



Furthering International Relations Capacities and
Intercultural Engagement to Nurture Campus
Diversity and to Support Internationalisation at Home
(FRIENDS)

Project number: 598652-EPP-1-2018-1-BG-EPPKA2-CBHE-JP

ERASMUS+ PROGRAM – KEY ACTION 2:
COOPERATION AMONG ORGANISATIONS AND INSTITUTIONS
2018

**FRIENDS FINAL
REPORT CARD DAY 2022**

University of Cebu, Philippines

September 26, 2022

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1 Introduction

The University of Cebu (herein referred to as **UC**) is one of the partnered higher education institutions of the Erasmus+ FRIENDS Consortium Project. Through the purposeful integration of the intercultural dimensions into the formal and informal curriculum, UC is exhorted to strengthen its internationalization capabilities and at developing students' global competence.

The FRIENDS project generally aims to address the extremely low student mobility figure, lack of intercultural education to build students' global competence, and insufficient institutional soft infrastructure to assist international students and campus diversity.

In response to address the key problems of the FRIENDS Project, UC through FRIENDS aims to improve UC's capabilities for internationalization through staff trainings, translating general awareness of the IaH concept into UC's streamlined institutional policies and actions; build students' intercultural knowledge and sensitivity to cultural diversity through the Intercultural Passport virtual module; transforming UC's International Linkages Office into a vibrant multicultural focal point through the establishment of FRIENDS Teahouse and the induction of Home away from Home Programme for integrated international student care; and promoting virtual mobility and campus diversity.



2 FRIENDS FINAL REPORT CARD DAY

The FRIENDS Final Report Card Day 2022 is a contribution to the ongoing quality control and evaluation through feedback provision, collection and analysis of the Erasmus+ FRIENDS Consortium Project.

The UC-FRIENDS Final Report Card Day was held last August 12, 2022 at the University of Cebu's Bloomberg Laboratory. It serves as a 1-day feedback collection campaign among UC's target groups and internal stakeholders to determine the registering perceptions of the project's impact.

The evaluation of UC-FRIENDS Project and related activities carried out since the pilot phase tackled the following dimensions:

1. Internationalisation at Home (IaH)
2. Intercultural Passport
3. FRIENDS Teahouse

This report summarizes the main results achieved during the pilot phase of UC-FRIENDS Project up to the present. The first section includes key findings and recommendations for future exploitation. The second part of the report summarizes the application to the overall effects on the learning processes.

2.1 Methodology

A ready-made questionnaire as provided by the FRIENDS Project's Overall Coordinator was administered during the FRIENDS Final Report Card Day.



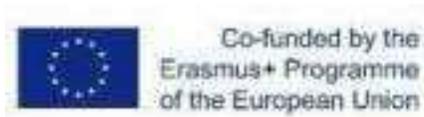
Prior to the gathering of responses, UC has undertaken the following mechanisms:

- The circulation of UC-FRIENDS booklet that summarizes the activities done by the project and what to look forward next;
- Sharing of personal experiences by the Boot campers who went to Bulgaria, faculty handling the IACD MOOC and DS, and community immersion with the adopted community – ATI Tribe.
- A review through a huddle regarding FRIENDS operations carried out by the Vice Chancellor for Business Development and Innovation.

2.2 Survey Questionnaire for Target groups and Internal Stakeholders

A survey questionnaire was disseminated and administered during the FRIENDS Final Report Card Day last August 12, 2022. The target audience were as follows:

- Students who were Intercultural Passport Holders (successfully complied with the IACD MOOC and DS requirements);
- Student Boot campers who represented UC in Bulgaria;
- Student leaders;
- Members of UC's Top Operations' Committee;
- Academic Heads and staff; and



➤ Non-Academic Heads and staff

The survey questionnaires were hosted via Google Forms. The said questionnaires were physically distributed also. Survey questions were prepared in English. Each survey questionnaire took approximately 15 minutes to complete, and efforts were made to maintain respondents' confidentiality and anonymity.

2.3 Strategic Huddle with Academic and Non-Academic Heads

A strategic huddle was conducted physically between the dates of August 08 – 11, 2022. The huddle was designed to encourage faculty and students to engage with the FRIENDS overall operations and activities which was lasted around 1 hour. The attendees were informed about the objective of the huddle prior to the meeting. Data such as minutes of the meeting and attendance sheet were recorded with the consent of participants.

2.4 Data limitations

An important caveat needs to be made at this point, before moving to the most important conclusion of this report. COVID-19 had a severe impact on the conduct of exploitative events. To avoid major impacts on the project outcomes and to successfully meet the project deadlines, UC decided to make a few adjustments. More specifically,



- Doing *kamustuhan* (How are you?) sessions and teahouse activities virtually where through UC's Student Affairs Office and , feedback was ensured;
- Participants may have had different interpretations of the questions asked in the surveys, hence slightly altering the results, although a significant effort was made to avoid this from happening. As such, the brief discussion of the activities undertaken was organized through the FRIENDS Final Report Card Day.

3 KEY FINDINGS

The main goal of the survey questionnaire was to assess the effects and impacts of the FRIENDS Project on:

3.1 Internationalization at Home (IaH)

1. Out of the 75 total respondents, 5% from the Top Operations' Committee, 12% from the pool of Academic Department Heads, 21% from the pool of Non-Academic Heads, 11% from the Faculty, 11% from the Non-Teaching Staff, and 40% from the student body, responded the FRCD survey questionnaire.



