

GOETHE-LEARNING JOURNAL

Issue 1 | January 2022

Rediscover
further education

www.goethe-learningcampus.com

GOETHE
UNIVERSITÄT
FRANKFURT AM MAIN



Personal- und
Organisations-
entwicklung

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Editorial

Dear Readers,

More than 1000 employees are already using the [Goethe-Learning Campus](#) to develop their individual professional skills and to further their education.

With this new learning environment, our processes, systems and procedures have undergone significant change – entirely in line with a digital transformation. This is complex and far from easy. We are doing all we can to facilitate live operation for all learners as well as host everything in the best possible way.

So we're learning new things each and every day. Our digital staff development skills in the new learning environment are growing steadily, allowing us to offer you an appealing range of learning opportunities. This portfolio includes almost 250 hybrid (in-person and digital) opportunities to improve skills and engage in further training.

From seminars and e-learning courses to knowledge snapshot of the month or peer-to-peer exchange formats: Goethe-Learning Campus can offer a range of skills to numerous target groups – employees, managers or teachers from the worlds of administration and science.

With our Learning Journal, we want to bring you even closer to the new learning environment. Voices, stimuli and brief explanations make the diverse learning portfolio both visible and tangible. We hope to be able to pique your curiosity and show you that the Goethe-Learning Campus can form a major part of your own skills development process. Familiarise yourself with new learning formats and backgrounds, rediscover further education for yourself and/or your team and become part of the Goethe-Learning Campus community.

Lifelong learning starts now!

Katja Jäger
Department of Personnel and Organisational Development



A photograph of a sailboat on the ocean at sunset. The sun is low on the horizon, casting a golden glow over the water. The sailboat's mast and rigging are visible on the right side of the frame. The deck is white, and there are various pieces of equipment, including a large white container with black stripes. The sky is a mix of blue and orange.

The Goethe-Learning Campus

Travel: moving across a great distance
[to reach a specific destination].

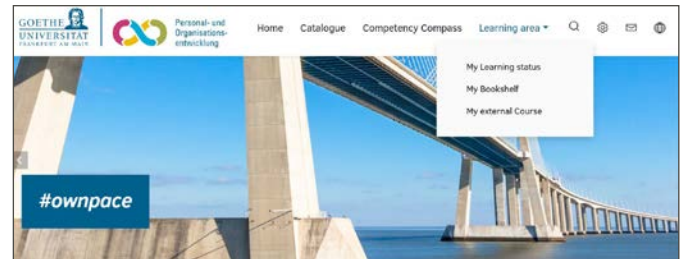
That's the definition provided by Duden.

I pack my suitcase and set off on my travels. Travelling, going on trips – who doesn't like that? And who doesn't like remembering their wonderful holiday experiences? Everyone travels according to their tastes: to a palm-fringed beach, to climb mountains or to backpack from one place to another. The possibilities of travel are endless, varied and diverse – just like lifelong learning! And just as when starting any trip, you need good preparation – where are you actually heading?

The same holds true for skills development and further education. What do you need, which goals, skills and competences are you trying to achieve, what exactly are you hoping to learn? The more clearly you define this question at the start, the more efficient your search for further education courses which suit you personally. And that's where the Goethe-Learning Campus comes in! With the Goethe-Learning Campus, we are interlinking digital technology with further education opportunities: hybrid, intuitive and diverse, as well as self-directed and usable by employees, managers and teachers at any time.

The focus lies on personal responsibility and your own learning.

The development of current and future skills has become more customisable. The technology on the Goethe-Learning Campus provides support with this, for example, in "My Learning Area". Here, learners receive an overview of the further education opportunities they have booked.



This creates personal learning histories, featuring both completed and future courses. Individual certificates or stored learning content can be downloaded at any time. Should you wish to refresh your knowledge, you can access e-learning courses in your learning area and work through them again. This allows you to direct, plan and track your own further education with ease.

No matter whether you're in administration, research or teaching, be you employee, manager or teacher: on the Goethe-Learning Campus, you are able to access precisely the offers which correspond to your own learning preferences and skills requirements from the wide variety of learning formats in the further education portfolio. The further education portfolio is particularly broad: from (online) seminars with colleagues, e-learning courses and self-directed learning with check-lists and reflective questions, to learning paths and certification courses.

