

# Communicating with prospective, current and former students

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# Erasmus Mundus Association

- Association of students and alumni of Erasmus Mundus Master & PhD programmes
- Founded in 2006
- Many members are active and stay active for a relatively long period of time

## Our goals:

- To offer an international **professional and personal network** for Erasmus Mundus students and graduates
- To **promote Erasmus Mundus** as a European programme of excellence and contribute to the successful internationalisation of higher education
- To **foster international careers** of Erasmus Mundus graduates
- To provide a **channel of communication** for students, alumni, universities and the European Commission
- To give potential students **recommendations** based on the experience of previous generations

# Communication with members

- Coordinator and Team has overall responsibility for communication activities and deliver (some) content and input
- EMA's service provider, ICUnet AG, is operational and delivers communication services
- 4 examples...


# Emanate magazine

- 2 printed editions pr. year sent to home addresses of members
- News about EMA and European HE
- Themes: Cultural differences, climate change, dancing, globalisation...
- Content primarily produced by EMA members
- Purposes: Creating an EMA/EM identity, sharing experiences (positive as well as negative)



# EMA newsletter

- Appr. 6 editions pr. year
- EMA, announcements, EMA news, international activities to join
- Content primarily produced by team, service provider and external sources
- Purposes: Sharing of information




EMA  
Erasmus Mundus Students and Alumni Association

Newsletter 37: July 2012

## EMA news

### EMazing World: EMA General Assembly in Prague




EMA Communications Team shares their impressions of 2012 EMA General Assembly [Click here](#)

### Networking across borders in Venice




Alessandra Gallerano, Vice-President of EMA European Chapter, and Marina Martin Barbosa, President of EMA Latin American Chapter, report on the event in Venice [Click here](#)

### Field Report: "Youth International Economic Forum in St. Petersburg, Russia" by Piotr Drozd

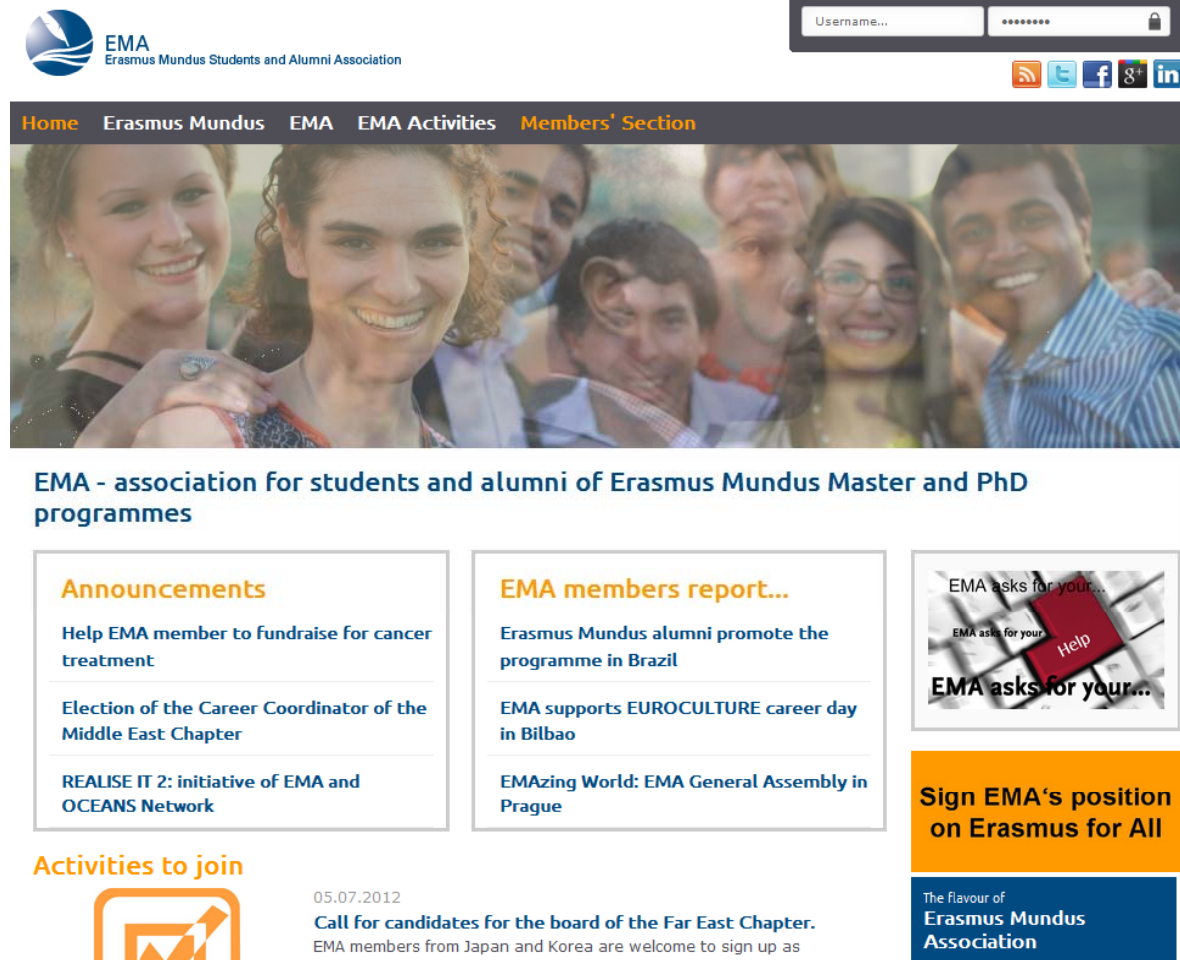


The Youth International Economic Forum (YIEF) celebrated its 3rd edition on June 20, 2012. [Click here](#)