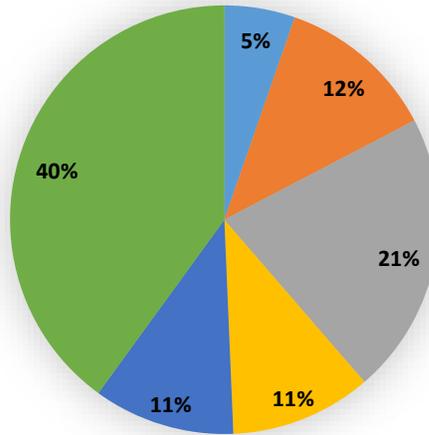
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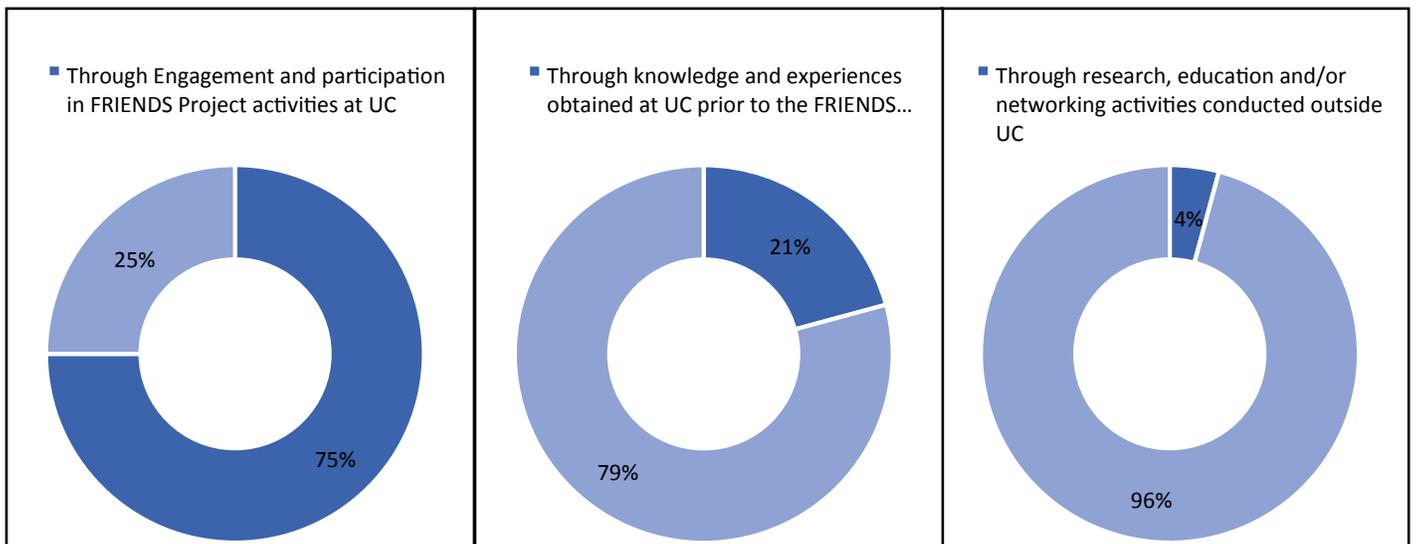


FRCO Respondents



Op-Com Academic Heads Non-Academic Heads Faculty Non-Teaching Staff Students

2. Around 75% of the total respondents learned the concept of IaH through engagement and participation in FRIENDS project activities; 20.8% through knowledge and experiences obtained at UC prior to the FRIENDS project start; and 4.2% learned through research, education and/or networking activities conducted outside UC.





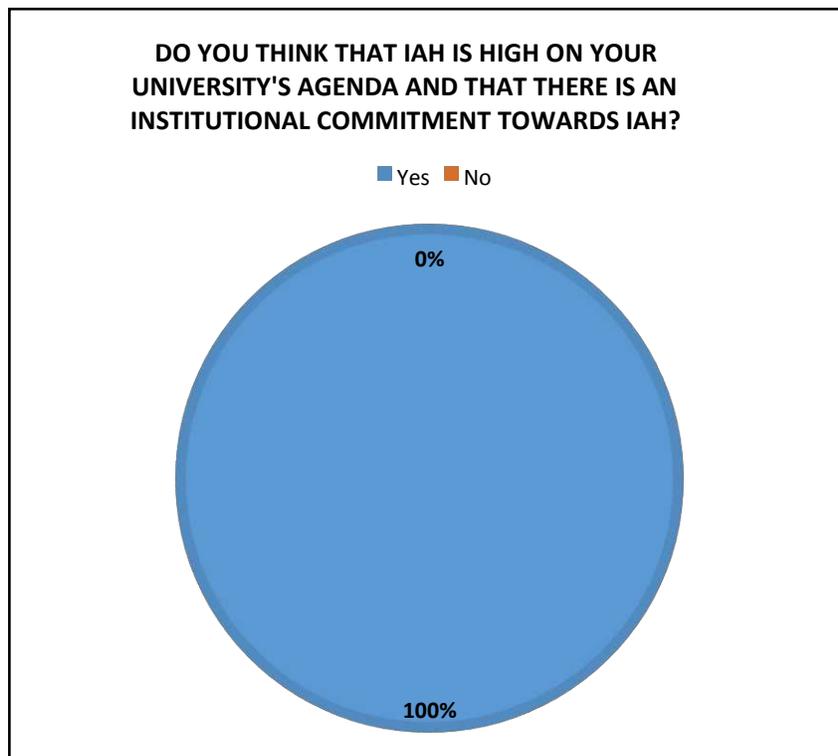
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- From the responses that were gathered, the key benefits of the concept of IaH on personal and/or institutional levels are: **(a) cultural awareness, promoting equity, diversity, and inclusion; (b) enhancing interpersonal relationship and transversal employability skills; (c) international related opportunities for students; and (d) sustainable learning through the IACD MOOC;**
- All of the respondents responded that IaH is high on UC's agenda and that there is an institutional commitment towards IaH.