The different TYPES OF E-LEARNING on the Goethe-Learning Campus

- **E-learning courses with the addition of "flash cards"** are an entertaining and compact form of learning content which supports the natural flow of reading.
- **E-learning courses with the addition of "video courses"** are particularly appealing for those learners who enjoy learning while guided by video, voice and sound.
- **E-learning courses without additional information** contain a broad mix of different learning elements and formats while also offering a more in-depth look at the topics in question.
- **Online seminars** are training sessions which take place live in a virtual classroom and focus on learning, sharing and interacting as part of a group.
- **In-person seminars** are live training sessions in a real seminar room on campus or on an external partner's premises.
- **Learning paths** are systematically coordinated offerings compiled for you by experts which focus on a common overarching topic and provide orientation.



New ways of learning

We were right in the middle of our digital transformation when we were suddenly overwhelmed by the pandemic. We had been working on digitising staff development beforehand and had already started making initial preparations for implementing the new learning environment. Our goal then was as it is now: to actively shape the digital transformation of learning and thus lifelong learning as a form of staff development at the Goethe University.

It goes without saying that we book train tickets online or use online platforms for different needs, be they private or professional. The digital world also opens up new opportunities for further professional development. Learning materials and opportunities to enhance one's skills can be accessed anywhere and are more easily available as well as significantly more transparent.

For those of us responsible for staff and organisational development, the "new ways of learning" mean a new alignment of our role. We are no longer merely responsible for creating, managing and delivering learning content. Rather, we are becoming learning and advice partners by developing an appealing and modern learning environment, by promoting self-directed learning processes with individual professional skills development for employees and by supporting networked learning communities at the Goethe University.

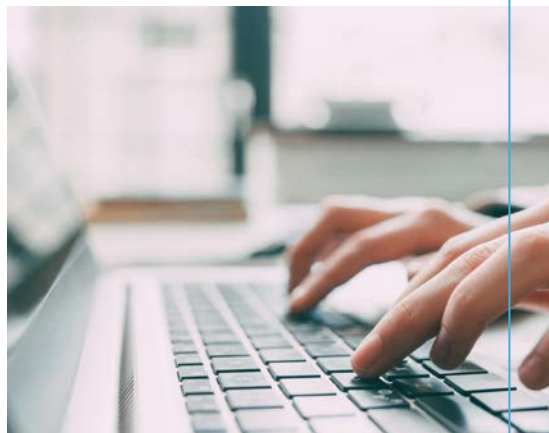
In line with these new ways of learning, we are constantly accessing new travel routes, and we invite you to get to know these new (learning) paths better.

New hybrid certifications

Hybrid certifications are new to our training portfolio. These can be included in a learning path. In other areas, we work closely with well-known partners and take into account both national and international standards when arranging certifications.

"Professional office management" learning path

Take a more structured, (time-) efficient and clear approach to a variety of office tasks: the "Professional Office Management" learning path includes (online) seminars, as well as e-learning sessions about working in an office. The focus is on three topics for which we offer appropriate (online) seminars and e-learning sessions: firstly, office and work organisation, as well as how this can be made more efficient using digital tools. Secondly, the topic of "communicating", for example by email or over the phone. And thirdly, good time and self-management to ensure confidence in coping with the various tasks. All courses can be booked individually free of charge. Anyone completing a certain number of compulsory and elective courses by the end of 2022 can even acquire the "Professional Office Management" certificate.





“Professional scientific communication” for scientists

It is becoming ever more important for scientists to move outside of their own scientific community. Writing specialist articles, making public appearances at events and the rapid change in the media landscape in recent years have opened up a wealth of potential opportunities for scientists to actively communicate their own topics and interests in public. Two entertaining online seminars which build on one another will provide participants with many practical tools and fresh concepts to allow them to communicate their own content and scientific results with precision outside the

scientific community. Should you as a scientist also wish to navigate social media with confidence, you will receive the necessary skills in the advanced seminar. These, together with other modules, result in a new, extensive learning path – with additional flexible advanced and qualification modules, from storytelling to video training. The training sessions have been implemented in cooperation with well-known lecturers, journalists and experts from the National Institute for Scientific Communication (NaWiK).

Certification as a project manager in accordance with international standards

Projects have become an integral part of the university landscape – and they play an important role at the Goethe University as well. For the first time, certification as a project manager in accordance with international standards is being offered. This pilot project is being implemented in cooperation with the well-known training company TÜV SÜD.

The certification course – recognised in accordance with ISO 17024 and Din ISO 21500 – consists of six days in total, divided into three modules each lasting two days. Project consultants, project coordinators, (junior) professors or managers with either current or future project responsibility are prepared for their role as successful project managers and are able to apply all the skills directly to their own project.

