

# Hungarian Educational Research Association

## Strategic Plan

This document sets out strategic priorities and an action plan of HERA, the implementation of which is intended to lead to the achievements of these objectives.

After the regime change in 1989, policies in educational research have developed in considerably varied ways. At present there are so many isolated organizations, resources and practices available in the education sector in Hungary. Although there is appalling misunderstanding among the relevant stakeholders of the sector research policies have gained more political and cultural importance than ever before. The significance of such changes heightened by the recent establishment of networks in wider academic communities outside the educational research areas.

One of the most important arguments for the reestablishment of our Association is to provide a forum for all individual researchers at all level through events, seminars, conferences, networks and websites. We strive to exploit our already existing expertise more efficiently.

To address this aims we are providing infrastructure, member services and policy development as well as an effective structure and operational functioning. The principle of collaborating networking and capacity building which are the core elements of the strategic plan has obviously wider influence on issues of common concern.

Last year the key development was the establishment of the structure and functioning of the Association. We launched a google e-mail list for ongoing communication before we finalized our construction. It has worked perfectly as a tool to maintain contact and exchange ideas. The Association however plans to develop a website into a resource base and a multilevel forum. It will improve knowledge transfer and exchange among members and others with an interest in educational research through discussion on current issues, preparation for joint projects and dissemination of findings. Our first event, an arrangement of educational research forum to discuss the policy proposal for higher education, has attracted much attention and many HERA members were involved in the development of our suggestions to the government.

Members of the HERA are predominantly academic staff. Although HERA has a key role to play in operation and conduct of educational research within higher educational institutes, researchers have a relatively marginal position to disseminate and apply their findings for the common good. Therefore the main concern of the association is not so much to ensure the quality which otherwise has been enhanced and reviewed by the academic infrastructure and traditions but the development of capacity building, services, policy development and networking.

Four core themes are outlined here to provide the basis for the work of the Association in response to the needs of members and stakeholders.

- operation and structure
- capacity building
- member services
- policy development

## **Organizational efficiency**

The aims set out above should be pursued through the suitable construction, maintenance and review of an efficient organizational structure and functioning. The structure and the operation of the Association have been developed to identify and address relevant issues facing the Association and our members. We intend to improve our own operational efficiency through being sensitive to our members' needs and creating working groups for specific issues.

We believe that HERA should not be seen in isolation. Therefore we are concerned with the altering landscapes of organizations in education sector when we define organizational efficiency. It is essential to provide a framework for development of joint projects and services.

To reach this aims we want to establish effective ways of working and remain flexible and adaptable to challenges as well as good practices. We also find it vital to monitor and review our plans and operation on an ongoing basis to ensure success and relevance. The implementation of member services and the development of partnership supported by the infrastructure and capacities of the Association will lead to sustain and enhance in high quality educational research.

## **Capacity building**

Hungarian educational researchers on the one hand have to live in isolation concerning dissemination and application of information; on the other hand they also have to face with the issue of insufficient capacities and infrastructure. Without providing sufficient research infrastructure, the adaption of good practices and maintenance of quality cannot be ensured as well as efficiencies cannot be maximized for stakeholders and for the sector as a whole. Therefore capacity building is crucial to the ongoing maintenance and development of educational research.

To address the issue of capacity building the Association set out the following objectives:

### ***Aims***

To maintain an effective infrastructure to support and encourage members in their professional development

To maintain an effective system for underpinning our work and meeting our aims

### ***Implementation***

Create a network of special interest groups to serve particular issues and interests in the most effective manner

Liaise with relevant stakeholders throughout the educational sector to address specific aspects of infrastructure

Develop and use existing experiences and expertise within the Association

## **Membership services**

One of the most important aspects of strengthening HERA's research infrastructure is the development of membership base and of membership services. We strive to enable our members, stakeholders, and a public to sustain, develop and share educational research. As an individual membership organization HERA place services to members at the heart of its work.

## ***Aims***

To develop suitable services in respond to the needs of membership

To provide events, conferences, seminars, resources and databases to address issues of concern to members and the wider academic community

To support networking and carrier development for members within and outside the organization

## ***Implementation***

Facilitate networking opportunities between individuals and organization including international research associations and provisions for postgraduate students and new researchers

Support communication and publication opportunities to mediate findings for policy makers, practitioners and other researchers

Provide training and development for researchers at all level

Develop a database of educational organizations and representative bodies to enables the effective identification of knowledge and expertise for relevant networking

## **Policy development**

We are convinced that the development of strategic partnership work with stakeholders both within and outside the field of education plays a key role in our strategy as it provides a basis to build, enhance and expand capacity and infrastructure.

Since 1980 Hungarian education sector has had to face with substantially changing policy environment. HERA is in central position to represent the views of professional staff engaged in educational research to a variety of audience. The Association aims to provide forum and consultation opportunities to promote communication among stakeholders bodies, practitioners and researchers. In this way HERA strives to find the best possible solution to the issues we are faced with.

## ***Aims***

To sensitively and efficiently respond to the changing and varied policy landscape

To contribute and actively participate in the generation of educational policies

## ***Implementation***

Use the expertise of networks to develop actively policies

Promote the use of educational research across a wider community through awareness raising activities

Use press and media strategies to raise awareness and increase the reputation of HERA throughout Hungary