

EM-iDEA Lund Conference, 30th March 2012, Plenary Workshop 1

- Creation of a draft position paper advocating that Erasmus Mundus be kept as a brand name in the new Union programme for education, training, youth and sport

Abstract: The afternoon workshops in fact took the form of two plenary sessions. The first of these focused on the drafting of a position paper on the EM Brand Name. Such a paper will be circulated among targets (identified below) in order to gather support, before being sent to the European Commission among other relevant actors, who are again identified below. This session was carried out with the participation of all Conference participants; around 50 people in total. The session was lead by Professor Boas Erez of Bordeaux 1 University, coordinator of the EM-iDEA project, and Professor Philippe Gourbesville of the University of Nice Sophia Antipolis, leader of the project's Communication activity.

Context: The 'Erasmus for All' programme, which would replace many existing programmes, was published in November 2011. There is no explicit mention of Erasmus Mundus in Erasmus for All. It is only cited at the beginning of the text as an example of well functioning joint programmes. The arguments put forward to be included in the position paper are summarized in the presentation to follow.

Targets: First of all, a distinction was made between two types of targets for the position paper: those who would sign and thus give their support to the paper; and those who would receive the paper - therefore the true 'targets'. The former group should be composed of University Rectors, Erasmus Mundus Coordinators and Partners including Third Country Partners, visiting Professors (Scholars), the EUA (European University Association) as well as Employers, Companies and Professional Organisations. The latter should consist of the Commissioner for Education and the Directorate-General for Education and Culture in general, relevant European Parliament members, EM National contact points and the Media.

The question over whether the EMA (Erasmus Mundus Students and Alumni Association) would sign the paper was posed, as they are preparing their own position paper. It was proposed that the EMA and EM-iDEA should each make reference to the other in their paper, rather than co-signing each other's papers.

Timescale: The paper should be circulated for signature and presented to the European Commission by May 2012.



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Workshop 1: The Erasmus Mundus brand name (EMBN)

Prof. Boas Erez
Prof. Philippe Gourbesville



European Commission
ERASMUS
MUNDUS



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Context

- EMBN as “third type” of EMMC (2010)
- “Erasmus for all” program published Nov. 2011

http://ec.europa.eu/education/erasmus-for-all/doc/com_en.pdf

- No explicit mention of EM in “E for all”!





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Quote from « E for all »:

"Erasmus Mundus focuses mainly on mobility, offering scholarships to attend high quality joint masters courses and doctoral programmes, and supporting university consortia working with different parts of the world."

Joint programmes are mentioned on pp. 6, 7 and 8.





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Japan, the People's Republic of China and the Republic of Korea have joined forces to set up a programme like EM!



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Agenda for «E for all »:

-first public hearing at the European Parliament
on March the 27th.

-next hearing in early May 2012 (?)



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We have decided to work on the questions raised by the EMBN in Ghent (23/11/2012).



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At very recent meetings in Bruxelles on EMJD, and on recognition of JDs and sustainability of EM JPs, participants focused on the EMBN issue.



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The Erasmus Mundus Students and Alumni association (EMA) is concerned about the EMBN question.



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A light blue world map is centered in the background of the slide.

Objective of this session:
draft a position paper on the EMBN.



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Our suggestions:

- Format: two pages to be signed by as large a number of stakeholders as possible
- Target: policy makers, media, ...
- Content: demonstrate the added value of EM





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EM stimulated

- multilateral, worldwide cooperation between HEIs around

→ structured mobility schemes and
→ integrated high level joint programmes

- academic innovation (topics and content)





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What's in the EM brand?

- insignia for the ongoing structuring of the EHEA and ERA and their opening to the world
- quality label for JPs
- uniqueness at the European level





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Numerous beneficiaries

- awardees: consortia of HEIs, students (TC!), scholars
- EHEA and ERA: attractiveness, simplification, dynamic image, ...
- employers





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What do you think?



