GLOBAL UBT FEST REPORT 2020

UBT - UNIVERISTY FOR BUSINESS AND TECHNOLOGY

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1.0 BRIEF EVENT DESCRIPTION

This report details the findings from a one-month event called Global UBT FEST 2020! Held virtually, using UBT digital platforms (due to COVID19 pandemic situation), from July 6th to August 6th, 2020, the event's concept was to contribute to the future of resilience, innovation, and sustainability by bringing together leading scholars, academics, and students in various fields. Developed on the principles of open exchange of information and cross-border learning, this academic festival was designed to provide inspiration to the network by means of 30 International Summer Academies (9th edition), 25 Forums and Summits, 25 Events and Entertainment, 15 Hacking and Competitions, and many Expo and Start-Up Zones.

1.1 International Summer Academies

International Summer Academies aimed to combine practice and theory where students would be able to strengthen the knowledge they have and manage to create new competencies that would help them in their future careers. Meeting new people and participating in many activities is the best thing one can do in today's modern world. Therefore, university students and all motivated high-school students were encouraged to apply.

1.2 Forums and Summits

The forums and summits were organized as part of the International UBT Fest 2020 in order to unite participants and explore topics of interest. In these forums / summits, participants could learn a lot from the expertise of the presenters, share with others their ideas on elaborate issues, and discuss about the latest trends in various fields.

1.3   Events and Entertainment

Events and entertainments section of the International UBT Fest 2020 included both fun and practical activities through which participants were able to experience high quality exciting entertainment and challenging activities.

1.4   Hacking and Competitions

In light of the current coronavirus pandemic, various UBT faculties have organized attractive competitions. Hacking and competitions are organized within the International UBT Fest 2020 in order to unite people and challenge themselves. During these activities, participants could learn a lot from the expertise of the presenters, share their ideas on the elaborated issues with others, and learn about the latest trends in various fields, especially technology.

1.5   Expo and Start-Up Zones

At UBT Fest, we have also welcomed innovators and talents in order to tackle the big challenges that the global industries are facing. We have fostered a starting platform for entrepreneurs to connect, showcase their potential and explore growing opportunities. As an exhibitor at International UBT Fest 2020 participants have had the opportunity to present their exciting new products and services to a targeted audience, increase their brand exposure and meet virtually with their current and future clients and partners!

Moreover, Global UBT FEST 2020 has created solutions to optimize app publishing processes and to make it easier to optimize apps for a higher visibility to the worldwide audience. Therefore, students and other app designers have had the opportunity to present their apps. There were different possibilities to present apps:

- If it was still in the development phase, participants could create a video explaining what the app does and why they chose to conceptualize it.

- If it was under the testing phase, they could have a survey filled by testers and general audience after using the app and represent the findings in the form of a video or presentation.

- If the app already existed and it was being used by many people, they could tackle discussion topics in a way that, by the end of the presentation, a higher number of audiences would be ready to check out the app.

2.0 PURPOSE AND SCOPE

UBT continuously aims at developing professional and academic competencies, in line with European and international standards, in order to enhance competitiveness, economic, social development and international integration. The need for a professional leader is a daily requirement. This means that for those who know the profession well, their prospects are open all over the world. We are working every day with the aim of providing students with 'amazing learning' in order for them to develop their personal and professional skills. That is why, nine years ago, we decided to take one step further and design the International Summer Academy, so that students have even more opportunities to become highly professionally prepared, committed to work, develop a high degree of creativity and innovation, build partnerships with others, enhance intercultural and interdisciplinary skills and much more. The International Academy has become a tradition now and it takes place every year.

However, this year we have decided to expand our traditional Summer Academies to something greater called Global UBT Fest 2020. The scope and purpose of this academic festival was to:
- provide educational opportunities to students during the summer months
- familiarize participants with UBT as a higher education institution
- help students to develop leadership skills that help them both socially and in an academic setting
- teach time management and other 21st century study skills
- understand specific best practices, through training and demonstration of them in authentic settings
- supplement academic instruction with enrichment activities that are relevant and engaging to students
- network with other participants

This year, due to the pandemic situation of COVID19, everything had to be organized virtually. Therefore, participants could also develop new and enhance existing digital skills such as the use of various online platforms, familiarization with AVR etc. Moreover, some participants could use this opportunity to find new ideas for working with or thinking critically about digital technologies and seek opportunities to explore them, while others could recognize skills they have already developed.

3.0 RESPONSIBILITY

Each academy had a person responsible to coordinate the International Summer Academy and delegate tasks accordingly.

	International Summer Academy	Academy Coordinator
1	Architecture and Spatial Planning	Mimoza Sylejmani
2	Art and Digital Media	Fitore Isufi
3	Career Orientation	Halil Bashota
4	Computer Science and Engineering	Edrina Gashi
5	Cyber Security and Privacy	Blerton Abazi
6	Dentistry	Vjosa Hamiti
7	Economics, Finance, Banking, and Insurance: Risk Assessment and Evaluation (EFBI)	Nehat Dobratiqi
8	Education and Development	Alisa Sadiku
9	Energy Impact in Economic Development and Online Education (in distance) During the Pandemic	Besa Veseli
10	Entrepreneurship and Innovation	Nehat Dobratiqi
11	Facing the Face News as Hybrid Threats	Hajdi Xhixha
12	General Medicine	Elirjeta Beka
13	Information Systems	Arta Abdullahu
14	Integrated Design	Cennet Lika-Sebil Spat
15	IT Law	Jorida Xhafaj / Njomeza Zejnullahu / Reisa Imami
16	Linguistic and Culture	Alisa Sadiku
17	Mechatronics and Management	Erjon Ameti
18	Media and Communication	Adnan Merovci / Anisa Rada
19	Modeling and Simulation	Edrina Gashi (connected to Academy 4)
20	Modern Music, Digital Production and Management	Aida Gjikolli
21	Nursing and Medical Technicians	Elirjeta Beka
22	Pharmacy	Egzontina Shabani

23	Political Science	Hajdi Xhixha (connected to Academy 11)
24	Professional Academy	Besnik Skenderi
25	Human Resilience in the face of Adversity: Overcoming the effects of COVID-19"	Vjollca Pllana Shahini
26	Resilience in Infrastructure Transport Facilities and Civil Engineering Field	Visar Krelani
27	Robotics USA	Arta Abdullahu
28	Smart Agriculture, Innovating Sustainable Development of the Agrifood Industry	Kujtim Lepaja
29	Sport, Health, and Society	Masar Gjaka
30	Sustainability and Real Estate Management	Nehat Dobratiqi
31	Sustainability and Tourism	Visar Krelani

Academy coordinators had the following responsibilities:
- Planning the academy from start to finish according to requirements, target audience and objectives.
- Implementing academy plans and concepts.
- Handling logistics.
- Obtaining permits.
- Coming up with suggestions to enhance the event's success.
- Being in charge of assigning speakers.
- Approving all aspects before the day of the event.
- Ensuring event is completed smoothly and step up to resolve any problems that might occur.
- Analyzing the event's success and prepare reports

