

# Promoting Erasmus Mundus towards European Students



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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, on-site 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!**

