Erasmus Mundus Students and Alumni Association
Promotional Efforts

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EMA Promotions Team Coordinator

EMA Mission

To serve the interests of Erasmus Mundus alumni and students, notably by creating a forum for networking, communication and cooperation between alumni and students

To promote Erasmus Mundus as a European programme of excellence in international higher education
### EMA history

- **Founded:** June 2006 by an initiative of *EC DG of Education*
  - Continued support to young and eager organization
  - President, VP, SC
  - Team support: Jobs, IT, Conferences, Promotion, Policy, Magazine and Newsletter
- **2500 Mundus members from around the world (aim for 5500)**
  - All EM courses eligible

### Interaction amongst EMA members

- **Annual General Assembly**
- **EMA themed conferences**
  - Climate Change and HE, EM Material Science
- **Virtual platforms**
  - Community: www.em-a.eu
  - Facebook, blogs, internet groups
- **Regional Alumni Chapters**
  - Country Representatives
- **Sharing activities & experiences**
  - *Emanate* (EMA magazine)
  - EMA Newsletter
  - Publications
### EMA Promotion Aims and Efforts

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<th>Promotion Aims and Efforts</th>
<th>Efforts/Meetings</th>
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<td>- Promote EM as a program of excellence in global HE</td>
<td>GA 2007 in Brussels; GA 2008 in Perugia, GA 2009 in Vilnius</td>
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<td>- Aims to identify an emerging EMA ‘brand’</td>
<td>EHEF (Beijing, Mexico, Bogotá, Jakarta, Delhi, Moscow, São Paulo…)</td>
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<td>- Promotion in virtual, physical and relations</td>
<td>NAFSA</td>
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<td>Action 4 and related meetings (NS, GPP)</td>
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<td>Representation at IFISO meetings (as well as ESN, IAAS, IFSA…)</td>
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<td>Presentations at global universities and conferences</td>
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### EMA’s strength and scope

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<tr>
<td>- <strong>As students, more access to students</strong></td>
<td>Sharing activities and experiences</td>
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<td>Informal promotion</td>
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<td>Student organisations</td>
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<td>- <strong>Associations</strong></td>
<td>Theme-based list servs and blogs</td>
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<td>Conferences and events</td>
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<td>- <strong>Interaction amongst alumni with potential new students</strong></td>
<td>Regional Alumni Chapters</td>
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<td>Country Representatives</td>
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<td>EHEF</td>
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**Organization of Promotion Efforts**

- **EMA Promotions Team**
  - Promotion of EMA
  - Promotion of EM
  - How?
  - Internal
  - External
  - To support EC and partners
  - Support by ICUNET

**Effective Promotion Efforts**

- Jakarta EHEF
- LA Chapter
- Course promotion efforts
### Jakarta EHEF

- **Using alumni in EHEFs**
  - Alumni concrete and sell EM
  - Identification

- **Jakarta, November 2008**
  - 14 EMA members (from SEA and EMA SC)
  - Booth, presentations, cultural event, unified attire
  - SE Asia Chapter initiated

### EHEF in Jakarta

EMA members introduced Erasmus Mundus (EM), answered questions from prospective students and parents, and shared their experiences of studying in Europe.
Lessons from Jakarta

- Sell Europe, EU concept
- Strong interaction with local EC and EMA alumni
  - Annual ‘send-off’ dinner
  - Link different EM courses, countries and students

Article in the Jakarta Post
Erasmus Mundus Students and Alumni Association

EMA - Latin American Chapter

- Launched February 2008
  - Circa 53 members from 14 countries and growing
- Second regional EMA Chapter
  - 1st: China
- Other regional chapters:
  - India, SE Asia, Africa, NA, Russia-Ukraine-Belarus

EMA-LA activities

- Information Sharing
- Academic and Cultural cooperation
- Political Representation
- Job Placement And Professional Development
- Marketing Activities
**EM and EMA promotion in LA**

**Mexico:**
- Europosgrados 2008
- 16 visits to different universities
- Mexican Association for International Education (AMPEI)

**Brazil**
- 15 universities

**Colombia**
- Alban Alumni Conference
- Network conference
- University Presentations

**Selling a particular EMMC**

**Three lessons:**
- Develop and articulate an identity
- Target individuals
- Encourage and enable promotion networks
Concept – Identity – Trademark

Erasmus Mundus Students and Alumni Association

• Attractiveness includes:
  – Prestige and excellence
  – Engagement and lifestyle
  – People and friendships
  – Careers
  – Location and culture

• Foster Identity
  – Before: interaction in web communities
  – During the course
  – Afterwards: alumni network

Erasmus Mundus Students and Alumni Association

• Promote to individuals
  – Get to know them
    – Investigate, interview
    – Listen
  – Interact constantly
    – Talk – Email – Visit
  – Prioritize those you want

• Encourage promotion by students
• Nurture your courses
  – Alumni
• Interaction platforms

Targeted promotion
**Toolbox and pricelist**

- Google Apps (Education Edition) – **FREE** for higher education institutions
- E-mail and social networking tools – **FREE**
- Content Management System (Drupal) – **FREE**
- E-learning software (Moodle) – **FREE**
- Student and faculty bloggers – (almost) **FREE**
- .EU domain name – ca 10 euro/year
- Google AdWords – whatever you can afford
- **Your time – lots, lots and lots!**

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**EMA – Global, regional and enthusiastic**
### EMA supports the launch of EMII

**Erasmus Mundus Students and Alumni Association**

- **For more information, regarding EMA, check our website:**
  - [www.em-a.eu](http://www.em-a.eu)

- **Jennifer Lenhart**
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