The International Relations Office, together with the Rector, had the following responsibilities:
- Creating the event proposal for Global UBT Fest
- Designing material to be used for the preparation of the event

- Communicating with staff and maintaining a work relationship with coordinators of each academy
- Supervise all summer academies
- Managing and overseeing events
- Communicating with the media team to create effective promotions
- Anticipating and planning for different scenarios
- Delegating event planning tasks to other staff members where necessary
- Preparing the certificates for participants of each academy
- Developing event feedback surveys.
- Analyzing the event's success and prepare reports

Rector:
Edmond Hajrizi
IRO Staff:
Lirigzona Morina
Ensar Bajrami
Medina Beselica
Ereza Mehmeti

The media group had the following responsibilities:

- Develop, implement and manage the social media strategy
- Manage and oversee social media content
- Measure the success of every social media post
- Stay up to date with the latest organizations of events
- Communicate with media professionals and influencers to create a strong network

Media Group staff involved:
Blerim Gjinovci
Jehona Kapllani
Anisa Rada
Florend Bajrami

The IT group, had the following responsibilities:

- Installing and configuring computer hardware, software, and systems needed
- Monitoring and maintaining computer systems and networks
- Responding in a timely manner to service issues and requests
- Providing technical support
- Setting up accounts for new users
- Repairing and replacing equipment as necessary
- Testing new technology

IT Group staff involved:
Betim Gashi
Arton Jashari

The Web group had the following responsibilities:

- Writing well designed, testable, efficient code by using best software development practices
- Creating website layout/user interfaces
- Integrating data from various back-end services and databases
- Gathering and refining specifications and requirements based on technical needs
- Be responsible for maintaining, expanding, and scaling the site
- Cooperate with web designers to match visual design intent

Web Group staff involved:
Mirlinda Reqica
Eltis Sulejmani
Rijad Bivolaku

4.0 WHO ATTENDED?

In total, 3972 have applied to be part of different Summer International Academies, excluding other events organized within Global UBT Fest such as forums, hacking, and other events that were open to everyone and no registration was needed. From the total number of applicants, 1972 have applied through the Google Form provided, whereas the rest have applied via Eventbrite. Following are data generated from Google Form applications:

COUNTRIES WHERE APPLICANTS CAME FROM
Kosovo
Albania
Montenegro
Serbia
Germany
North Macedonia
Switzerland
Pakistan
Australia
Egypt
Poland
Turkey

INSTITUTIONS WHERE APPLICANTS CAME FROM
UBT - Higher Education Institution
University of Prishtina ''Hasan Prishtina''
University of Prizren ''Ukshin Hoti''
AAB College
Fama College
International School of Prishtina
University of Mitrovica ''Isa Boletni''
"Kadri Zeka'' University
British Council

ESLG College
International MAARIF Schools of Kosova
Rezonanca College
"Mehmet Akif" High School
Loyola Gymnasium
"Xhevdet Doda'' High School
"Odhise Paskali'' High School
"Dr. Ibrahim Rugova'' High School
"Xhavit Ahmeti" High School
"Eqrem Qabej''High School
"Isa Boletini'' High School
"Gjon Buzuku'' High School
"Luciano Motroni'' High School
"Fehmi Agani'' Elementary School
"Skender Emrellahu'' Elementary School
"Ulpiana'' High School
"8 Marsi" Elementary School
"Rilindja''Elementary School
"Isa Boletini'' High School
"Dr.Shaban Hashani" High School
"Vellezerit Frasheri'' Elementary School
"Jashar Begu'' Elementary School
"12 Maji' Elementary School
"Naim Frasheri'' Elementary School
"Abdullah Shabani'' Elementary School
"Skenderbeu'' Elementary School
"Nesimi Elshani'' Elementary School
"Ismail Dumoshi'' Elementary School
"Nazmi Gafurri'' Elementary School
"Abetarja'' Elementary School
"Iliria'' Elementary School
"Liria'' Elementary School
"Zenel Hajdini'' Elementary School

"Deshmoret'' Elementary School
"Xhevat Berisha'' Elementary School
"Ramiz Cernica'' Elementary School
"Luigj Gurakuqi'' Elementary School
"Dr. Shaban Hashani'' Elementary School
"Rasim Kiqina'' Elementary School
"Ismail Qemaili'' Elementary School
"Azem Bejta'' Elementary School
"Cyril and Methodius'' University
"Keshtjella e Diturise'' Elementary School
"Hilmi Rakovica'' Elementary School
"Shkendija'' Elementary School
"Zekeria Rexha'' Elementary School
'"Jonuz Gora'' Elemenrary School
Bridge School
Sidi Education
Pearson
ILG School
Thomas Chirnside Primary School
Pedagogy Faculty - Skopje
''Flatrat e Dijes'' School
American University in Bulgaria
KV Libero
Istanbul University
Police Inspectorate of Kosovo
Freelancers

GENDER	
Female	70.6 %
Male	29.4%

WHERE DID YOU HEAR ABOUT GLOBAL UBT FEST 2020?	
Social Media	1286 (65.2%)
From a friend	624 (31.6%)
Television	68 (3.4%)
Others stated that they were informed via: email, dean of the faculty, university, website, and other.	

NUMBER OF APPLICANTS PER EACH SUMMER ACADEMY		
	International Summer Academy	Number of applicants
1	Architecture and Spatial Planning	284
2	Art and Digital Media	94
3	Career Orientation	102 (via Google Form) / 400+ (via email)
4	Computer Science and Engineering	59 (in Google Form) / 2000 (via Eventbrite)
5	Cyber Security and Privacy	148
6	Dentistry	47
7	Economics, Finance, Banking, and Insurance: Risk Assessment and Evaluation (EFBI)	89
8	Education and Development	526
9	Energy Impact in Economic Development and Online Education (in distance) During the Pandemic	146
10	Entrepreneurship and Innovation	101
11	Facing the Face News as Hybrid Threats	17
12	General Medicine	43
13	Information Systems	95
14	Integrated Design	116
15	IT Law	131
16	Linguistic and Culture	52
17	Mechatronics and Management	75
18	Media and Communication	56
19	Modeling and Simulation	50
20	Modern Music, Digital Production and Management	35

21	Nursing and Medical Technicians	181
22	Pharmacy	30
23	Political Science	17
24	Professional Academy	45
25	Human Resilience in the face of Adversity: Overcoming the effects of COVID-19"	159
26	Resilience in Infrastructure Transport Facilities and Civil Engineering Field	111
27	Robotics USA	(application was not open)
28	Smart Agriculture, Innovating Sustainable Development of the Agrifood Industry	74
29	Sport, Health, and Society	110
30	Sustainability and Real Estate Management	27
31	Sustainability and Tourism	40

5.0 PARTICIPANTS' FEEDBACK

Thanks to feedback forms, we can gather information and use it to build better events by increasing the efficiency and providing more valuable services. To ensure this, we have created participants' feedback forms that capture all relevant information. Below are just some comments that we have collected (via a Feedback Google Form) from 346 participants who were willing to help us with their valuable remarks regarding International Summer Academies.