- From the responses that were gathered, the facts supporting the existence of UC's commitment towards IaH are: **(a) wide array of opportunities given; (b) support of the Top Management and visible**



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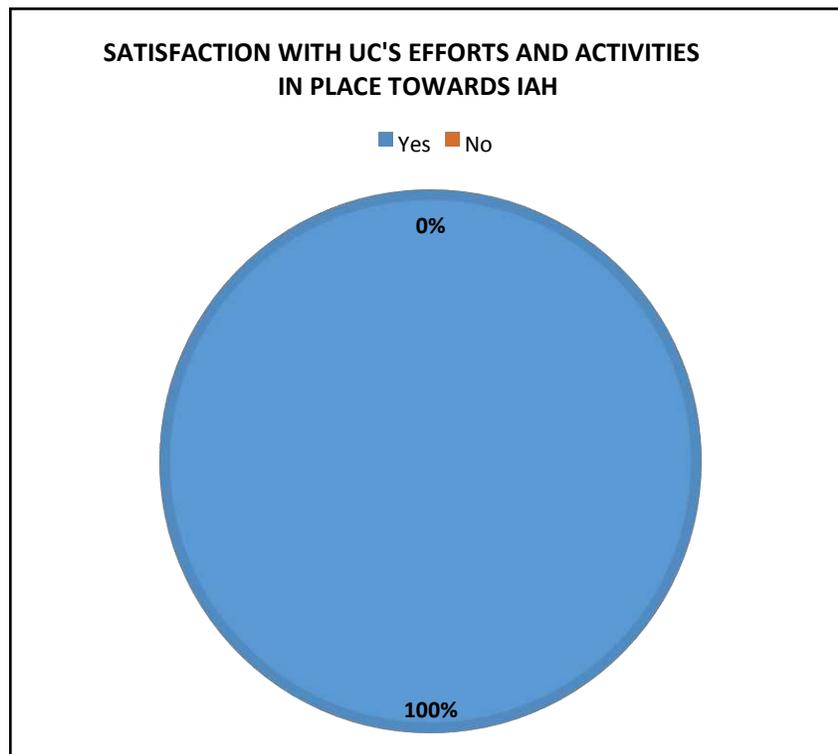


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student participation in FRIENDS activities; (c) strong involvement of everyone; (d) integration of the IACD MOOC and DS in the formal and non-formal curriculum; and (e) students' online and offline bootcamp experience.

6. In terms of UC's efforts and activities in place towards IaH, 83% (62 respondents) were very satisfied and 17% (13 respondents) were satisfied.



7. From the responses that were gathered, the examples for how the FRIENDS project is enhancing the processes of IaH at UC are: **(a) strengthens University's core values, particularly in the area of innovation; (b) students and instructors were culturally immersed and they introduced intercultural components to the adopted community;**



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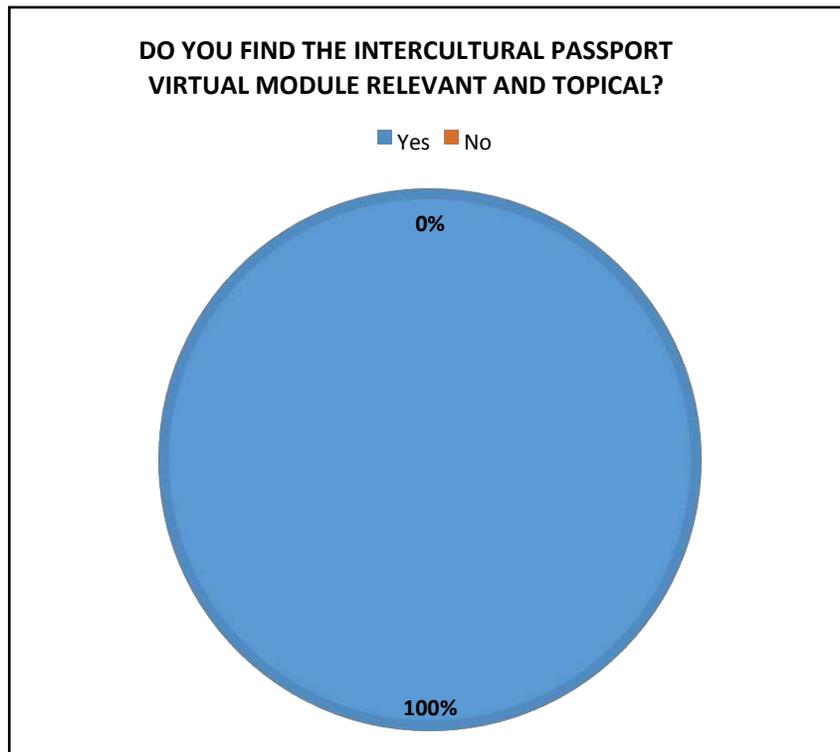


