



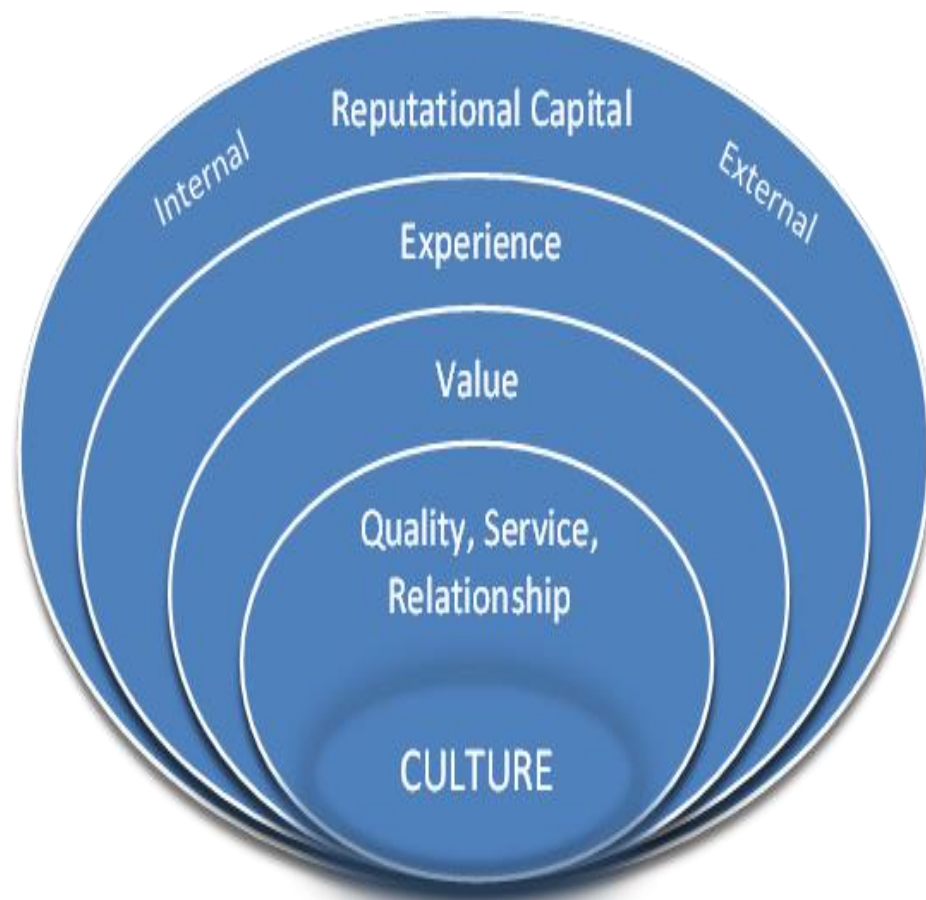
# **EMJMD Cluster meeting on Sustainability and Employability**

Feedback from the Learning corners

*Brussels, 27-28 June 2017*

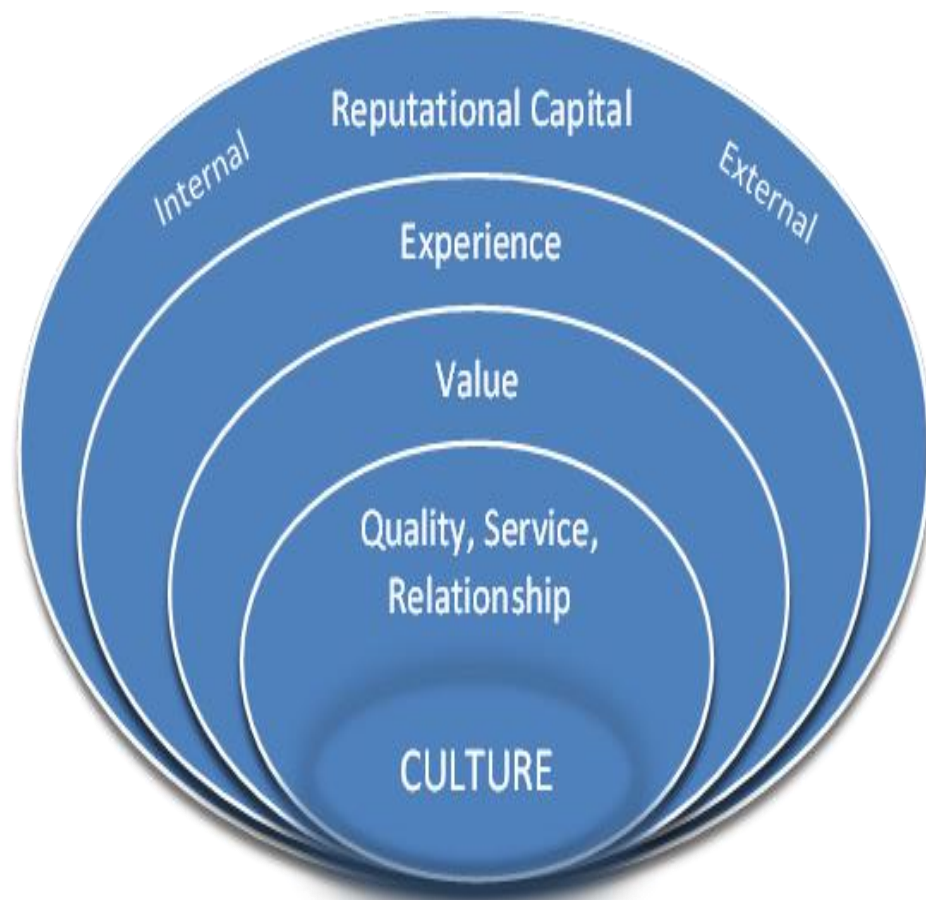
## Learning corner 1

# Securing institutional support and building the institutional "*reputational capital*"



## *Learning corner 1*

How can institutional support be ensured at all levels?