What were your main expectations before the Summer Academy?
"Learn more about art"
"New skills, communication, debates"
"Maximal engagement and advancement"
"Gain new knowledge"
"To receive information about distance learning: the challenges, the advantages or disadvantages of online learning and many other things about this issue."
"To learn new things and benefit from the experience of the speakers"
"I had very high and positive expectations regarding the Summer Academy."
"I wanted to get some more knowledge through the honored professors who had the opportunity to conduct such great presentations and gave us debating opportunities."
"Gaining experience in education and development in the teaching process"
"It will be a valuable academy, with very good lecturers, and with very important information for dentistry."
"My expectations were to learn the terms of the main rules of law in the field of IT but this academy was beyond my expectations."
"Due to the pandemic which forced many activities to be canceled, I did not expect that a summer academy would be organized this year. So when I saw the announcement for the virtual organization, I applied immediately even though I was skeptical of how effective it would be. The only difference was the opportunity to visit places related to the respective topics taught in the classroom."
"My expectations were that it would be a training that would help me develop professionally. I am really glad I was part of the training."
"The expectations at the beginning were not very good, but in time I saw that it was really worth the time I allocated for this academy."
"I did not expect it to be so interesting and fun"

Were your expectations met by the Summer Academy? / A janë përmbushur pritshmëritë e juaja në lidhje me akademinë?

346 responses
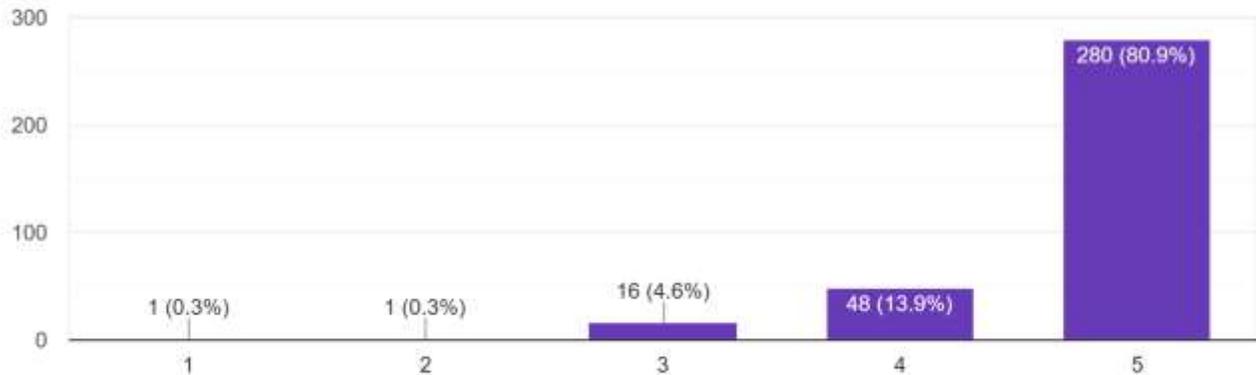
| If your expectations were not met, please tell us why? |
| --- |
| "The duration has been a bit short" |
| "The virtual form has made the practical part a bit difficult." |
| "I believe that the lectures covered were more general and were not sufficient for the topic" |
| "Interactivity had to be higher on the part of the participants." |
| "I would like more info about teaching techniques that we could use during dictation teaching." |

The workload was: / Ngarkesa ishte:

346 responses

Too high / Shumë e lartë
Appropriate / E përshtatshme
Too low / Shumë e ulët

90.2%
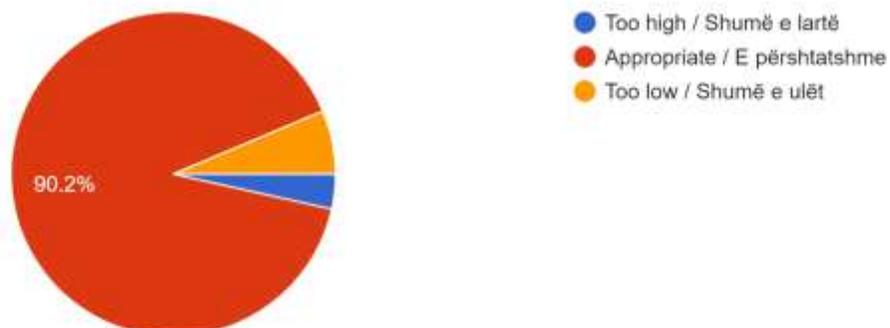
To what extent were you satisfied with the speakers or lecturers? / Në çfarë mase ishit të kënaqur me folësit dhe ligjeruesit?

346 responses
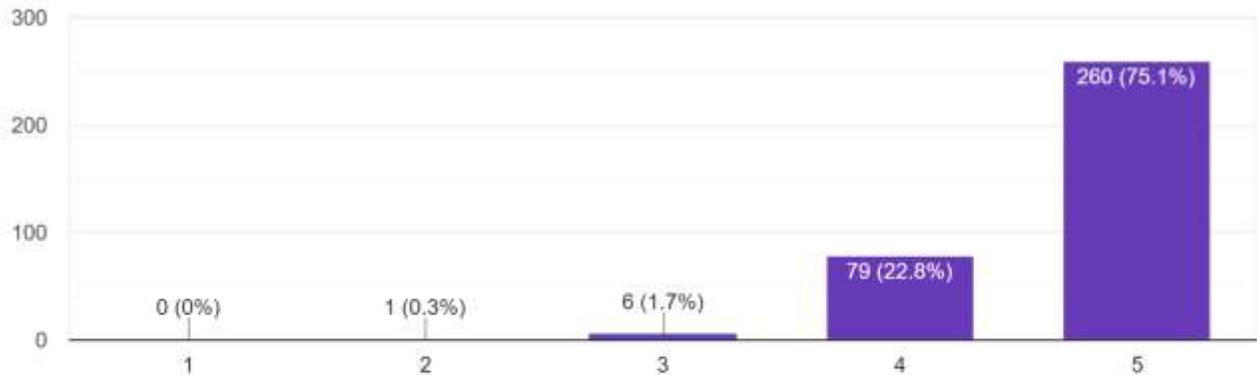
To what extent were you satisfied with the space for interactivity that was created by the speaker? / Sa keni qenë të kënaqur me mundësinë e bashkëbis... që ju është ofruar nga ana e ligjeruesit/folësit?

346 responses
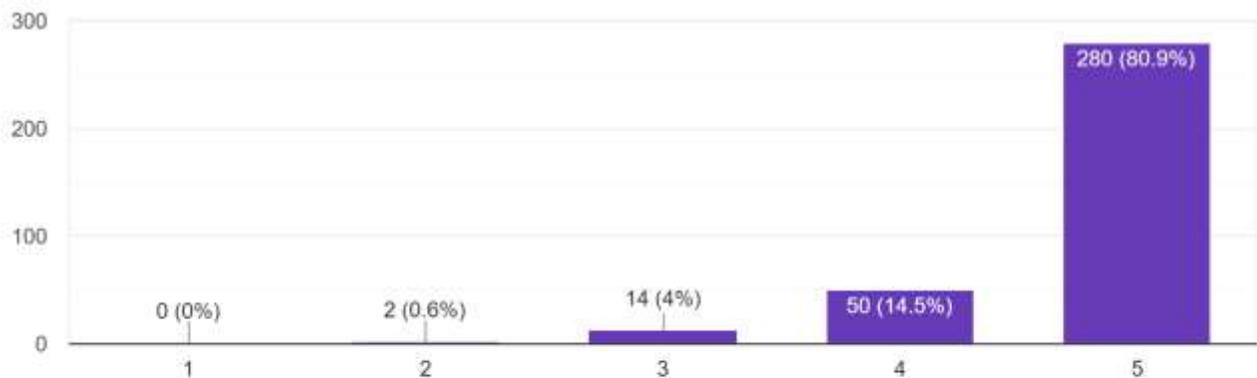
Has the used material during the academy been shared with you by the lecturer(s)? / A kanë ndarë me juve ligjeruesit materialin që e kanë përdorur gjatë ligjeratave/prezentimeve?