(c) enhancing skills and knowledge through the integration of IACD MOOC and DS to the formal and non-formal curriculum; (d) improvement of UC's capabilities for internationalization through staff trainings on equity, diversity, and inclusivity.

Overall, the respondents reported that the FRIENDS Project enhances UC's capabilities for internationalization. It was perceived by the respondents that the FRIENDS Project contributes a lot to students' and faculty's learning experiences with their active involvement and participation.

3.2 Intercultural Passport

1. 100% of the respondents find the Intercultural Passport virtual module relevant and topical.





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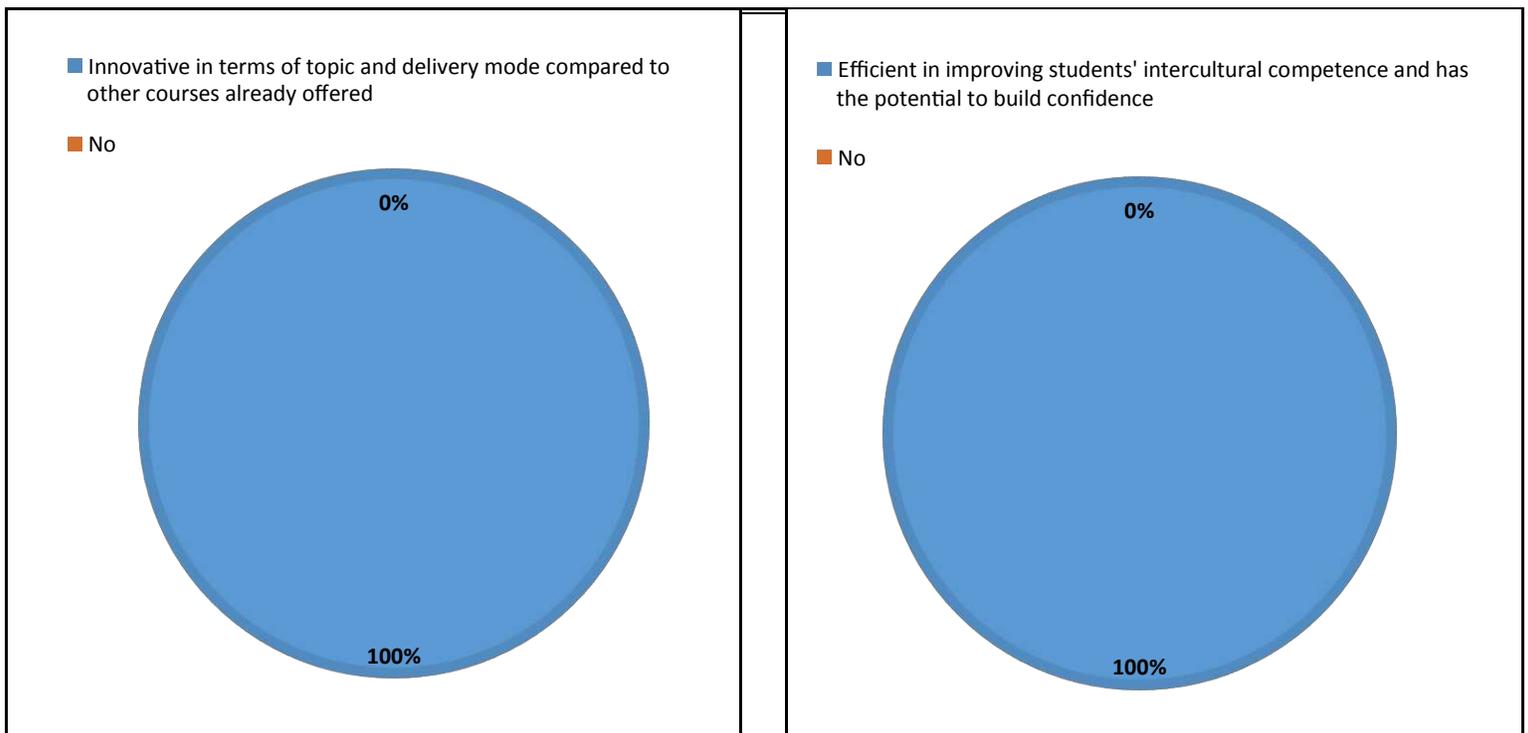


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2. The respondents reported that the following reasons support the Intercultural Passport's relevance: **(a) prepare students for their future careers in a globalized and competitive environment; (b) created a sense of mobility and improve one's international network; and (c) enhances students' intercultural awareness and competencies.**

3. In terms of the Intercultural Passport's virtual module, 100% of the respondents perceived it as innovative in terms of its topics and delivery mode compared to the other courses already offered at UC. Further, the respondents, 100%, reported that the Intercultural Passport is efficient in improving students' global competence and has the potential to build their confidence when communicating and interacting with people with diverse cultural backgrounds.