We offer the “Project management – basics and methods: planning and organising projects successfully” module for all employees who work and collaborate on projects. Here, you will receive a compact insight into the basics as well as all essential steps of successful project planning and organisation. The seminar can be credited towards a subsequent certification.



Knowledge snapshot of the month

From agile working to time management: with the digital knowledge snapshot of the month, we'll be providing anyone interested with fresh, entertaining and practical knowledge on a monthly basis.

For reading, listening or watching – every month features a new titbit with practical tips and ideas. Anyone who personally activates the service on the Goethe-Learning Campus will be notified by email automatically as soon as there is something new to sink their teeth into.



Did You know?

Learning from and with one another in the Goethe-Learning Campus community: collaboration and networks

Active cooperation and exchange are always part of our (online) seminars – it's how we learn from and with one another. That's why you'll find various collaboration and networking formats on the Goethe-Learning Campus, such as the "Mentoring Community Workshop" and "Peer-to-peer advice" for the tenure-track professors and manager target groups.

Virtual coffee bar

Based on "cafeteria roulette", we've launched the virtual coffee bar – an opportunity to connect with university contacts online in an informal setting. The format cannot replace a lunch together or a real cup of coffee/tea – but it can open doors for members of the Goethe community to get to know each other better and network more closely.



Employee and manager dialogues

Virtual dialogues complete the networking opportunities for employees and managers: together with HRpepper, we're developing and implementing content on individual work topics – such as "working with digital networks".

New dates and topics are being planned and will be published in the Goethe-Learning Campus. So, it will be worthwhile to visit the Goethe-Learning Campus regularly!



Rethinking leadership

N leadership, hybrid management and working, management at a distance, digital transformation: these are no longer empty phrases – rather, they are leadership skills that are necessary for directing changes in day-to-day management and that empower employees and teams for their (future) tasks and requirements. Situational action is required, because every manager, teacher and team is different.

Demand or encourage? Consistent or flexible? Self-directed or bound by instructions? Managers have to tackle these questions and they constitute part of the daily balancing act of prioritising.

New paths in leadership development

Leadership has become complex. That's why we've modified our leadership formats and support so that managers can construct their individual skills path from a modular portfolio.

In collaboration with various well-known management and training companies, we're constantly reviewing the topic of "leadership", while examining which adjustments we need to make and where.

This creates an appealing modular system with management tools and methods for managers and professors.

Compact leadership – for current and future challenges

The internal “Compact leadership” programme strengthens your own leadership compass over a period of one year and enables you to examine your own day-to-day leadership challenges from new perspectives.

“Compact leadership” is made up of an introductory and a final module, as well as five topic-specific modules. Each module deals with a specific aspect of the topic of leadership, stimulating topic-based ideas, offering an exchange of information on an equal footing and creating space for working on your own challenges.

The hybrid training settings support your own ways of working – for example “Management at a distance” or “Collaborative team management and work”. We consciously rely on interactive tools and methods for digital and in-person collaboration. In each module, there is enough time for important peer-to-peer exchange. This creates long-term, sustainable management networks. The successful management programme is implemented in cooperation with experts from Janus.



Classic peer-to-peer advice

It's not the method that's new – but rather the digital format. Peer-to-peer advice is a format in which colleagues (such as managers/teachers or project managers) advise each other on professional issues and key topics based on a given discussion structure and work together to develop solutions or a change of perspective. The entire process can either be externally moderated or moderated by a member of the group.



A growing group of tenure-track professors is already using these systematic advice sessions in the form of video meetings. The two-hour monthly format can easily be integrated into your daily routine and facilitates interdisciplinary and diverse peer-to-peer meetings. In the discussions, questions regarding management at a distance are discussed, with a focus on new (participatory) understanding of leadership, self-management or career development as a tenure-track candidate. The balance between professional and private goals is also discussed.

2022 will see additional programmes, including peer-to-peer advice sessions for new target groups, being planned – we'll keep you informed on the Goethe-Lerncampus.



The Goethe-Learning Campus community

What people are saying about the Goethe-Learning Campus

“Congratulations! I hope that these further education programmes receive the support they deserve.

“„The tool is very intuitive and modern – finally no more paper!

“I’m very impressed that such a small team has created something this great.

“Learning at non-specific times – great!
And continuing where you left off.

“I think the sharing with colleagues function is particularly good.

“I’m thrilled and will be telling all my colleagues.

“I am a fan! An appealing interface as well as extensive and convincing content.

