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COMPASS
Towards European University
Lifelong Learning in Moldova



ACADEMIA DE
MUZICĂ, TEATRU
ȘI ARTE PLASTICE

**STRATEGY OF LIFE LONG LEARNING (LLL)
OF THE ACADEMY OF MUSIC, THEATRE AND FINE ARTS
FOR PERIOD 2021-2024
(DRAFT)**

ELABORATED:

VICTORIA TCACENCO, MANAGER OF COMPASS PROJECT AT AMTAP,



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- **LLL AT THE ACADEMY OF MUSIC, THEATRE AND FINE ARTS (AMTAP):
ACTUAL SITUATION, GENERAL REVIEW, PROBLEMS IDENTIFIED**

HISTORY:

LLL exists for many specialties from the culture domain.

- We offer individual courses for all specialties (music, theatre, fine arts etc.) on demand, but majority were symphony conducting and opera directing (**requalification**). (2 years, 120 ECTS). The studies price is quite expensive because of the individual character of teaching).
- Our target group is people with music education and practical experience, who would like to get knowledge in another music domain. As a successful example we can mention 2 students from USA who studied *nai* and *dulcimer* at AMTAP on the requalification base.
- We prepared 3 opera directors, and 3 symphony conductors. At present we have string instruments student who has music pedagogy specialization and tends to complete education as string instruments performer.
- In 2016-2017 we taught conductors of music ensembles from the Cultural Houses as well as culture Houses directors (about 20 persons). Studies of the Cultural Houses director have been covered by the local administration.
- In 2017 the Ministry of Education, Culture and Research adopted a decision aimed to support LLL in all HEI from Republic of Moldova on project base for pedagogy specialty, because our legislation presume that every 5 years (now every 3 years) all teachers are participate at the courses of the continuing education.

ACHIEVEMENTS:

AMTAP prepared study plans for 2 specialties; Music education and Choir Conducting/Amateur Ensemble Conducting. The Ministry covered financial expenses related to teaching these 2 groups (15 and 21 persons respectively). In academic year 2019-2020 3 specialties have been approved (Music Education, Choir Conducting/Amateur Ensemble Conducting, Preschool Music Education) (21, 15, 22 persons respectively).

All programs have been authorized and the certificates have been released by the National Agency of Quality Assurance in Education and Research (July 2019). In 2019 AMTAP organized courses for choreographers paid both by individuals and by the National Choreography College (15 persons)



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MARKETING:

Information is posted on the AMTAP and the Ministry web pages (for courses financially supported by the Ministry), social media, alumni AMTAP, networks formed from preschool and school institutions

Information is posted on the AMTAP <http://amtap.md/event/vizita-de-studiu-la-universitatea-catolica-din-louvain-la-neuve-belgia-in-cadrul-proiectului-compass/>

Information posted on AMTAP web page [www.amtap.md](http://amtap.md) (see: <http://amtap.md/event/vizita-de-studiu-la-universitatea-catolica-din-louvain-la-neuve-belgia-in-cadrul-proiectului-compass/>)

Information about AMTAP LLL courses are posted on the Ministry of Education, Culture and Research of the Republic of Moldova web pages (see: <https://mecc.gov.md/ro/content/centre-de-formare-continua-0>; [https://mecc.gov.md/sites/default/files/academia de muzica teatru si arte plastice 0.pdf](https://mecc.gov.md/sites/default/files/academia_de_muzica_teatru_si_arte_plastice_0.pdf))

Social media: <https://www.facebook.com/Catedra-Pedagogie-Muzicala-AMTAP-369966650053562/>; Facebook page of AMTAP; Alumni network of music pedagogy department of AMTAP, <http://amtap.md/department/catedra-pedagogie-muzicala/>.

Information about LLL courses is disseminated among former students both groups and individuals (aprox. 100 persons).

Information is usually spread among teachers of preschool and school institutions, music and art schools, which whom we signed a Partnership Convention (about 35)

CHALLENGES:

- Absence of the LLL Center on the institution level;
- the actual structure of the section of *Frecventa redusa si formare continuă* (1 head of the section and an assistant), who don't have necessary competencies, conditions, financial resources;
- Lack of the prepared administrative and academic staff for LLL;
- Lack of necessary technical equipment;
- Lack of the abilities to use on - line instruments and tools. The situation has been partially changed during Covid-19 quarantine, when our teachers started massively to use on-line instruments (Google Class, Google Meet, Zoom, FB, Messenger, e-mail, Viber and WhatsApp etc.) Meanwhile, this period identified a lot of problems incl. absence of skills of on-line teaching among older generation of teachers (who dominates in our academic staff) as well as other problems connected with documentation, absence of

informational system within institution, insufficient mechanisms to control students' work etc.