4. The respondents acknowledged that the Intercultural Passport is efficient in improving students' intercultural competence and has the potential to build their confidence because of these reasons: **(a) intercultural exposure through active participation in Teahouse activities; (b) developing one's communication skills; (c) sensitivity in interaction despite differences' (c) appraises students of current international trends; and (d) validating prior experiential learning with methodologies for virtual mobility.**

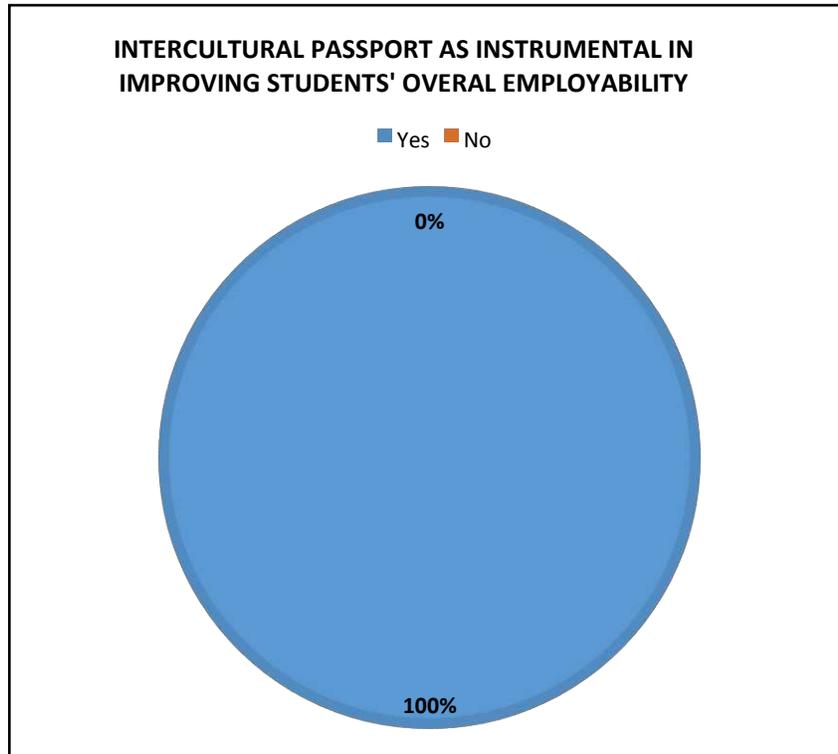
5.100% (75 respondents) acknowledged that the Intercultural Passport is instrumental in improving students' overall employability and in making a decision to look for employment abroad and/or at an international or multinational company at home.



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6. The table summarizes the strengths and weaknesses reported by the respondents in terms of its potential contribution to students and graduates employability.



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STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Opens international job opportunities 2. Boosts students' confidence and employability through IACD MOOC and DS 3. Beefs up students' job qualifications 4. Technologically inclined 5. Advancement of employment 	<ol style="list-style-type: none"> 1. None

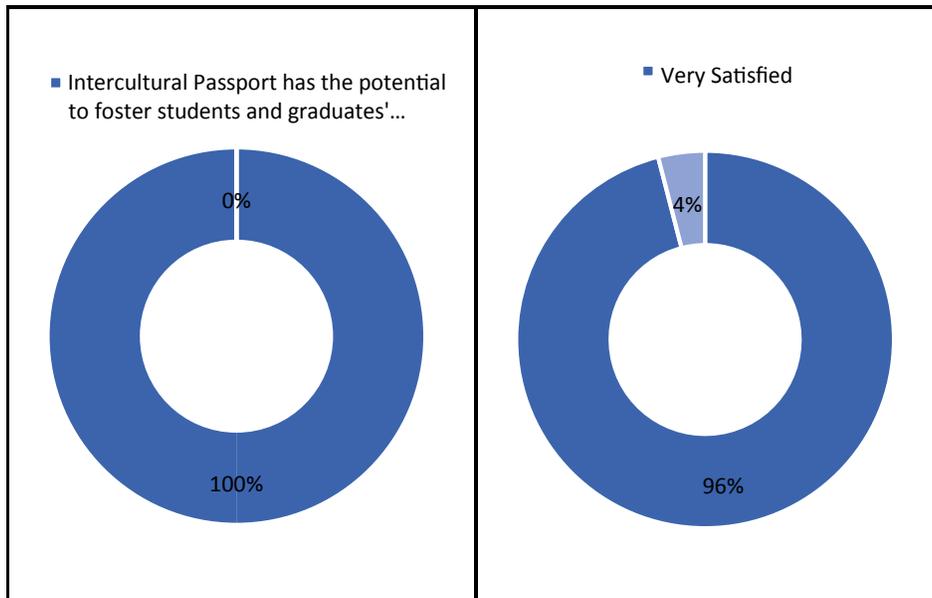
7. All (100%) of the respondents agreed that the Intercultural Passport has the potential to foster students and graduates' interest to look for employment abroad at an international or multinational company at home. Further, 96% are very satisfied while 4% were satisfied with the format of the Intercultural Passport virtual module consisting of the IACD MOOC and the Digital Storytelling component.