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# EMA website



The screenshot shows the EMA website homepage. At the top left is the EMA logo (Erasmus Mundus Students and Alumni Association). To the right is a login box with fields for 'Username...' and a password field. Below the login box are social media icons for RSS, Twitter, Facebook, Google+, and LinkedIn. A navigation bar contains links for 'Home', 'Erasmus Mundus', 'EMA', 'EMA Activities', and 'Members' Section'. The main content area features a large photo of a diverse group of smiling students. Below the photo is the text: 'EMA - association for students and alumni of Erasmus Mundus Master and PhD programmes'. There are three columns of content: 1. 'Announcements' with three items: 'Help EMA member to fundraise for cancer treatment', 'Election of the Career Coordinator of the Middle East Chapter', and 'REALISE IT 2: initiative of EMA and OCEANS Network'. 2. 'EMA members report...' with three items: 'Erasmus Mundus alumni promote the programme in Brazil', 'EMA supports EURO CULTURE career day in Bilbao', and 'EMAzing World: EMA General Assembly in Prague'. 3. A call to action box with a keyboard background and a red 'Help' button, containing the text 'EMA asks for your...'. Below this is an orange box with the text 'Sign EMA's position on Erasmus for All' and a blue box with 'The flavour of Erasmus Mundus Association'.

- News sections updated frequently
- Advanced members' section

# EMA on Facebook



facebook Søg efter personer, steder og ting

**EMA** Erasmus Mundus Association  
12.471 Synes godt om · 955 taler om dette

Non-profit-organisation  
Welcome to the official Facebook page of the Erasmus Mundus Students and Alumni Association. Register now at <http://www.em-a.eu/>

Om Billeder Synes godt om Begivenheder Noter 1

Hjælpdepunkter

Opslag  
Skriv noget...

Erasmus Mundus Association  
6. juli  
You really look better than this.  
Login to <http://community.em-a.eu/> and upload a profile picture of yourself :-)  
Se oversættelse

73 Venner  
synes godt om Erasmus Mundus Association

Aktivitet  
Seneste

Erasmus Mundus Association  
6. juli  
Erasmus Mundus Association føjede et billede fra juni 2012 til deres tidslinje.

Erasmus Mundus Association  
4. juli  
We thought the General Assembly in Prague was EMaZing! How about you? :-)  
Se oversættelse

- 12.471 likes
- Frequently updated
- Photos from EMA events
- EMA announcements
- Various fun stuff (e.g. a poem written by an EMA member)
- Purposes: Networking, building an EMA identity, sharing of information

# Peculiarities of Erasmus Mundus....

- Practical information and guidance is highly important
- Communicating academic standards and expectations can be challenging

## Quality of Teaching and Learning

- Designing an excellent curriculum
- Communicating course objectives and outcomes
- Developing student competencies
- Developing learning skills
- International learning and working
- Developing linguistic competencies
- Managing the teaching and learning environment
- Research activity and research facilities
- Consistent teaching practice
- Entrepreneurship and business skills
- Internships contributing to student learning
- Balancing workload and assessment
- Consistent assessment methods
- Formal course review

## Joined-up Practice for an Integrated Course

- Selecting students
- Consortium information system
- Policy for course fees
- Division of labour across the consortium
- A consortium-wide quality assessment process
- Managing the consortium
- Policy for awarding the Masters degree

## Facilities, Logistics & Finance

- When students apply to your course
- When Third Country students travel to Europe
- Introducing Students to living and studying in Europe
- When students move between partner institutions
- Student support - Facilities and Finances
- Communicating and Consulting with Students
- Benefiting from Alumni
- E-learning strategy



## Quality of Leadership & Institutions

- The highest quality academic team
- Creating a strong course 'brand'
- Securing and maintaining institutional support
- International teaching and research
- Course continuity and leadership succession
- Financial sustainability
- Organisational knowledge-building about internationalisation



# Prospective & newly admitted students

- Clear and understandable information and guidance on:
  - Fees and possibilities for funding
  - Career prospectives
  - Visa, accomodation and travelling
- Possible media: Personal communication, website, Facebook, student handbook, involve current students and alumni...

# Current students

- Clear and understandable information and guidance on:
  - Academic standards and expectations: grading system, examination forms, academic criteria
  - "Teaching culture": what is expected from students in the classroom and what can students expect from teachers?
  - Career perspectives and possibilities for internships
  - Living in the participating countries
  - Visa, accomodation and travelling (still needed!)
- Possible media: Personal communication (including academic staff), student handbook, involve older students and alumni...

# Former students

- Encourage a course identity by:
  - keeping track of alumni's career paths and sharing the information with the alumni community
  - enabling class mates to stay in touch and share their life stories with each other as well as current and prospective students
  - updating alumni on the development of the course
- Media: Personal communication, Facebook, newsletter, events, involve alumni in promotion, course development and student activities...

Thank you for your attention

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