Erasmus + Project No 561586-EPP-1-2015-1-RS-EPPKA2-CBHE-JP
Enhancement of HE Research Potential Contributing to Further Growth of the WB Region
Re@WBC

Ref. No and Title of Workpackage	WP3. Researchers trained on C&C and HRS4R
Title of Deliverable:	3.2. Creating and updating of databases and web sites for better transparency and information flow
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Status of the document:	Final
Document Version no and date:	v.03
Number of Pages	2
Dissemination Level	Internal

Abstract	The following is a report on the completion of activity 3.2 and its deliverables.

University web portal changes and improvements

Within the RE@WBC project lifetime, due to increase of mobilities and the urge for internationalization and improvement of visibility of the University of Niš, the webpage in English language has been reinforced to offer a wide range of information, meet the needs of potential and current mobility users and attract more students to come and study at the University of Niš. (link: https://www.ni.ac.rs/en/)

Now, the front English webpage is clear and transparent, and the visitors have no difficulties in finding the information they need. The information are generally dedicated to students since they are the most frequent users of the University English webpage. So, when they open the main webpage they can chose among different fields: first some general information about University of Niš, to get to know the University and the city "About University": https://ni.ac.rs/en/university, then about the faculties and the levels of studies within the field "Faculties": https://www.ni.ac.rs/en/faculties, international collaboration of the University to become acquainted with the international programmes offered at our University and the documents related to internationalization, academic agreements, international associations, etc. within the field "International Cooperation": https://www.ni.ac.rs/en/international-cooperation. All English webpage visitors can reach University Management and Secretariat within the field "Contact": https://www.ni.ac.rs/en/contact

After getting to know some general facts about University, students can go to the fields that offer more detailed information about the specific aspects of studies and student life. Such, within the field "Studies and Admissions" (https://www.ni.ac.rs/en/studies-and-admission) students can find the following information, first about the courses within the concise flyer: https://www.ni.ac.rs/en/images/univerzitet/Flyer_for_international_students.pdf, about types and levels of studies: https://www.ni.ac.rs/en/studies-and-admission/studies/types-and-levels-of-studies, about grading system at the University of Niš: https://www.ni.ac.rs/en/studies-and-admission/studies/grading-system, the detailed course catalog can be reached both from the field "Studies and Admission" and from the main page through the following link "Course Catalog": https://www.ni.ac.rs/en/studies-and-admission/studies/course-catalogue. Within the field "Studies and Admissions" again, students can also find more information about Enrolment process: https://www.ni.ac.rs/en/studies-and-admission/enrolment/enrolment-full-degree-programmes, Serbian Language Courses that are offered for free: https://www.ni.ac.rs/en/studies-and-admission/studies/courses-of-serbian-language. To make the process and procedure of mobilities easier University of Niš appointed both academic and administrative mobility contact persons at each Faculty of the University and their contacts can be reached within the field "Studies and Admission" under the "Contact Persons": https://www.ni.ac.rs/en/studies-and-admission/studies/courses-of-serbian-language.

After students get to know the academic aspect they can get acquainted with practical things about student life within the field "Student Info": https://www.ni.ac.rs/en/student-info. Within this filed they are offered the following information about Arrival And Registration: "How to get to Niš": https://www.ni.ac.rs/en/student-info/arrival-and-registration/how-to-get-to-nis, "Arrival Dates and Registration": https://www.ni.ac.rs/en/student-info/arrival-and-registration/arrival-dates-and-registration, "Residence Registration" with the detailed instructions and legal

procedures for registering with the police for residence and visa: https://www.ni.ac.rs/en/student-info/arrival-and-registration/residence-registration, "Enrolment – Full-degree students": https://www.ni.ac.rs/en/studies-and-admission/enrolment/enrolment-full-degree-programmes and "Enrolment-Exchange programmes" that can also be reached from the main page: https://www.ni.ac.rs/en/studies-and-admission/enrolment/enrolment-exchange-programmes.

The other field within the "Student Info" is dealing with specific things about "Living in NIš" with the information about: Accommodation: https://www.ni.ac.rs/en/student-info/living-in-nis/accommodation, Meal Plan Options: https://www.ni.ac.rs/en/student-info/living-in-nis/meal-plan-options, Healthcare (Insurance): https://www.ni.ac.rs/en/student-info/living-in-nis/healthcare and the Transport in Niš: https://www.ni.ac.rs/en/student-info/living-in-nis/transport-in-nis.

Within "Student Info" students can find useful links for Services and Information: for University facilities and organizations (Library for example): https://www.ni.ac.rs/en/student-info/services-and-information/university-facilities, contacts for Student Organizations: https://www.ni.ac.rs/en/student-info/services-and-information/student-organizations, the main tourist attractions and sights in NIš: https://www.ni.ac.rs/en/student-info/services-and-information/sights, and some practical and very useful information about climate, currency and emergency telephone numbers: https://www.ni.ac.rs/en/student-info/services-and-information/climate-currency-emergency-phone-numbers.

At the bottom of the main page of the English webpage there is a link to Guide for Foreign Students where students can find all information at one place: https://www.ni.ac.rs/en/images/univerzitet/UNI%20GUIDE%20for%20International%20Students.pdf.

In the past, the website visitors had difficulties in finding the relevant information about the Calls for applications for mobilities and promotions. Now that part has been improved. In both categories of content thorough analysis was undertaken and the content was optimized and tagged in favor of search engines. After implementation of SEO steps, both information are put on the main page of the University Serbian webpage and are more visible and transparent "Stipendije I konkursi": https://www.ni.ac.rs/novosti-i-dogadjaji/stipendije-i-konkursi. Also, the link for each call is forwarded to the faculty that is included in the Call, for example: https://studenti.filfak.ni.ac.rs/oglasna-tabla/stipendije-krediti/item/674-konkurs-nemackog-univerziteta-sarlanda. All the invites, started to receive increased traffic form the academic community, and after a while larger number of candidates. Also, all the published calls "KONKURS" were marked with appropriate tags. Tags were user related, so that users could reach page where all the invites were announced, and could easily and intuitively filter out user specific content (#student for students, #staff for staff, etc.).

After initial analysis it was also clear that the improvements had to be made in several parts. University staff needed clear procedures and communication channels between rectorate, where initial step takes place, and faculties and their staff. University IT department introduced tailored ticketing platform which follows candidates' application from day one. University mobility contact persons create files

with a candidate's documents and forward them with appropriate status changes to the faculty mobility contact persons. No case was lost or delayed after introduction of this system. The platform can be reached only with a personal password at the following page: http://mngt-inter.junis.ni.ac.rs

All the steps taken increased visibility of the announced information. That brought us more candidates, competition and therefore higher quality of the candidates.