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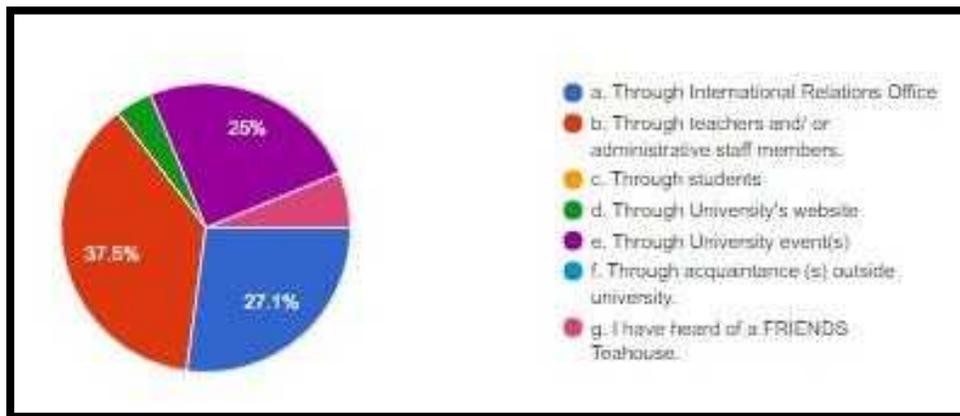


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3.3. FRIENDS Teahouse

1. The graphical data below shows the means where the respondents learned about the FRIENDS Teahouse at UC.



2. The graphical data below shows how often the respondents visit UC's FRIENDS Teahouse. The respondents who never been there were



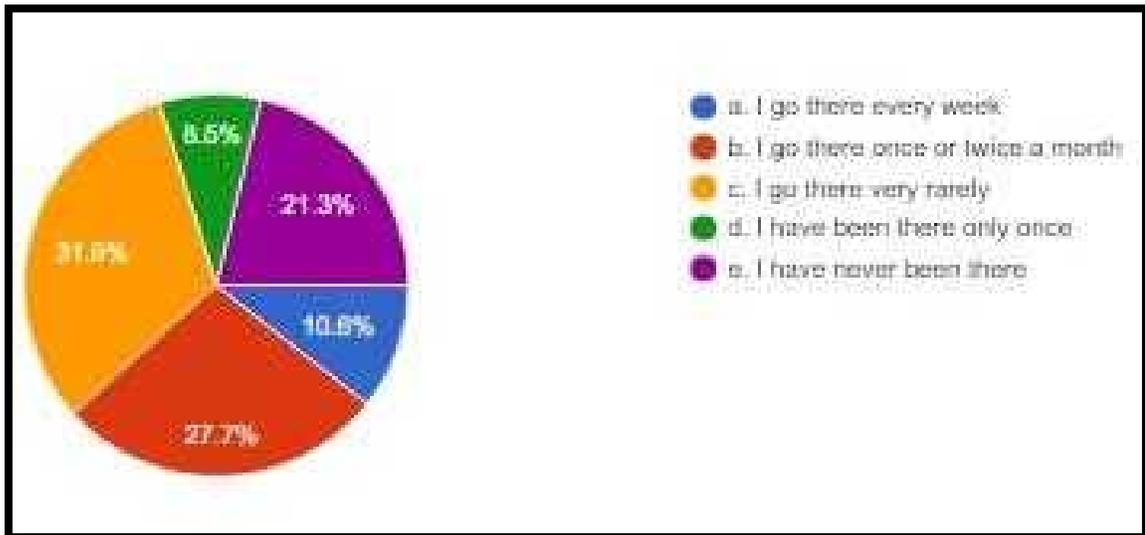
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mainly because of the pandemic that physical operations are not allowed or limited.



3. The graphical data below shows the reasons for the respondents to visit the FRIENDS Teahouse. Those who never find a reason to visit the FRIENDS Teahouse were mainly because of the non-physical operations during the pandemic.



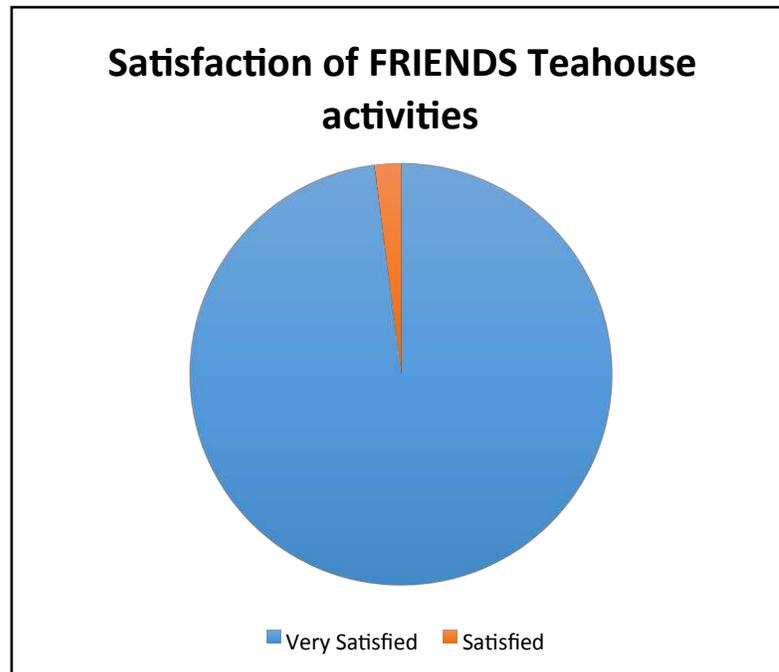
4. The respondents reported that the occasions when they visited UC's FRIENDS Teahouse are: **(a) coordination meetings and conferences; (b) appointment with linkage office; and (c) physical implementation of the FRIENDS Teahouse activities.**
5. The respondents further reported that the most interesting experiences they have had so far at UC's FRIENDS Teahouse are: **(a) getting involved in FRIENDS Career Fair; (b) cozy and conducive venue for learning and exchange of ideas; and (c) equipped with materials that can support and help IaH related activities.**
6. The respondents generally responded that they visited UC's FRIENDS Teahouse because of **events conducted and if there is an appointment by the International Linkages Office.**
7. Overall, the 98% of the respondents were very satisfied with UC's FRIENDS Teahouse activities while 2% were satisfied.