# Challenges

Ownership by local colleagues and awareness among the leaders to be reinforced

Pioneer work (finding the right fit)

Lack of support from other offices than the International Office

Lack of flexibility of institutional structures, legal constraints

Staff turnover; language proficiency of local staff is a crucial factor

# Good practices and solutions

Engage locally

Joint programme-related institutional group of colleagues

Procedure descriptions for hand-over of tasks

Joint online platforms

Language courses for university staff

## Good practices identified

Share consortium management responsibilities among partners to institutionally engage all partners

Use Erasmus+ staff mobility scholarships within the partnership (language, bench-marking)

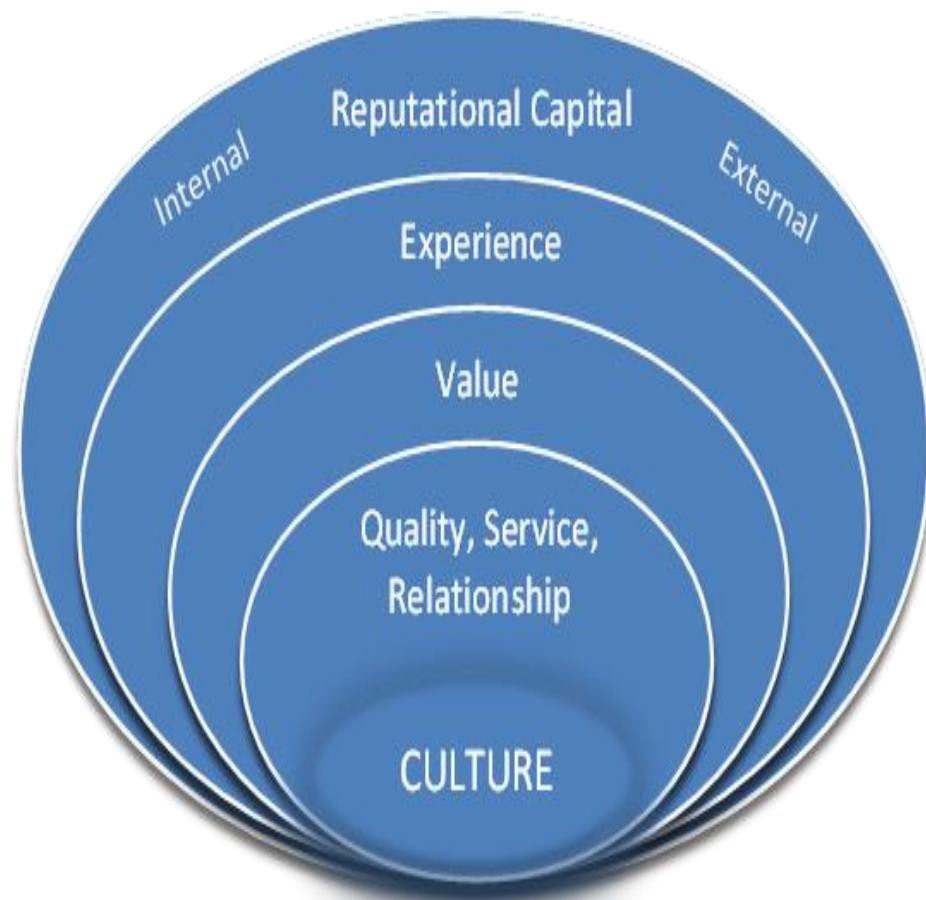
Thematic working groups between partners (including online meetings, e.g. via Skype and use of social media)

Secure human resources, first paid by the project, then covered by consortium funds

External recognition

## Learning corner 1

How has the EMJMD contributed to the **reputational capital** of the institution, what **spin-offs** are visible?



## Challenges

Brief funding cycle, *reputational capital* not available from the start

The *reputational capital* of EMJMDs could be better used (involvement of university staff and hierarchy in project activities)

Awareness of Joint Programmes to be re-inforced among different stakeholders (employers, students, staff, marketing departments, etc.)



# Spin-offs / good practices

Importance of scholarships

- Proposal from LC: 3 groups of EMJMD applicant consortia: new proposals, EMJMD label with/without scholarships
- Proposal from LC: creation of Erasmus Mundus Foundation for scholarships fund raising

**Alumni** represent one of the best promotion of the programme

**Internships** provide an excellent pathway to well-established contacts with relevant employers

Increased number of courses offered in other languages in addition to local language → *internationalization*



## Spin-offs / good practice

Interlinkage between research and education through Joint Programmes

Erasmus Mundus label is a sign of trust, attracts excellent academic and non-academic partners/ students

EMJMD student recruitment into PhD programmes

Strong visibility of the Joint Programmes is a starting point

Active promotion of the added value of Joint Programmes

→ Proposal from LC: Marketing kit with core messages

## *Learning corner 1*

*Closing the circle!*

Involving relevant  
local and external  
partners at all stages  
of project  
implementation