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EM-iDEA Lund Conference, 30th March 2012, Plenary Workshop 2

- An association of EM coordinators to promote the European Higher Education Area?

Abstract: The afternoon workshops in fact took the form of two plenary sessions. The second of these looked at the creation of the Erasmus Mundus 'Concilium', an independent, not for profit association of joint programme coordinators, whose creation is one of the central outcomes of the EM-iDEA project. This session was carried out with the participation of all Conference participants, and was lead by Professor Boas Erez of Bordeaux 1 University, coordinator of the EM-iDEA project, and Professor Philippe Gourbesville of the University of Nice Sophia Antipolis, leader of the project's Communication activity.

Plans/Proposals: Concerning membership, no limit on the number of members is foreseen, although applications to join will naturally be subjected to screening – and it is added that the association should be kept as a network of experts; that is, an interest in the project and the association alone will not necessarily be enough reason for admission. Furthermore there will be a distinction between two kinds of membership: individual and institutional memberships.

Other types of activities were also presented, for example promotion and communication. With regard to the long term functioning of the Concilium, two major points were covered. First of all it is stated that permanent staff in the form of a secretariat will be required for the day to day functioning of the Concilium, with a salary being financed by the annual membership fees for the association. In addition a professional quality label could be created, supported for example by peer review. It is noted however, that these kinds of measures alone might not be enough to guarantee the association stays afloat.

Next steps: A written statement of shared values and principles for the Concilium should be produced.



ERASMUS MUNDUS CONCILIUM

Setting up a network

A world map showing the five continents: North America, South America, Africa, Europe, and Asia. The map is rendered in a light gray color with white outlines for the continents and countries. The text is overlaid in the center of the map.

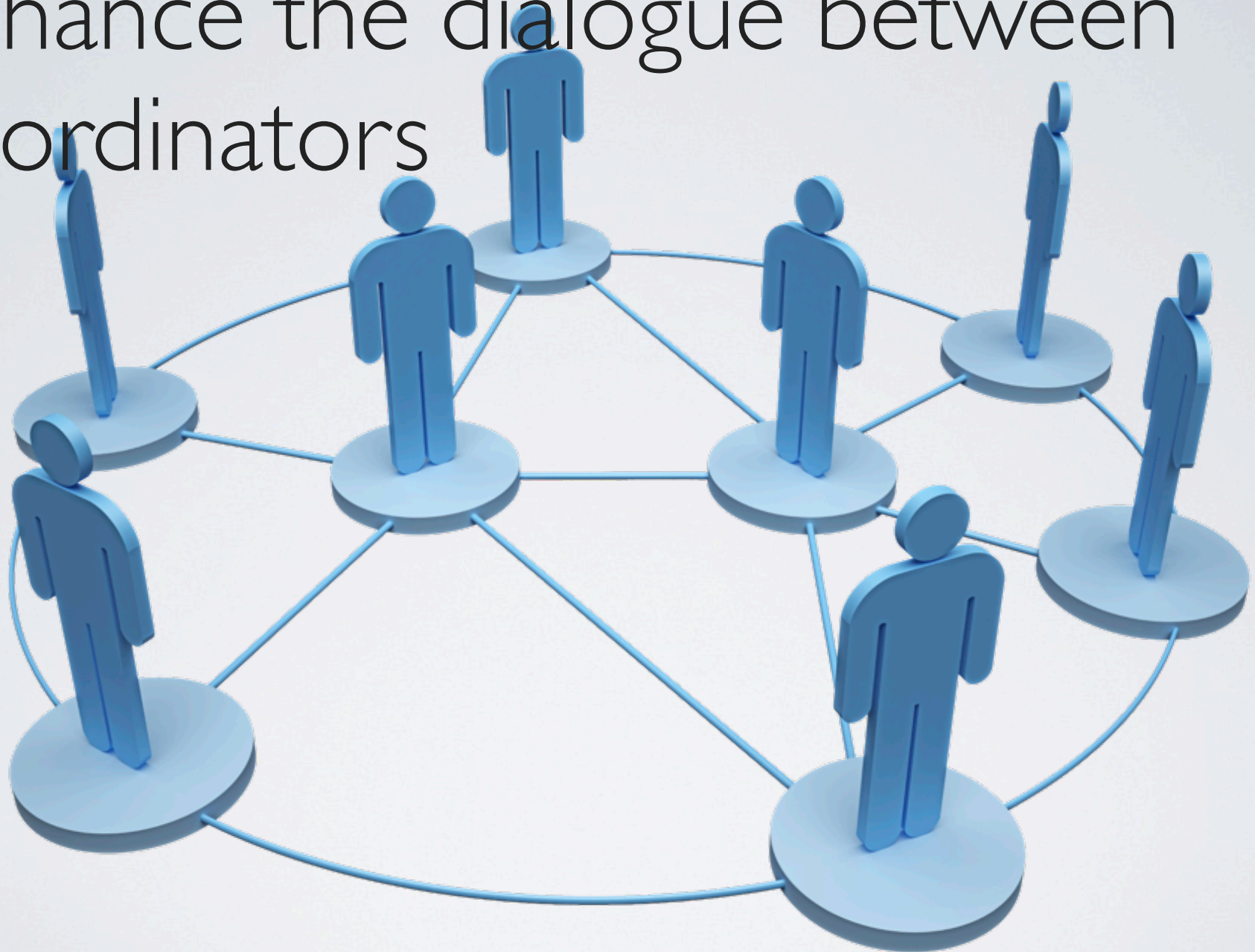
a network of EM coordinators on 5 continents

