

# **A Framework on Developing Multimedia Skills and Competences for University Staff – the Case of Romanian**

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## **Abstract**

*The paper aims describing the framework for multimedia skills development for the case of the university staff. The need for this initiative is linked with the need of better support of the generations' dynamics by university staff, because it has been recognized that Millennials and generation Z students are addicted to multimedia resources. These are because of the educational background of the young generation, the progresses of technology and the digitalization transformation of the whole society. In addition, these will change the way university staff will need to operate in their local and/or regional communities, in dialog with their stakeholders to promote and disseminate their projects and achievements. The main parts of the paper are: (1) Presentation of the training needs of university staff; (2) An inventory of existing programs, infrastructure for education, research, service providing in multimedia education in Romania; (3) Provide a possible framework for multimedia competences development and implementation for Romanian universities. The presented approach is partially founded with the support of the MUST project (Multimedia Competencies for University Staff to Empower University - Community Collaborations, 2020-1-RO01-KA203-080399).*

**Keywords:** Multimedia, skills, university staff, education framework, training needs, MUST project