

Promoting Erasmus Mundus towards European Students: Activate, Communicate, Engage (EM-ACE)

Duration: 3 years

Summary description:

The overall aim of the project is to **enhance the visibility, awareness and attractiveness of the Erasmus Mundus (EM) programme across Europe**, with the final goal to raise both the quantity and quality of applications received from European candidates.

The increased international application rate to the EM programme has not been coupled by a similar increase at European level. While there is very little data about factors that motivate and discourage European participation, a preliminary needs assessment carried out by the EM Students and Alumni Association (EMA) in collaboration with the European Commission identifies lack of appropriate visibility as one of the most crucial obstacles to participation.

The project will address this barrier by **improving marketing in the specific areas of information, promotion, and training**.

Objectives

- To identify factors affecting European students' participation in EM (Action 1 and 2)
- To evaluate and **benchmark the current status of EM marketing and promotion at Higher Education Institutions (HEI)** both in Europe and internationally
- To provide clear and **comprehensive information on EM for (a) potential European EM candidates (b) and HEI staff**
- To **professionalise marketing capacity among potential EM promoters** in order to help them improve and optimize EM marketing and promotion towards European students.
- To improve students' capacity to prepare a successful EM application
- To promote the EM programme at European HEI and during international events, and ensure a wide dissemination and exploitation of project outputs and results.

Target groups

Key European and International educators and marketing experts will transfer knowledge and capacity to the project main target groups, i.e. **European students and potential EM promoters (International Relations officers, EM coordinators, and EMA members)**. EM National Structures, educational stakeholders, as well as European and non-European societies in general, including potential employers, will also indirectly benefit of the project.

Main activities and expected outputs / products

In order to achieve the project objectives, the following activities and related outputs are proposed. Based on a preliminary needs assessment & benchmarking of EM promotion at **European and international level, the project will** develop a comprehensive short-term EM marketing strategy. This will lead to the creation of tactical marketing outputs specifically targeting European students (student friendly website and promotional material, training material and web-content easily adaptable to different contexts/regions). It is also expected to feed policy discussion at EU level, especially with regard to EM's future.

The **development of an EM Marketing review tool** will complement the promotional strategy: it will serve both to encourage HEI to take up the newly developed outcomes and to assess the quality of marketing at European HEI. **A case compilation of best practices in EM promotion** will be prepared. The outputs will be tested, used, and refined during the course of the project, and in particular during the project's promotional & training campaign. EM Marketing training seminars for

HEI staff as well as promotional events at 20 European HEI will be organised. A network of trained advisers, including EM student ambassadors, will thereby be created. During the last phase of the project, the marketing strategy will be reviewed and aligned to the new Erasmus for All programme. This will ensure that promotion of EM and/or joint degrees is adapted both to the changing shapes of EU mobility programmes and to the evolving needs of the European student community.

The **project development will be rooted in a participatory approach, guided by the motto *Activate, Communicate, and Engage*** – both a call to action for students and staff and the promise of what EM can deliver as an experience.

Dissemination and exploitation of results

Dissemination and exploitation will be ensured by integrating the project in partner European and International networks and events covering directly 25 European countries and 10 third-countries. The multiplier effect of creating a pool of trained and professional EM advisors and marketers among both students and HEI staff will ensure that the impact of the project is sustained and further exploited beyond the project's life. It should also benefit broader marketing efforts to internationalize the study body. The close liaison and co-creation of marketing tools with key educational stakeholders will equally ensure that the outputs are useful, specific and widely disseminated.

Website: <http://www.uniroma1.it>

Partners:

Sapienza University of Rome, Italy (Co-ordinator)
The University of Melbourne, Australia
Ghent University, Belgium
Network of Universities from the Capitals of Europe, Belgium
CampusFrance, France
ICU.net.AG, Germany
University of Belgrade, Serbia
The Knowledge Partnership, UK Ltd, United Kingdom

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