

ERASMUS MUNDUS STUDENT & ALUMNI ASSOCIATION (EMA)



Réunion des nouveaux coordinateurs Erasmus Mundus,
Bordeaux , 8 November 2011



Alessandra Gallerano – Vice-President
european.chapter@em-a.eu



TABLE OF CONTENTS

- 1. EMA VS OCEANS**
- 2. EMA EUROPEAN CHAPTER**
- 3. A STUDENT'S PERSPECTIVE ON EM**
- 4. COLLABORATION WITH HEIs: WHICH WAYS?**

EMA vs OCEANS At a Glance

EMA

- Founded in June 2006 by an initiative of *EC Directorate-General for Education and Culture*
- **7500 + Mundus members**
- Administered by EM students and alumni (Service Teams, Regional Chapters)
- **Mission:**
 - *Serve interests of Erasmus Mundus alumni and students*
 - *Forum for networking, communication and cooperation*
 - *Promote Erasmus Mundus as European programme of excellence in international higher education*

OCEANS NETWORK

- Founded in 2010 by an initiative of *EC Directorate-General for Education and Culture*
- **435 members** (April 2011)
- Students and Alumni Network for exchange projects covered by the bilateral agreements between the EU and **Australia, Canada, Japan, New Zealand, South Korea, and USA**
- **Mission:**
 - Promote international students' exchange
 - Support exchange students before, during and after their trip
 - Encourage international communication and collaboration

EMA EUROPEAN CHAPTER



Erasmus
Mundus
Association

A geographical challenge

A stylized, light gray map of Europe is positioned in the background of the text. The map shows the outline of the continent and its surrounding regions.

**Albania, Andorra, Austria, Belgium,
Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech
Republic, Denmark, Estonia, Finland, France, Germany, Greece,
Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania,
Luxembourg, Macedonia, Malta, Monaco, Montenegro,
Netherlands, Norway, Poland, Portugal, Romania,
San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden,
Switzerland, Turkey, United Kingdom**



Key Objectives

□ OUR VISION:

- *To welcome and feel welcomed, promote and be promoted, connect and stay connected.*

□ OUR OBJECTIVES:

- **Welcome & Support**
- **Promotion**
- **Networking**

□ OUR STRUCTURE:

- **President, Vice-President, 3 Teams + Country Representatives (CRs)**



Past achievements

- ❑ **Promotion**
 - ❑ European Higher Education Fairs across Europe
 - ❑ National Erasmus Mundus Info. Days
 - ❑ Radio programmes
- ❑ **Networking**
 - ❑ 1st Balkan Erasmus Mundus Networking Event
- ❑ **Welcome & Support**
 - ❑ Study Visit to HEIs with good Welcome & Support Practices
- ❑ **Policy Development**
 - ❑ Cooperation with European Commission and EM National Structures
 - ❑ Bologna Follow-up Group / Expert Round Table



A Students' Perspective on EM

What did EM represent for us?

□ **An Opportunity ...a Challenge... An Enrichment**

▣ **Study in 2, 3, 4... different countries**

- High quality education/International Professors and Students/ Double-Joint-Multiple Degree
- Will and dedication/Competitive environments/Different requirements and working methodologies

▣ **Live in 2, 3, 4... different countries**

- New languages & cultures/Intercultural approach/ Flexible mentality
- Frequent change of country, language/Possible difficulty in understanding different perspective, cultures, bureaucracies



COLLABORATION WITH HEI



Erasmus
Mundus
Association

Which way(s) ?

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

- **Information**
- **Assistance & Support**
- **Promotion**



Some suggestions...(1)

PROVIDE TRUTHFUL INFORMATION

- **Students expectations**
 - Academic → EM as programme of excellence
 - Social → social integration matters..
- **Student 'worries'**
 - Academic → give evidence of quality teaching staff
 - Financial → are EM scholarships enough?
 - Linguistic/cultural → give evidence of services offered
 - Infrastructure (accommodation, teaching rooms, library, sports facilities, etc.) → pictures help!



Some suggestions...(2)

WELCOMING MATTERS!

- **Orientation week** → social and academic preparation
- **Welcome Buddies:** local students will help international students to settle in the environment
- **Language Courses** offered and/or sponsored by the HEIs involved.
- **Support Services** for EM students (e.g. visa, insurance issues, etc).



Some suggestions...(3)

QUALITY PROMOTION IS KEY!

- Ensuring a good students' experience is the first step for the future promotion of the course
- Target promotion of EM among EU students
 - ▣ Prepare attractive posters/leaflets stressing the benefits for EM students (→ EMA)
 - ▣ Think of setting up a Facebook/Twitter account for the EMMC/EMJD
 - ▣ Promote the course via dedicated websites (University website, MastersPortal, etc.)
 - ▣ Organize promotional events within the HEI (→ EMA)
 - ▣ Liaise with International Relations offices at HEI as well as with key stakeholders



... how can EMA help in practice?

- **Help HEI to deliver student-friendly information on EM**
 - Look at existing material, assist in the drafting on new one, etc. (→ **CRs**)
 - Help preparing promotional material stressing the benefits for EM students (→ **EMA**)
- **Disseminate good welcome & support practices**
 - Assist HEI in preparing their support services; provide advise/suggestions based on lessons learned; participate in orientation weeks, etc.
- **Participate in promotional events**
 - Promote EM in a personal way





Erasmus
Mundus
Association

More questions? More ideas?

EMAIL US!

european.chapter@em-a.eu