346 responses

- Yes / Po
- No / Jo
- Partially / Pjesërisht

11.8%
15.6%
72.5%
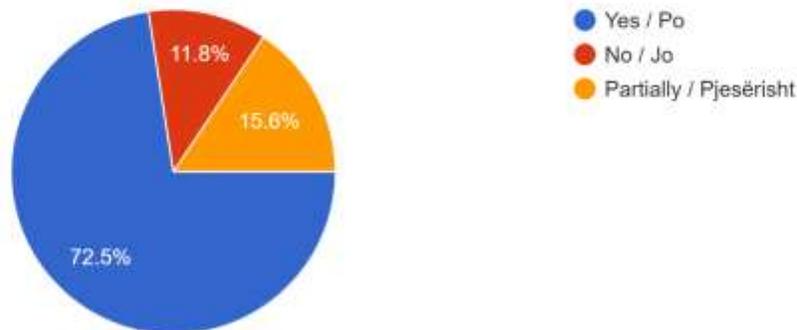
| Specify what you particularly liked or disliked during the academy: |
| --- |
| "I liked the way the professors lectured, although the topic we explained was not much of my interest, nevertheless I am immensely pleased." |
| "Everything, especially the knowledge gained about inclusive education" |
| "I liked everything, but most of all, the answers given by the professors (lecturers)" |
| "I really liked the topics covered, as well as the interactivity and the possibility of interaction between the organizers and the participants." |
| "Without specifying anything specifically, I liked every element of this Summer Academy." |
| "Everything was fine, except for distance learning which was caused by the pandemic. I think the classical (classroom) system would be better!" |
| "Overall, it has been very good. The lecturers were professional and clear. It was very favorable for us students to be part of such academies." |
| "All the specifics of the EFBI academy were essential and detailed in the proper and correct information provided to us. Thank you." |
| "I liked the space for joining the conversation, the speakers were from all relevant fields, sharing professional experiences." |
| "I liked the interaction between professor-student. As well as the readiness of professors in clarifying questions by students." |
| "The topics covered are topics that are not addressed during the academic years, which increases students' curiosity and makes it attractive to participate in these activities." |

Overall organization of the Academy / Organizimi i përgjithshëm i akademisë
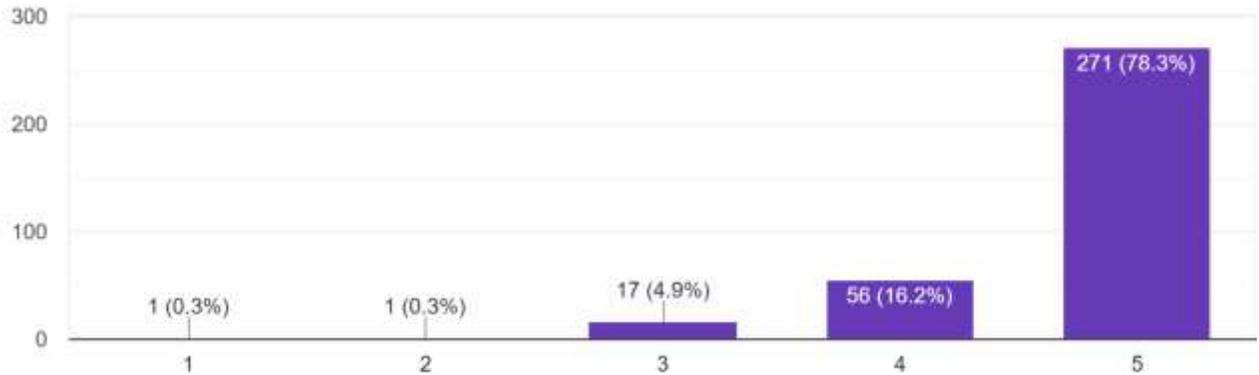
346 responses

Bar chart values:
- 1: 0 (0%)
- 2: 3 (0.9%)
- 3: 15 (4.3%)
- 4: 55 (15.9%)
- 5: 273 (78.9%)
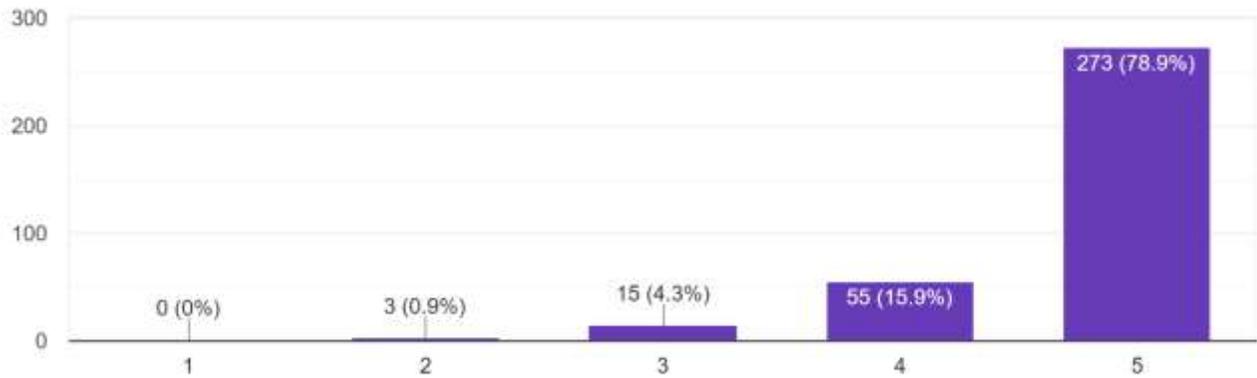
Announcement and promotion of the Academy / Njoftimet dhe promovimi i Akademisë

