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Newsletter Vol. 1

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Fostering Opportunities, Resources, and Capabilities in AI for Effective Management of Higher Education Institutions

Partner



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About FORCE AI

FORCE AI is an Erasmus+ project committed to helping higher education institutions (HEIs) unlock the full potential of artificial intelligence (AI). FORCE AI's mission is to establish a new role – the AI Manager for Higher Education (AIM4HE) – as well as to develop and test the associated online training programme designed as a micro-credential.

FORCE AI's vision is that AIM4HEs will be enabled to lead AI integration and innovation across HEIs effectively and responsibly, thereby supporting digital transformation in higher education. In doing so, the FORCE AI transnational team, consisting of HEIs from Germany, Latvia, the Netherlands, and Türkiye, has been developing a range of educational resources and materials.

In this newsletter, we are pleased to present the very **first results of our project. Explore them and feel free to benefit from our findings.**

Research Report on Artificial Intelligence Integration at Higher Education Institutions: **Mapping Needs and Perspectives**



What is the current use of AI in HEIs? What skills are considered vital by educators and students when engaging with AI? What advantages and challenges are perceived as a result of AI integration in higher education? These and many other specific questions related to AI usage were explored through a transnational FORCE AI survey.

Nearly 390 participants across 13 countries took part in the online survey conducted between February and April 2025. In addition, qualitative focus groups with more than 40 educational stakeholders from four FORCE AI partner countries – Germany, the Netherlands, Türkiye, and Latvia – were conducted, aiming to validate the survey findings as well as to identify the competencies and roles required for effective AI integration in HEIs. As a result, a comprehensive research report on AI integration in HEIs has been produced.

Far from spoiling the reading of the report, but rather to offer a first appetiser of what to expect, the key findings include:

- AI is already widely used for teaching and content development
- Students are leading AI adoption
- Most higher education staff view AI's impact as positive, with minimal negative sentiment
- Ethical concerns, skills gaps among staff, and privacy risks remain key challenges
- Staff expertise is both the main driver and the main barrier to AI adoption
- There is a clear demand for the role of an AI Manager in HEIs.

The report and supporting materials, such as the questionnaire and raw data, are available free of charge on the FORCE AI website. Visit the FORCE AI project website and download the report in your preferred language.

[↓ Research Report](#)

Qualification profile

AI MANAGER FOR HIGHER EDUCATION

Drawing on the findings of the Research Report on AI Integration in HEIs, the FORCE AI team has designed a qualification profile for the AI Manager for Higher Education Institutions (AIM4HE). This profile comprises three core dimensions:

✓ **Job Profile**, detailing the responsibilities and tasks of an AIM4HE;

- ✓ **Competence Profile**, outlining the key competencies and skills required for this role;
- ✓ **Entry Requirements**, describing the qualifications, prior knowledge, and experience required for successfully performing the role of an AIM4HE.



Tasks

- ✓ Developing AI strategies
- ✓ Managing AI implementation projects
- ✓ Empowering university staff
- ✓ Fostering AI literacy culture



Competencies

- ✓ AI literacy
- ✓ Strategic Leadership
- ✓ Innovation & Change Management
- ✓ Ethics, Integrity & Social Responsibility
- ✓ Communication & Collaboration
- ✓ Capacity Building



Professional Qualifications

- ✓ Completed university degree (Master's or equivalent) in a relevant field
- ✓ Several years of professional experience in higher education or the digital sector
- ✓ Additional qualifications, e.g. in project management, data protection or AI ethics

To learn more about the specific competencies and tasks of an AIM4HE, visit the FORCE AI project website and download the narrative description of the AIM4HE profile in your preferred language.

↓ [AIM4HE qualification profile](#)

What's coming next?

Based on the developed AIM4HE qualification profile, the FORCE AI team will:

- Create a tailored AIM4HE curriculum
- Design a transnational AIM4HE micro-credential framework
- Develop the AIM4HE online training programme.

Stay tuned!

Program:

Erasmus+, Key Action 2 - Cooperation Partnerships in Higher Education

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Project's lifetime

October 1, 2024 – March 31, 2027

Project coordinator:

Fachhochschule des Mittelstands (FHM)

With kind support from



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