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## **EUA Conference in Turin, 3-5 June 2004: Charting the course between public service and commercialisation: Prices, Values and Quality**

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*Higher Education is facing new challenges from globalisation, rising commercialisation, widening of access, stagnating or reductions in public funding and the increasingly transnational nature of education. These developments exert great pressure on institutions, forcing them to look for new sources of funding and to reassess their relationship with the State.*

### **Reconciling commercialisation and academic core values**

The second EUA conference in 2004 focuses on the social relevance of Higher Education and research for the development of a European knowledge society. It aims to identify the values and principles essential to universities in order to respond to these emerging trends and address operational implications.

### **Ensuring quality learning outcomes in a changing Higher Education environment**

Universities have a fundamental role to play in the creation of a dynamic knowledge based economy. Education and the formation of a highly trained workforce are crucial to economic development. However, universities also have a historical responsibility to society: to educate the next generation of citizens and promote innovative thinking and research.

### **International speakers**

The Turin conference, co-organised with the Association of Commonwealth Universities,

and hosted by the University of Turin on the occasion of its 600th anniversary, will feature international academics and speakers including David Ward, President of the American Council on Education and Maria Grazia Siliquini, Undersecretary, Italian Ministry of Education, University and Scientific Research.

**Group discussions** will examine the institutional implications of the pressures of globalization through the themes of

- *Educating an engaged citizenry*
- *The changing academic community Research*
- *Teaching*
- *Stakeholders*
- *Improving educational quality for a diverse student body.*

International **case studies** will also be presented in order to illustrate how universities are adapting to the new pressures of globalization.

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The European University Association, as the representative organisation of both European universities and the national rectors' conferences, is the main voice of the higher education community in Europe. With over 700 members in 45 countries, EUA promotes through its policy and project work the development of a coherent system of European higher education and research.

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