In-house training for faculty and staff in course designed and European qualification framework	Each Ukraine university partner's coordinator	Jan-Feb 2020 Completed
6. Dual / joined programmes and bi-lateral agreements	Each university coordinator	Discussions to begin Summer 2021
7.To create DESTIN laboratory for the implementation of new programmes	Each Ukraine university partner's coordinator	Feb 2020 Postponed due to issues with procurement

National level		
8. Formation of Employers and Professional Association Forum and Database.	WP 9 + Dissemination team	October 2020
9. Work with employers (to attract co-funding and other form of support for the project): master classes for students, collaborating on designing new courses, direct financial support	Each university coordinator + Sustainability team	Dec 2019 – April 2020
10. To use national guidelines for journalism schools for improving their Journalism/Media programmes	Each Ukraine university coordinator + Sustainability team	Feb – Oct 2020 and ongoing during and after project
11. Networking after DESTIN (maximum approach to the foundation of the Association on the basis of the outcomes of the project and its site) or another version: Formation and development of an EU- Ukraine „Practitioner- Research and Development Network for Journalism or Join the already existing Professional	Dissemination team + Sustainability team	During the project

Educators Network in Europe		
12. Development of „Outreach Courses“ and materials available to public through web-site	Dissemination team + Sustainability team	Feb – Oct 2020 Delayed due to Covid 19
13. Final “Journalism Futures” Conference. Project evaluation report.	IFNUL Team	October 2021

Partners

Grant holder: Bath Spa University, United Kingdom

Project coordinator in Ukraine: Taras Shevchenko National University of Kyiv, Institute of Journalism

Ukraine

Taras Shevchenko National University of Kyiv

Bohdan Khmelnytsky National University of Cherkasy

Academician Stepan Demianchuk International University of Economics and Humanities

Ivan Franko National University of Lviv

Mariupol State University

Sumy State University

Ukrainian Catholic University

Uzhhorod National University

Yuriy Fedkovych Chernivtsi National University

Zaporizhzhia National University

NGO "Ukrainian Association of Students"

PO "Hromadkse Radio"

Ministry of Education and Science of Ukraine

EU

Bath Spa University, United Kingdom

Adam Mickiewicz University in Poznan, Poland

Dún Laoghaire Institute of Art, Design and Technology, Ireland

Linnaeus University, Sweden

World University Service, Austria

Ethical Journalism Network, United Kingdom

European Journalism Training Association, Netherlands