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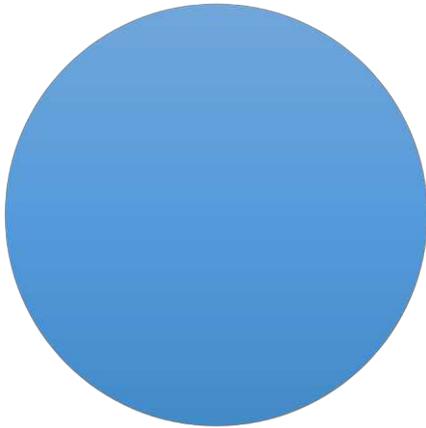


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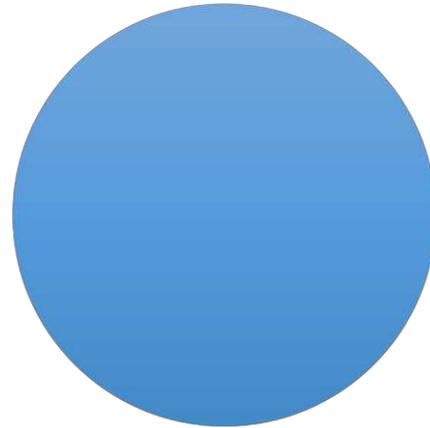
- 100% of the respondents were aware of who are the people in charge of UC's FRIENDS Teahouse. Further, the same percentage will say that all of the respondents are aware of UC's FRIENDS Teahouse's calendar of events and upcoming agenda.

Awareness of who is/are in charge of UC's FRIENDS Teahouse



■ Aware ■ Not Aware

Awareness of UC's FRIENDS Teahouse's calendar of events



■ Aware ■ Not Aware

9. The respondents answered that through the scheduled events of the FRIENDS Teahouse, they were immersed and recognized its relevance. The activities that they will be interested to attend are: FRIENDS Session-Orientation for the incoming batch 5 of IACD MOOC registrants; Developing Multicultural Competency Workshops; FRIENDS Art Exhibit; Intercultural Fete 2.0; Innovation Expo; and CrossCultural Approach for Mental Health Literacy.

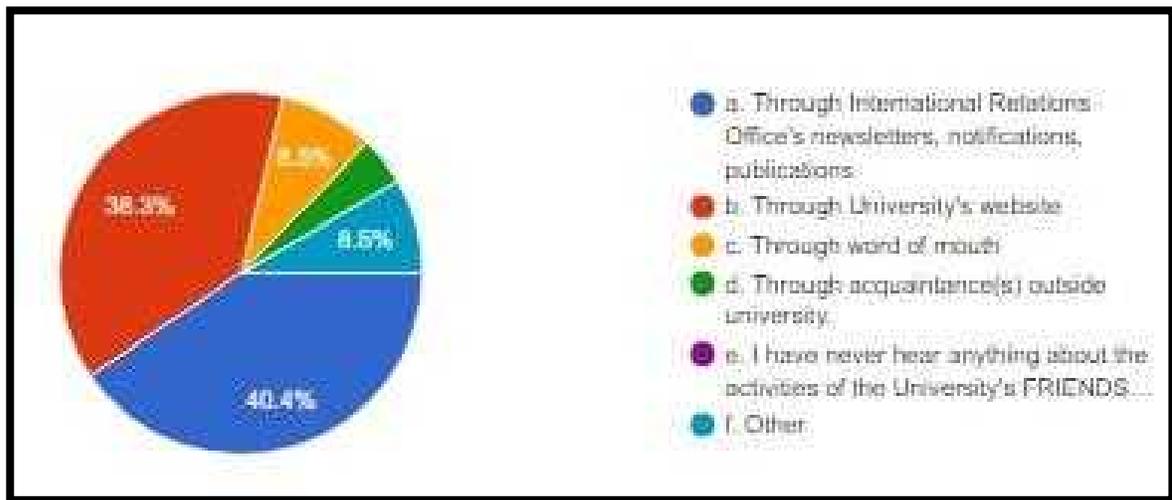
10. The graphical data below shows the ways in which the respondents learned about UC's FRIENDS Teahouse activities.