346 responses

Bar chart values:
- 1: 3 (0.9%)
- 2: 8 (2.3%)
- 3: 13 (3.8%)
- 4: 32 (9.2%)
- 5: 290 (83.8%)
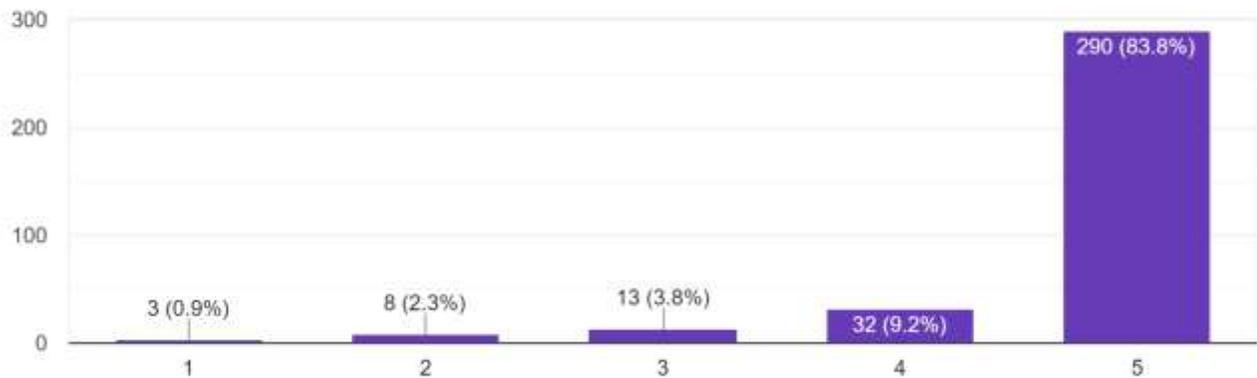
Structure of the Academy / Struktura e akademisë

346 responses

Availability of course material / Qasja në materiale të akademisë

346 responses
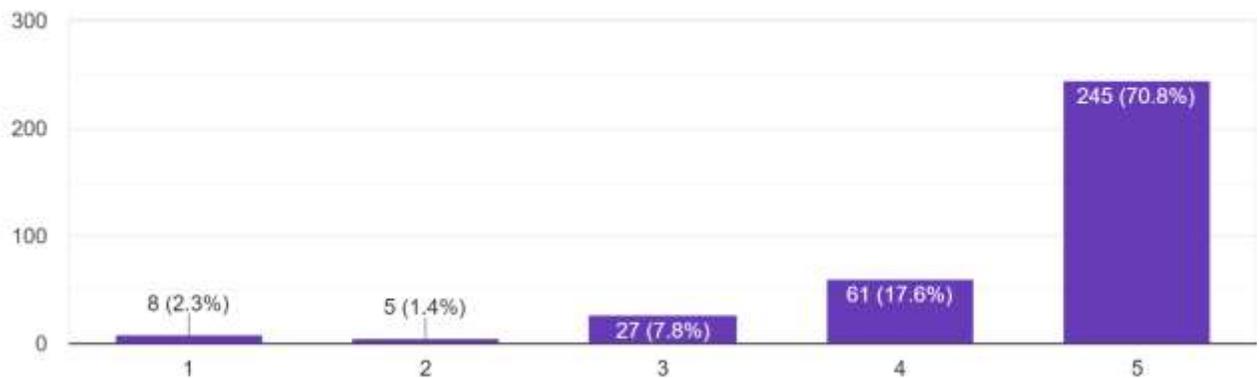
UBT Virtual Platform / Platforma Virtuale e UBT-së

346 responses
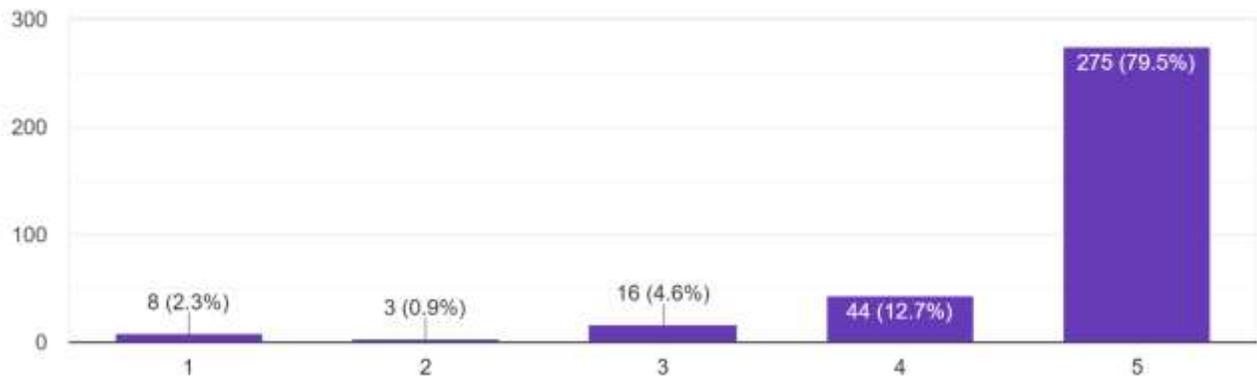
The length of the Summer Academy / Kohëzgjatjen e Akademisë Verore

346 responses
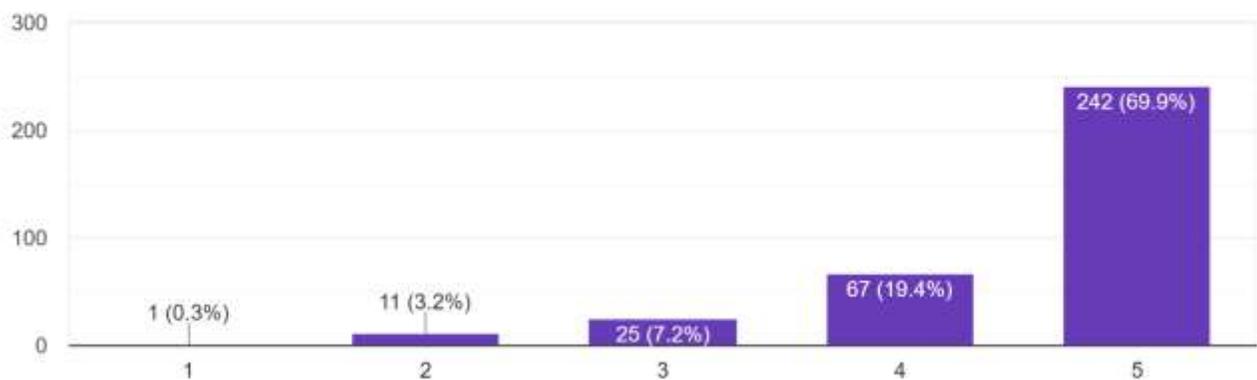
Would you recommend Global UBT Fest to your colleagues/friends? / A do të ja rekomandonit Global UBT Fest kolegëve/shokëve?
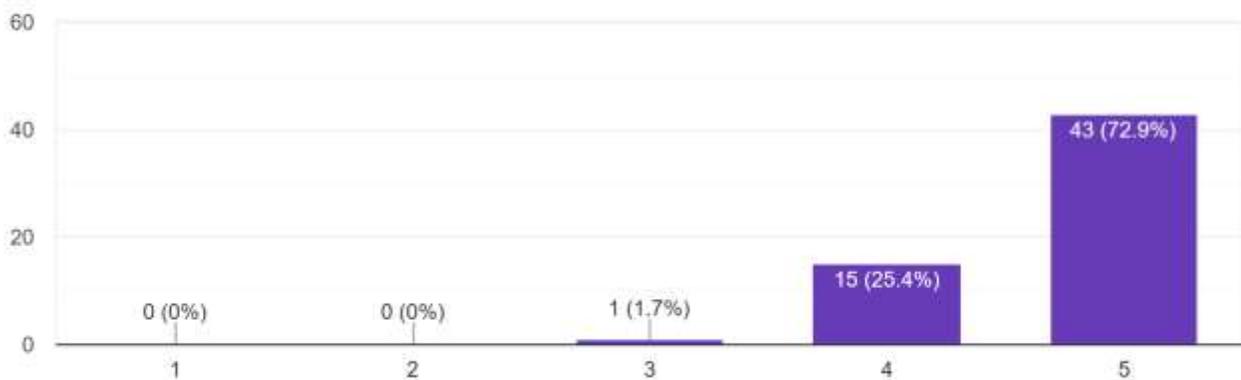
342 responses