EACH ERASMUS MUNDUS COORDINATOR CAN HAVE
ITS OWN

VISION



Enhance the dialogue between coordinators



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EM iDEA

EM - CONCILIUM CONFERENCE

GHENT 23 NOVEMBER 2011

COORDINATORS'
EXPECTATIONS ?

1



EM Coordinators are **PROFESSIONALS** who can share their **EXPERTISE** VIA ERASMUS MUNDUS CONCILIUM

Home

Association

Coordinators

EM Program

Contacts

Spotlight



Meet **M. ZOLVER Marc** - **EM BEAM's coordinator**

Erasmus Mundus BEAM programme is currently selecting new candidates from Europe, Japan and Korea.

It will share his expertise on this area.

Coordinators info

Sign up



Linked in



Twitter



Facebook

By university

By country

By subject

Select by university

Japan



Select by subject

What are your expectations from the EM Association ?

Do you think that EM graduates are more marketable?

Appealing design

Coordinators interviews

People in focus

Connect coordinators

The screenshot shows a website interface with a top navigation bar containing 'Home', 'Association', 'Coordinators', 'EM Program', and 'Contacts'. Below the navigation is a 'Spotlight' section featuring a video of M. Zolver Marc, titled 'Meet M. ZOLVER Marc - EM BEAM's coordinator'. The text below the video states: 'Erasmus Mundus BEAM programme is currently selecting new candidates from Europe, Japan and Korea. It will share his expertise on this area.' To the right of the video is a 'Coordinators info' sidebar with 'Sign up', 'Linked in', 'Twitter', and 'Facebook' links. Below the spotlight is a search section with three filters: 'By university', 'By country', and 'By subject'. The 'By country' filter is currently set to 'Japan'. To the right of the search filters is a text box with the question: 'What are your expectations from the EM Association? Do you think that EM graduates are more marketable?'.

Search by project

2

**TO COLLECT DATA ABOUT FUTURE
EMPLOYABILITY OF EM GRADUATES**

Catastroph analyst,
India

Environmental Specialist,
Ghana



Consulate General of
France, Russia

3

Bring COORDINATORS' VOICE
inside the EM Concilium



SUMMARIZING...



Network and
share experience



Collect data
about
employability
EM graduates



Bring
coordinators' voice