Promoting Erasmus Mundus towards European Students



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why promoting Erasmus Mundus (EM) towards European students?

Current practices

what has been done so far?

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Why promoting EM towards European students (1)?

KEY PRIORITY FOR EUROPEAN COMMISSION

Low European students' participation identified by EM evaluation as negatively affecting the effectiveness and long-term impact of the EM programme

TOWARDS A SMART, SUSTAINABLE & INCLUSIVE ECONOMY

The European Higher Education Area needs to be attractive for European students also (not only third-country students) if the EU has to become a smart, sustainable and inclusive economy



Why promoting EM towards European students (2) ?

SCHOLARSHIP QUOTAS (cat B) NEVER FILLED TO DATE

- Low number of application received (in 2010, 4194 Cat B application received vs 33837 Cat A applications)
- Quality of application below Cat A average

PRELIMINARY NEEDS ASSESSMENT (EC, EACEA, EMA 2011)

- Identification of factors hindering European students' participation
- Preparation of marketing strategy



Why promoting EM towards European students (3)?

KEY CHALLENGES

- Lack of awareness of EM and frequent confusion with Erasmus
- Lack of knowledge of what EM is and can offer
- Perception of low scholarship with respect to that offered to Cat A.
- Complexity and obligatory nature of multiple locations
- Preference for traditional study programmes
- Mistrust with respect to joint degrees and recognition
- Inappropriate calendar

NB: much more needs to be done to have a comprehensive picture regarding factors affecting European students' participation in EM



What has been done so far (1)?

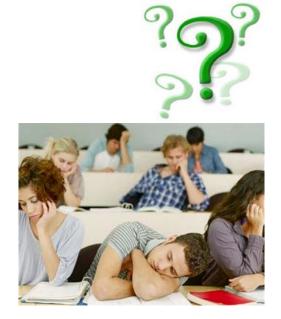
EM NATIONAL STRUCTURES

- Dedicated websites
- Organization of promotional events
- Participation in fairs, large-scale events, etc.

CHALLENGE: Focus often on HEI rather than students -> information often not student-friendly

EUROPEAN HEI

- Promotional session at universities
- Information on university websites, etc.



CHALLENGE: HEI often lack comprehensive & structured EM marketing strategies

→ often difficult to reach out to a wide audience



What has been done so far (2)?

EMA / European Chapter

- Organization /participation in promotional events at HEI
- Participation in HEI fairs
- Informal networking/promotional events (e.g. EMA day)
- Collaboration with EM National Structures
- Promotion through social media

CHALLENGE: Work carried out on a voluntary basis (often limited time/budget)

EMA EUROPEAN CHAPTER – launched in 2010

Vision: to welcome and feel welcomed, promote and be promoted, connect and be connected.



Which ways forward (1)?

EM-ACE Project proposal & possible marketing strategies OUR APPROACH

- In depth understanding of current challenges (key to design effective marketing strategy)
- An integrated strategy combining different stakeholders' expertise
 (HEI, National HE Agencies, EMA, HE Marketing companies, EM National Structures)
- Drawing from international expertise

(best practices in third-countries such as Australia, USA, etc.)

Empowering students & staff with the right skills and tools to promote EM

ACTIVATE – COMMUNICATION - ENGAGE



Which ways forward (2)?

Focus on: Awareness & Visibility

INFORMATION

- Comprehensive needs analysis
- Benchmarking of current status of EM marketing at HEI (self-assessment tool, onsite visits, evaluation & best practices)
- Preparation of clear, comprehensive, and student-friendly information on EM, including an EM search tool (→ robust and consistent use of EM brand)

TRAINING

- Information & training seminars for potential EM promoters (EM coordinators, IRO staff, EMA members → network of EM ambassadors)
- Training seminars for students on how to prepare successful EM applications



Which ways forward (3)?

Focus on: Awareness & Visibility

PROMOTION

Promotional events at European HEI

(participation of EM ambassadors; interactive workshops; brainstorming sessions on what opportunities EM offers; etc.)

- Long-term marketing strategy, to adapt EM promotion to the new programmes resulting of the Erasmus for All proposal
- Strong dissemination and exploitation of results (synergies with current projects; partners' networks & events, etc.

To communicate EM in a personal way is the best way to promote it !



It's up to us !

Whose needs?
What expectations?
What common goals?
Which way(s)?

Thank you for your attention!