- Yes / Po
- No / Jo
- Maybe / Ndoshta

97.1%
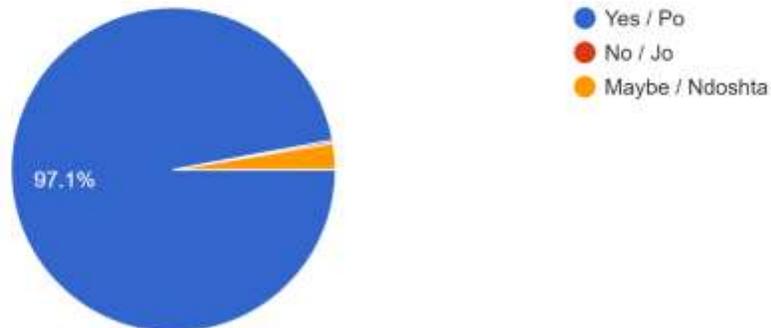
If you would design the Summer Academy next year, what would you change, include, or leave out?
"Inexperienced and unemployed young people should be given more space"
"Nothing. You were perfect on my part. Congratulations on organizing."
"There are always opportunities for the best but it has been very good and I probably would not change anything."
"I would include more modules"
"I would not change anything, but over time, after further analysis any additional innovations would be welcome."
"Lecture duration and project structure"
"I would make it mandatory because every such seminar or platform has positive aspects in one's profession"
"I would not change anything except for sharing the material with the students in order for them to have access to those presentations."
"To be longer or be organized in such a way that we all speak for a certain duration and time"
"Personally, I think I would have extended the days of the academy, slightly shortening the agenda during the day, taking into account the daily obligations of everyone may have."
"Time extension, because some topics have been of interest to expand even further."
"I would give students more information about some events, as i noticed that many had no idea what was going on."
"Nothing from the academy, except I would remove some participants who on the first day were interested in certification."

6.0 SPEAKERS' FEEDBACK

Similarly, speakers were also asked to fill out a Feedback Google Form to provide their constructive feedback about their participation in any of the Summer Academies, and share insights on what could have been better. Below are just some comments that we have collected (via a Feedback Google Form) from 59 speakers who were willing to help us with their valuable remarks regarding International Summer Academies.
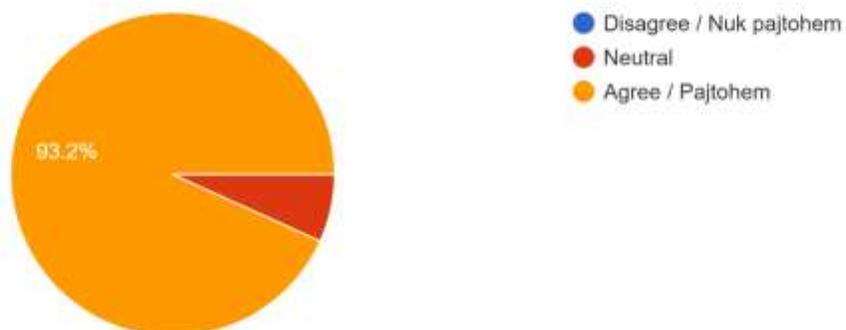
Please indicate how satisfied were you with the overall session(s) that you have delivered? / Sa ishit të kënaqur në përgjithësi me ligjeratën/ligjeratat që i keni mbajtur?
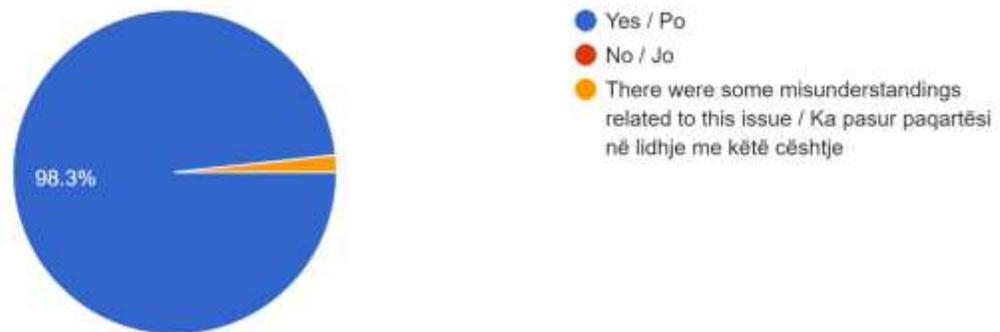
59 responses

The day was structured and well organized / Dita ishte e strukturuar dhe organizuar mirë

59 responses

- Disagree / Nuk pajtohem
- Neutral
- Agree / Pajtohem

Were you informed on time about the timetable and your responsibilities by the responsible person of the academy (coordinator)? / A jeni infor... personit përgjegjës (koordinatorit) për akademi?
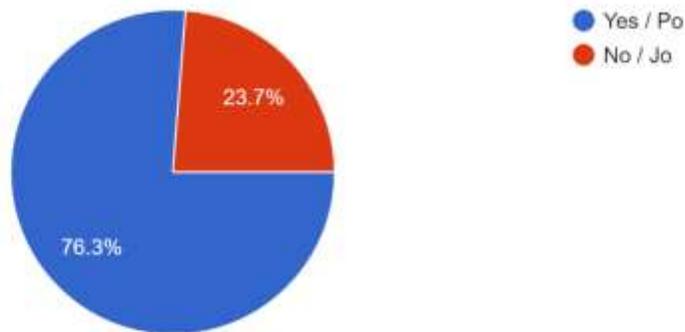
59 responses

- Yes / Po
- No / Jo
- There were some misunderstandings related to this issue / Ka pasur paqartësi në lidhje me këtë cështje

98.3%

Have you had enough time to cover the material that you have planned? / A keni pasur kohë të mjaftueshme ta mbuloni materialin që keni planifikuar?