What people are saying about the skills and further education portfolio

Compact leadership

” As a manager, you are often completely on your own – exchanging ideas with others is very beneficial and takes the pressure off, because leadership is demanding in all areas and doesn't happen 'just like that' in a totally problem-free manner. No one prepares you for this task; you have to grow into it. This is where the inputs, exchange and practical peer-to-peer advice are a great help.

Excel V (online seminar)

” The exercises are particularly important and useful to gain a direct understanding of what has been said. The fact that PPT and Excel files are available right from the start of the course and that you can 'participate' in everything all at once is also fantastic.

Time-saving method for Outlook (online seminar)

” I think the digital format of the further education opportunities is fantastic! It's easier to integrate into day-to-day work than a longer in-person event. I would be in favour of offering webinars in future, even if in-person events became possible again.

Peer-to-peer advice for the tenure-track professors target group

” Thanks to peer-to-peer advice, I have contacts who, on the one hand, are in the same situation as me as a tenure-track professor, which means that we were able to find common ground quickly. On the other hand, they bring their experience from totally different specialist fields and disciplines, allowing for a variety of ideas and approaches to solutions to come together and be discussed in a neutral setting. In my experience, the advice works very well both digitally and in person and I find that each and every session – whether I'm presenting the case or providing advice – is incredibly enriching and I take it as an opportunity to reflect on myself in my various roles.

Negotiating successfully in a crisis (online seminar)

” Working with my own case studies was successful, and the trainer's wealth of practical experience was particularly useful. By working on cases that were relevant to us, we were able to develop methods and techniques and use them straight away in our day-to-day work.

These participant voices are very motivating and show us that we have taken the right path. Would you like to share your experiences with other people?

Using the star-rating function, you can anonymously rate the categories of comprehensibility, level of difficulty, scope of content and structure once you have completed a course – a process you'll be familiar with from other portals. If you'd like to, you can also add a comment.

Just get started – and share your learning experiences with colleagues. You can find the “star-rating” function with the relevant course description.





Insights



2021 was an extremely busy year, but it was also an exciting and positive one for us – packed with changes and innovations! From the Goethe-Lerncampus' go-live to a new learning environment with a new skills portfolio, new digital learning functions, brand-new certifications and an ever-growing user base. All of this was brought to us by the transformative year of 2021.

Our new offering has also received recognition outside the university: in the summer, the Goethe-Lerncampus was awarded third place by an expert jury in the Personalmanagement Award (Personnel Management Award) in the non-profit/public service sector.

A huge success for us!

And the cumulative figures as of 30/11/2021 from our education review are proving us right:



1063

REGISTERED LEARNER



843

LOGINS PER MONTH ON AVERAGE



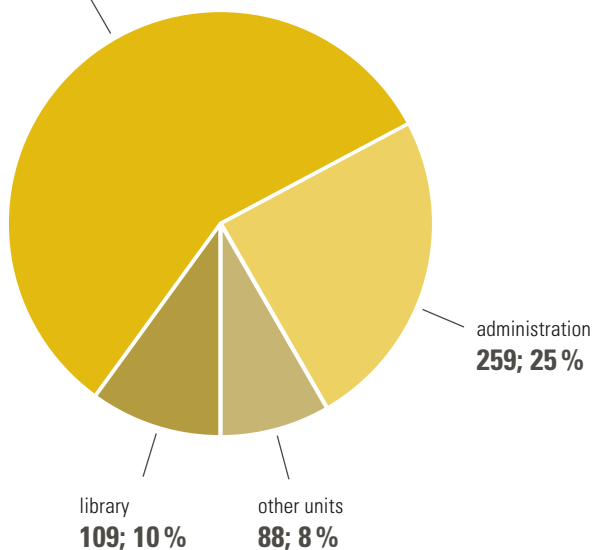
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BOOKED OFFERS

With well over 1,000 registered users, our first year exceeded all expectations. From all organisational units and status groups, colleagues from the Goethe University are registering for and accompanying us on new learning journeys. The usage rate is rising steadily and is clearly reflected in the increasing number of bookings for what we are offering. The hybrid diversity of our in-person and digital learning formats is being very well received by all the various target groups.