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4 RECOMMENDATIONS

Drawing on the results gathered during the conduct of the FRIENDS Final Report Card Day, the following recommendations were made to further exploit the FRIENDS Project.

1. Considers the suggested activities of the respondents to be integrated into UC's FRIENDS Teahouse Calendar of Activities.
2. Continually improve the communication and promotion of UC's FRIENDS Teahouse activities and events through more virtual and physical engagements. The said engagements are not limited to: newsletters, use of websites, use of FB page, coordination meetings with the Academic and Non-Academic heads, and coordination meetings with the student organizations.



5 Conclusion

The present report demonstrates that, albeit with limitations, the University of Cebu employs strategic collaborations in place in the FRIENDS Project's overall objectives. The University also responds to the need to incorporate new suggestions from the target groups and internal stakeholders to better provide quality service. Complementing the traditional methodologies, the University responded quickly to the posed concerns brought by the pandemic.

The establishment of the University of Cebu's FRIENDS Project has proved to be an effective solution to enhance intercultural competencies, increase students' engagement, and empower the teaching and non-teaching team to be partners in the learning process as the FRIENDS Intercultural Passport and FRIENDS Teahouse were delivered in a student-centered approach. As such, it allowed to meet students' ever-changing interests and demands. On their side, the FRIENDS Project involved up-to-date activities and a ready-to-use multicultural hub in creating a high caliber of students with international exposure to further promote virtual mobility at the University of Cebu.

To conclude, the University of Cebu's FRIENDS Project offers a variety and diverse learning opportunities that can be easily accessed and applied, hopefully supporting IaH and intercultural competence.



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UC FRIENDS Project Manager



APPENDIX A (INVITATION)

19 July 2022

Student Affairs Directors

UC-Main, UC-METC

UC-LM, UC-PT

CTS-C

Dear Sir/Ma'am,

FRIENDS is a consortium of four (4) programme country HEIs from Europe and twelve (12) partner country HEIs from Asia, including the University of Cebu. The overall objective of FRIENDS is to strengthen the involved Asian university's internationalization capabilities and to develop their students' global competence through the purposeful integration of intercultural dimensions into the university's formal and informal curriculum.

The University of Cebu Office of the Vice Chancellor for Business Development and Innovation will be hosting the **face-to-face UC FRIENDS Final Report Card Day on August 12, 2022 from 2:00 PM to 3:00PM at UC – Banilad Bloomberg, 7th Floor.**

The FRIENDS Final Report Card Day aims to collect up-to-date feedback from project internal stakeholders on project progress and impact so far. The university senior managers, faculty members, administrative staff in the areas of student services and international cooperation and students are invited and will be asked to fill out a report card during the event.

Attached herewith is the Programme.

Your presence will be much appreciated. Together, let us make the University of Cebu to become a place of **#FirstChoice** in the **#MindsoftheWorld!**

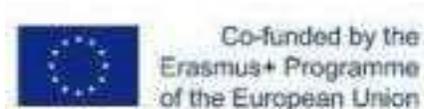
Thank you!

Respectfully yours,



Dean Ofelia G. Mana

Vice-Chancellor for Business Development and Innovation
University of Cebu



APPENDIX B (PROGRAM)

ERASMUS+ PROGRAMME, KEY ACTION 2 CAPACITY BUILDING IN HIGHER EDUCATION

Furthering International Relations Capacities and Intercultural Engagement to Nurture Campus Diversity and to Support Internationalisation at Home (FRIENDS)

University of Cebu, Philippines

FINAL REPORT CARD DAY

PROGRAM OF ACTIVITIES

FRIDAY, 12 AUGUST 2022 02:00
PM - 04:00 PM

Emcee and Moderator:

SEQ	TIME	ERT	ACTIVITY
1	2:00 - 2:10 PM	00:10:00	Opening Ceremony Invocation Philippine National Anthem The University of Cebu Hymn Welcome Remarks Dean Ofelia G. Mana VC for Business Development & Innovation
2	2:10 - 2:30 PM	00:20:00	FRIENDShIP Today and Beyond! – Sir Lean <ul style="list-style-type: none"> • Presentation of activities conducted since its inception up to the present • Sustainable activities to look forward to



4	2:33 - 2:48 PM	00:15:00	Solidifying FRIENDShip. Sharing of Memories. <ul style="list-style-type: none">● Video Presentation of UC Boot Campers in Bulgaria highlighting their experiences in IACD MOOC, Digital Storytelling, and Boot Camp Journey<ul style="list-style-type: none">○ UC Bootcampers● Live Testimony from Faculty in handling IACD MOOC and Digital Storytelling<ul style="list-style-type: none">○ Miss Maria Issa Guillen, College of Hospitality Management● Live Testimony from the General Education Coordinator<ul style="list-style-type: none">○ Mr. Rodello Lauron● Sharing of Thoughts regarding the Adopted Indigenous Community<ul style="list-style-type: none">○ Ms. Edilyn Lopez
5	2:48 - 2:58 PM	00:10:00	Open Forum
6	2:58 - 3:08 PM	00:10:00	Responding to the Final Report Card Survey
7	3:08 - 3:15 PM	00:07:00	Closing Photo-Op



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