59 responses

- Yes / Po
- No / Jo
- To some extent / Deri diku

91.5%
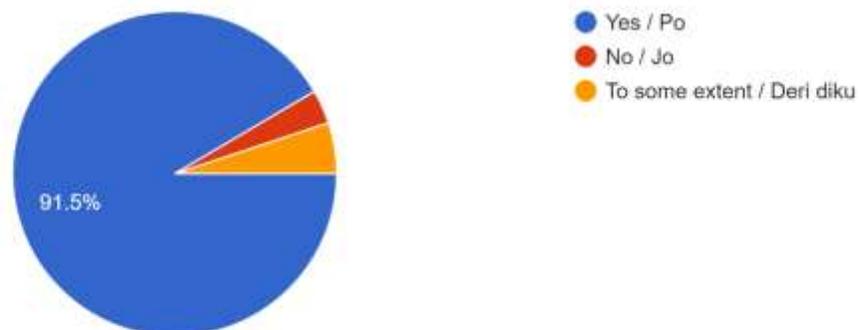
Have you shared the used material with participants after the session(s)? / A e keni ndarë materialin e përdorur me pjesëmarrësit pas perfundimit te ligjerates/prezentimit?
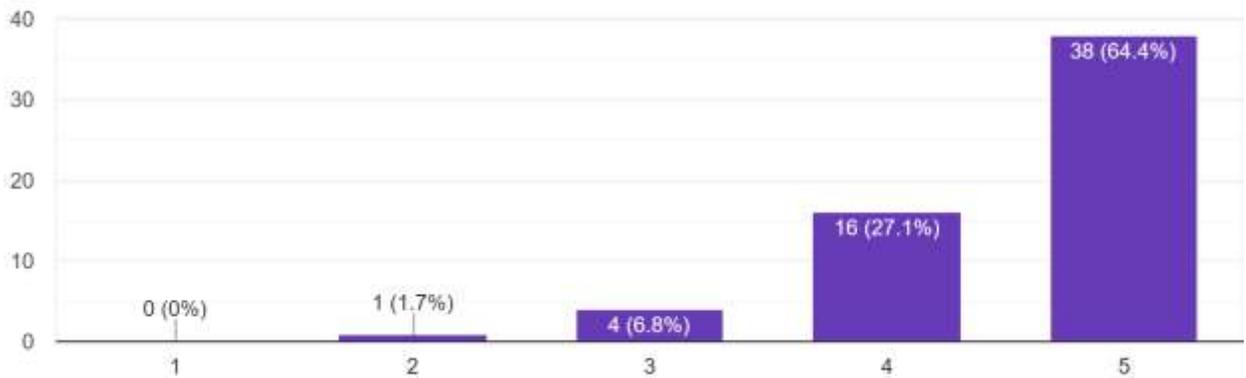
59 responses

- Yes / Po
- No / Jo

76.3%
23.7%

To what extent were you satisfied with the virtual platform that has been used for lectures/presentations? / Sa ishit të kënaqur me pla...ale e cila është përdorur për ligjerata/prezentime?

59 responses

0 (0%) 0 (0%) 1 (1.7%) 16 (27.1%) 42 (71.2%)
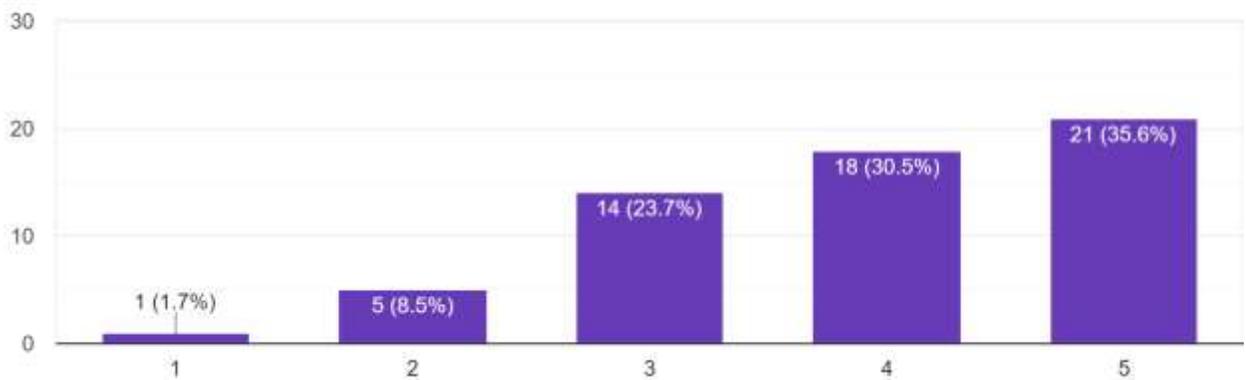1   2   3   4   5
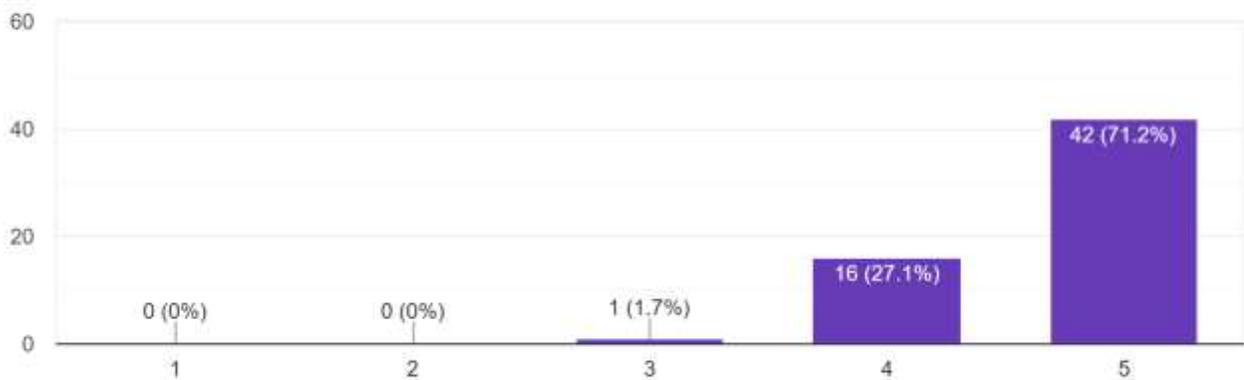
To what extent were you satisfied with the promotion of the academy? / Sa ishit të kënaqur me promovimin e akademisë?
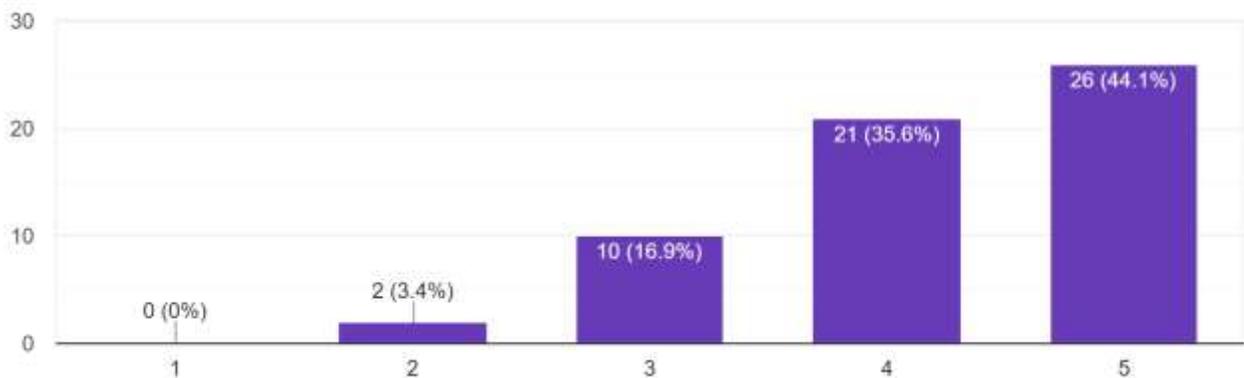
59 responses

