„Building capacities…”

A project supported by Erasmus Mundus Action 4
„Building capacities…”

The project

Building capacities of East-Central Europe national agencies to promote higher education outside the EU

- Improve the internationalisation of higher education
  > Erasmus Mundus Action 4
- Exchange of experiences
- Enhance marketing skills
- Improve the management of relations with other actors involved in promotional activities – improve coordination at national level
- Exchange of experiences about quality-oriented strategies for third-country student recruitment – with a focus on the Asia region.

www.highereducationpromotion.hu
„Building capacities…”

The Partners

Slovak Academic Information Agency (SAIA)
Non profit NGO established in 1990

• Managing mobility programmes such as the Academic Mobility Programme, the National Scholarship Programme, Action Austria – Slovakia, CEEPUS, NIL Fund Supporting Co-operation in the Field of Education, EURAXESS Researcher's Mobility Centre

• www.saia.sk
“Building capacities…”

The Partners

National Agency for European Educational Programmes (NAEP)

• A state-funded institution of the Ministry of Education, Youth and Sports at the MoEYS Centre for International Services established in 2007
• Management of the Lifelong Learning Programme (Comenius, Erasmus, Grundtvig, Leonardo da Vinci, Transversal Programmes and Jean Monnet) and other educational programmes (Erasmus Mundus, eLearning, EEA/Norwegian Financial Mechanism Fund, Tempus, ASIA-LINK, etc.).
• Contact point for non-EU students wishing to study at Czech universities, both in general and under Erasmus Mundus programme.
• www.naep.cz
The Partners

Deutscher Akademischer Austauschdienst (DAAD)

- An NGO of German HEIs
- Maintains a network of representations abroad as well as alumni networks
- Mobility programmes
- Educational cooperations with developing countries
- Promotion of German language and culture abroad (lectors’ network)
- „Gate Germany“: A project to assist HEIs in promoting their programmes abroad
- www.daad.de
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The Partners

CampusFrance

• Established especially for the promotion of French higher education abroad
• Contact points in French cultural institutes and embassies all over the world
• www.campusfrance.org

www.highereducationpromotion.hu
„Building capacities…”

The Partners

The Balassi Institute

- Established in 2002
- Promotion of Hungarian language and culture abroad
- Language preparation, university course in Hungarian language and culture
- Programmes for Hungarians outside Hungary and for descendants of Hungarian emigrants
- Network of Hungarian cultural institutes abroad, cultural diplomats’ network and the lectors’ network
- Management of the Hungarian Scholarship Programme (Office of the Hungarian Scholarship Board)
- www.bbi.hu
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The project

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www.highereducationpromotion.hu
Activities 1

The Prague seminar (19-20 June 2008)

• Target group: staff involved in dealing with foreign students and marketing at universities; staff involved in marketing coordination at the ministries and national agencies – 32 persons overall

• Aim: to provide an overview on a wide range of marketing instruments and strategies for recruitment via the Internet, education fairs, roadshows and agencies.
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Activities 2

The field trips

India (2007), Taiwan (2008): EHEF backstage
Participants: ECE partners, CampusFrance as coach
To get an insight on the promotional activities carried out „on the spot” – not only fairs, but also marketing strategies chosen in that particular market (interviews).

Bonn (2008): Participation at the 3rd „Netzwerk-Konferenz”
Participants: ECE partners, DAAD as coach
To become acquainted with the wide range of support services the DAAD offers to German HEIs

(and some monitoring meetings, of course…)

www.highereducationpromotion.hu  Brussels, 16 February, 2009
Outcomes and dissemination

• Talks and papers (decision makers)
• Taking on a coordinator’s tasks in practice (e.g. regular contacts with HEIs, organising fair participation)

• Booklet
• Website: www.highereducationpromotion.hu
• Presentation at the 21st Annual Conference of the European Association for International Education (EAIE), Madrid, 16 to 19 September 2009
• and…
Outcomes and dissemination

Closing Conference in Budapest (23-24 March)

Day 1

STRATEGIC ISSUES - WHY IS IT IMPORTANT FOR EUROPEAN COUNTRIES TO PROMOTE THEIR HIGHER EDUCATION SYSTEMS GLOBALLY?
- State-level Internationalisation Strategies of Higher Education in East-Central-Europe
- "Building Capacities of East-Central-Europe National Agencies to Promote Higher Education Outside the EU" - A Project Funded by the European Commission within the Erasmus Mundus Programme Action 4
- The New Action 3 of Erasmus Mundus Programme for Enhancing Attractiveness of European Higher Education

GLOBAL TENDENCIES - WHAT ARE THE TRENDS AND CHALLENGES IN INTERNATIONAL COOPERATION, MOBILITY AND RECRUITMENT?
- Global Tendencies in Student Mobility
- Promotion and Marketing of Higher Education - An Outline of European and National-level Strategies
- DAAD's Operations Abroad - Experiences and Challenges

www.highereducationpromotion.hu  Brussels, 16 February, 2009
Outcomes and dissemination

Closing Conference in Budapest (23-24 March)

Day 2

IMPLEMENTATION - HOW TO DEVELOP ATTRACTIVE PROGRAMMES FOR FOREIGNERS AND MANAGE FOREIGN STUDENT COMMUNITIES?
- A Quality Charter to Manage Foreign Students from the First Interest to Completion of Studies
- EC-funded Promotion Activities in Asia - a Case Study
- Developing Quality English Language Programs

CASE STUDIES - PRACTICES OF HIGHER EDUCATION INSTITUTIONS FOR ENHANCING PROMOTION
- Czech Republic - The Joint Initiative of Universities in Brno
- Hungary: University of Pécs; ELTE; Corvinus University
- Poland: The Efforts of Perspektywy Education Foundation in Internationalisation of Higher Education
- Slovakia: Comenius University, Jessenius Faculty of Medicine
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Outcomes and dissemination 2

JOIN US IN BUDAPEST!
Closing conference
23-24 March, 2009
Register at www.highereducationpromotion.hu

Thank you!
Balassi Institute, Ilona L’Homme (lhommeilona@bbi.hu)