- We need to do marketing studies in order to identify our target groups, cultural domain demand;



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• SWOT ANALYSES

STRENGTHS

- A wide range of courses at AMTAP faculties; part of them might be easily adopted for online or blended learning
- A part of academic staff are prepared to LLL, have an experience in online tools using (40%)
- Majority of students (95 %) are good in IT and could participate in online and blended learning
- General teaching experience could help in lectures shaping and structuring, in good visual presentation of material;
- For some specialties we have interested students from Romania; in case of elaborating courses and programs based on online and blended learning we can get a more students from abroad;
- A resource might be developing programs for Master's and Doctor's Degree, based on blended learning. The structure of these levels might be easily adapted to new requirements.

WEAKNESSES

- lack of understanding that our courses can be offered to different groups of population, not only students via correspondence.
- Absence of a special structure (LLL Department)
- Absence of qualified staff for this department
- Financial resources are not planned for this type of activities
- An old-fashioned and narrow concept on LLL among academic and administrative staff



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• SWOT ANALYSES

OPPORTUNITIES

- Human resources. Some teachers who are ready to study, understand that LLL is a new perspective in their profession career, a new source of income esp. in situation when the number of offline students becomes less and less which each academic year.
- Technical and educational support offered by COMPASS which gives us opportunity to equip LLL Centre and Ligaphonic Room, to train our teachers, to elaborate and implement a strategy
- Opportunity to study the LLL experience of our COMPASS project partners in Moldova and EU.
- Possibility to restructure actual structure of the section of *Frecvența redusă și formare continuă* to LLL Center on the institution level;

THREATS

- Specific of artistic education: a lot of courses (like instrument, ensemble, orchestra etc.) cannot be taught with the maintaining teaching quality, communication quality, sound quality etc.
- Lack of understanding what LLL courses will be demanded by large layers of Moldovan population.
- Lack of marketing tools aimed to identify requested courses and types of study (online. Blended etc.)
- A wrong marketing strategy can result that new LLL courses elaborated we'll not be demanded. We already have one case of this type: a couple years ago composers Ghenadie Ciobanu offered a new specialization (*Composition in popular music*) presuming that it will attract a lot of students, but 2-3 years later there are no those who would like to study. Meanwhile the resources have been consumed (curricula and study plans elaboration, specialization approving procedures at the Ministry etc.)
- A sick level of elaborated courses because of the professors' resistance or in case if they will not be involved in training process.



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IV. PRIORITY DIRECTIONS OF LLL STRATEGIC DEVELOPMENT

1. Creation of a viable model of LLL Department
2. Capacity building/technical equip of LLL Department
3. Capacity building/academic and administrative staff training
4. Production: courses elaboration and maintenance on national/international level
5. Marketing strategy implementation
6. IT assurance for LLL processes/procedures (MOODLE, Wi-Fi, Internet, etc.)
7. Legal aspects of LLL Department functioning

1. CREATION OF A VIABLE MODEL OF LLL DEPARTMENT

- Restructuring existed LLL structure
- work in new conditions organization
- management of the processes related to LLL courses elaboration
- management of the processes related to LLL courses implementation
- Quality monitoring of offered courses

2. CAPACITY BUILDING/TECHNICAL EQUIP OF LLL CENTRE

- Purchase all hard and soft for LLL department instrumentation
- The permanent work of the equipment assurance
- Purchase and installment of Linguistic Centre

3. CAPACITY BUILDING/ACADEMIC AND ADMINISTRATIVE STAFF TRAINING

- changing the vision of the management and the academic body of AMTAP regarding LLL (by organizing conferences, online advertisement, involving academic and administrative staff in LLL activities etc.)
- Strengthening the capacities of the academic and administrative staff regarding LLL (courses, trainings, working visits, exchange of experience with national and European universities)
- Application of financial incentives to teachers who elaborated LLL courses



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IV. PRIORITY DIRECTIONS OF LLL STRATEGIC DEVELOPMENT

4. PRODUCTION: COURSES ELABORATION AND MAINTENANCE ON NATIONAL/INTERNATIONAL LEVEL

- Offering different forms of LLL: requalification (long-time courses), short-term courses, summer schools etc.
- Offering different types of evaluation (with ECTS, without ECTS)
- Use of different teaching methods (on line, off line, blended courses, individual and group teaching etc.)
- Work with individual and corporate clients

5. MARKETING STRATEGY IMPLEMENTATION

- attracting specialists in marketing, market analyses
- Attracting alumni, colleagues from different levels of artistic education as focus groups
- conducting marketing research on the territory of the Republic of Moldova
- using marketing tools for LLL courses promotion in Moldova and abroad

6. IT ASSURANCE FOR LLL PROCESSES/PROCEDURES (MOODLE ETC.)

- to use the latest achievements in the IT field for the implementation of the LLL strategy at AMTAP
- equipping the department with the respective equipment, capitalizing on Moodle, staff training)

7. LEGAL ASPECTS OF LLL CENTRE FUNCTIONING

- Adapting the legal framework and internal AMTAP documents to the needs of LLL
- elaboration of an AMTAP LLL Regulation
- Legal approval of the courses of the Ministry of Education

TO BE CONTINUED.....