To what extent were you satisfied with the number of participants? / Sa ishit të kënaqur me numrin e pjesëmarrësve?
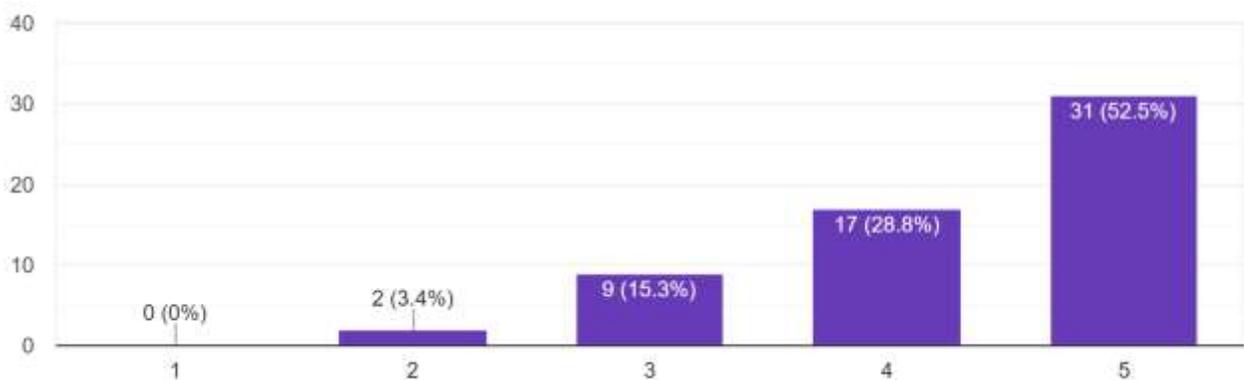
59 responses

To what extent were you satisfied with the academic level of participants? / Sa ishit të kënaqur me nivelin akademik të pjesëmarrësve?
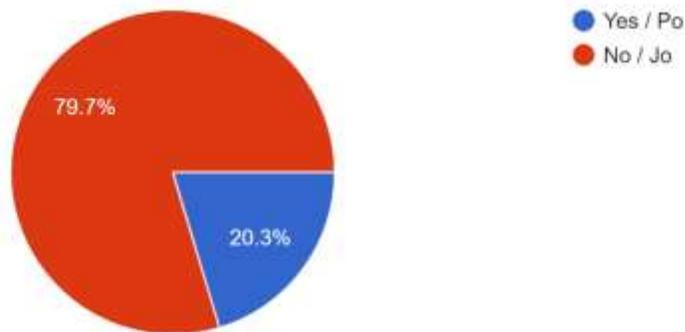
59 responses

To what extent were you satisfied with participants' interaction? / Sa ishit të kënaqur me bashkëpunimin e pjesëmarrësve?
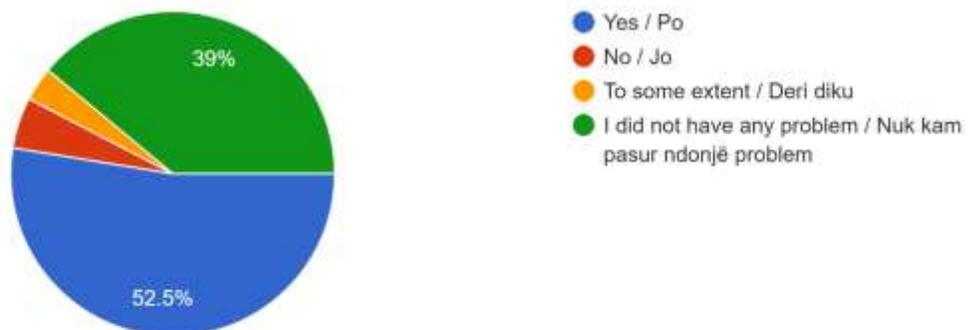
59 responses

Have you experienced any technical problem while delivering your session(s)? / A keni pasur ndonjë problem teknik gjatë ligjeratave/prezentimeve që keni mbajtur?

59 responses

- Yes / Po
- No / Jo

79.7%

20.3%

Have you had continuous support about technical issues during the academy, if any? / A keni pasur mbështjetje të vazhdueshme në lidhje me problemet teknike gjatë akademisë, nëse ka pasur?

59 responses

- Yes / Po
- No / Jo
- To some extent / Deri diku
- I did not have any problem / Nuk kam pasur ndonjë problem

39%

52.5%

In a paragraph, please explain your overall experience with your session(s).
"It was a pleasure to share my doctoral study experiences with other teachers. Such academies should be organized twice a year to address all issues that teachers encounter during the academic year, e.g. the first and second semesters. Perhaps this would help them think of methods, techniques and strategies that they can apply in inclusive education."
"Really satisfied. I have reached my objectives"
"It was a very interesting session. The information provided was very useful and helpful. The participants, staff and students, were very involved in the discussions."
"The experience was satisfactory; the topic was interesting but the results were modest because for the module in question students should have increased competence in terms of culture in graphic design and application of multidisciplinary tools and methods."
"Pleasant experience and hopefully fruitful for the participants!"
"The organization was good, but it would have had better results, if the organization had started earlier, consequently the promotion - especially for the new faculties, which already need more promotion. However, a lot of work and teamwork has been done - I believe next year we as a faculty will be much better …"
"New experience for us as staff. At first, I was skeptical about the result, but I believe it was better than expected at first."
"At our Academy the topics were very relevant. The presentations were fruitful and informative. Despite the Academy being held online, the efficiency was at the right level. The topic I have presented I believe was welcomed because it is very current and touches the reality we are going through. Teachers should continue to be given the opportunity to exchange different ideas and experiences because it contributes to the unity towards the development and improvement of education in the country…"
"It was my pleasure being part of this Virtual Academy sharing a topic for which I saw a big interest from the participants, because it wasn't treated before and they wanted to be more informed about it."
"Almost all lectures have focused on the pandemic. Each lecturer has touched on the pandemic in terms of the respective explanation. I appreciate that we have learned the necessary lessons from the conclusions"
"Very positive and extremely well moderated."
"The experience was very good considering the group of students who were very interested in the topic that was discussed"

Other comments:
"In overall I would like to congratulate all the organizers for such interesting manner of sharing the knowledge and experience"
"UBT has made a tradition in organizing and I congratulate it for the successes"
"I think that the questionnaires should be a little clearer in some places but also to extend more questions, to take more or less the form of a survey among participants."
"Of course, it would be better for the Academy to be developed in an auditorium and not online."
"A big applause for the team spirit of the Coordinators with the Central Level Organizers of the Summer Academy, as well as with the IT team for their generous support."
"It was a very good experience"
"It was a pleasure to participate in this Academy and in the treatment of many current topics."
"There should be more participation from students and the academic part outside UBT."
"Possibly to be organized after the June Exam Deadline!"
"Always open to new ideas and improvement"