

Activity 1: SWOT analysis

		Topic assessed: Collaboration Media and Learning Unit - Faculty of Educational Sciences KU Leuven	
		Helpful in achieving the objective	Harmful in achieving the objective
Internal Factors	Strengths	Weaknesses	
	<ol style="list-style-type: none"> 1. Research ideas for master's thesis come from practitioners 2. Practitioners follow courses in the Faculty of Educational Sciences 3. Funds available within the university for innovation of education 4. Direct and active dialogue between researchers and practitioners 5. Concrete projects and common development tasks for researchers and practitioners 6. Exchange of ideas 	<ol style="list-style-type: none"> 1. Cooperation is mainly informal and based on personal activity and interests 2. Contacts are based on personal relationships and therefore vulnerable 3. There are no researchers within the university specialised in the combination new media-lifelong learning 4. Research and development of educational use of ict and new media is located within the Faculty of Educational Sciences, but there are many innovative practices in other faculties as well 5. The dialogue within the own university is rather limited 	
External Factors	Opportunities	Threats	
	<ol style="list-style-type: none"> 1. Concrete cooperation in the field 2. Common development projects 3. Research support for development projects 4. Due to a positive experience of joint collaborative work the researchers involved can be seen as future developmental partners of the Media and Learning Unit 	<ol style="list-style-type: none"> 1. Dialogue remains minimal, and is based on individual contacts and cooperation 2. No structures available for further development of dialogue 3. Lack of time make interaction difficult 4. Use of ict in lifelong learning remains marginal 5. Due to financial restrictions there is less time for experimental settings where both researchers and practitioners are involved 	