Registered learners by organisational unit
(absolut/in percent)

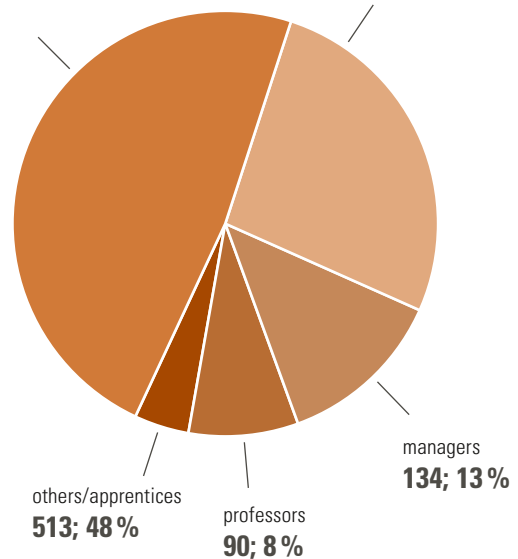
faculties 01–16
607; 57 %



Registered learners by status group
(absolut/in percent)

admin-technical staff
513; 48 %

scientific staff
284; 27 %



Outlooks



Everyone can digitise

In the future, across most industries and professions, the competent handling of digital technologies and web-based applications will become more important. Many employees therefore need a modified set of digital and non-digital skills.

We are absolutely convinced that everyone can digitise. With the new “Digitisation” certification, we want to support these new and necessary skills in 2022.

Coaching redesigned

Coaching is an integral and important part of our management development – as well as a very personal management tool which provides support when faced with increasing complexity and pace of change. We’ll be modifying the topic in the new year – Coaching 2.0. We’re looking forward to it!

Providing orientation

We are modifying our orientation day for all new employees. COVID has shown that a new format is needed that is flexible and available all year round, regardless of someone’s location. That is why we are developing new modules in the form of digital learning units, to enable people to get to know Goethe University better as an employer.

Interaction in the RMU Alliance

The three universities (TU Darmstadt, Goethe University Frankfurt, Johannes Gutenberg University of Mainz) cooperate when it comes to the further training of their employees and open up their internal further training programmes to one another. At selected events, there are free reserved places for employees of the collaborating universities and free spots are offered across all the universities. We will continue to develop the RMU Further Training Alliance in 2022.

Additional topics that we are further developing for the Goethe University include, for example, **conflict prevention and management**, and **project management**.

These, along with other topics and programmes, are there for all of us! For us as personnel and organisational developers, that means staying focused, on the one hand in order to do justice to users’ enquiries and needs, while, on the other hand, getting to know the Goethe-Learning Campus better ourselves as a complex IT learning system. Because only then can we make proper use of the learning functions and opportunities. After all, it’s our job to manage the live operation for users, host everything in the best possible manner and constantly rethink and implement further education. We can’t implement everything immediately – but there’s lots we can be thinking about already.

In 2022, we will continue breaking new ground and rediscovering further education. This applies to us all: lifelong learning starts now! So, it will be worthwhile to visit the Goethe-Learning Campus regularly!



Portrait

The HR, Personnel and Organisational Development department is a learning and consulting partner for ...

7 160

employees

16

faculties, and over

12

administrative and service units

5

campuses of the Goethe University.

The Personnel and Organisational Development department is always faced with the challenge of offering qualifications for tasks at the specific moment of need, but also with keeping an eye on future-oriented skills offerings, which we can use to support the strategic and organisational goals of the Goethe University.

Our range of services

includes ...

- 1.** Supporting the overarching development of personal and organisational skills of employees, managers and professors at the Goethe University.
- 2.** Orientation is provided here by our skills compass, as an overview of the relevant overarching skills.
- 3.** The skills portfolio covers:
 - Task-related interdisciplinary interaction skills on topics such as presenting and moderating, time management and self management, and communication.
 - Task-related management and administrative skills on topics such as project management, English language courses, office management.
 - Advising managers and professors on topics such as coaching, leadership training, or other development measures.
- 4.** Use of the digital Goethe learning campus for implementation of the skills portfolio with the aid of the skills compass, which is based on the overarching goals of the Goethe University.

does not include ...

- Special activity- and subject-specific knowledge and skills in teaching, science, research and administration. The responsibility for subject-specific qualifications and/or training rests with the relevant faculties and/or responsible departments or with the relevant supervisors. The HR, Personnel and Organisational Development department offers advice on implementing further training courses with the above-mentioned focuses.
- Topics outside the scope of the strategic and organisational goals of the Goethe University.

The Team



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Further information and advice can be obtained from the Goethe-Learning Campus:
www.goethe-learningcampus.com

Websites

Intranet:
www.uni-frankfurt.de/PEOHome

Internet:
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www.goethe-lerncampus.de

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