



# Euro-Asian/Pacific Cooperation in Erasmus Mundus

State of Play report

Parallel Working Group activities

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# Euro-Asian/Pacific Cooperation in Erasmus Mundus: State of Play report



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**Euro-Asian/Pacific Cooperation in Erasmus Mundus: State of play report**

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The present state-of-play report has been developed to guide the discussions of the upcoming regional seminar (working title "Bridging Asia/Pacific and Europe through Higher Education Cooperation Projects"), which will be hosted by Keio University in Tokyo (Japan) on 5th and 6th March 2024.

**Files**

 975.4 KB

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- Exciting opportunity for universities in Asia/Pacific!
- Joint Degrees and Erasmus Mundus
- Study visit report: Munich (expected first quarter 2024)

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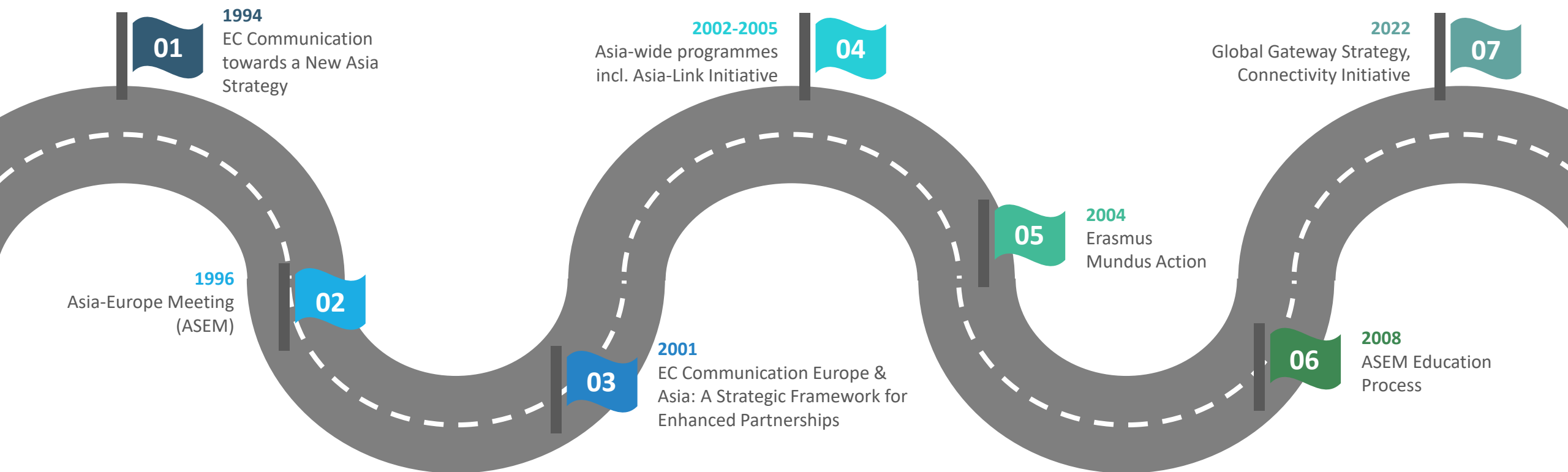


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# Evolution of Euro-Asian/Pacific cooperation in higher education



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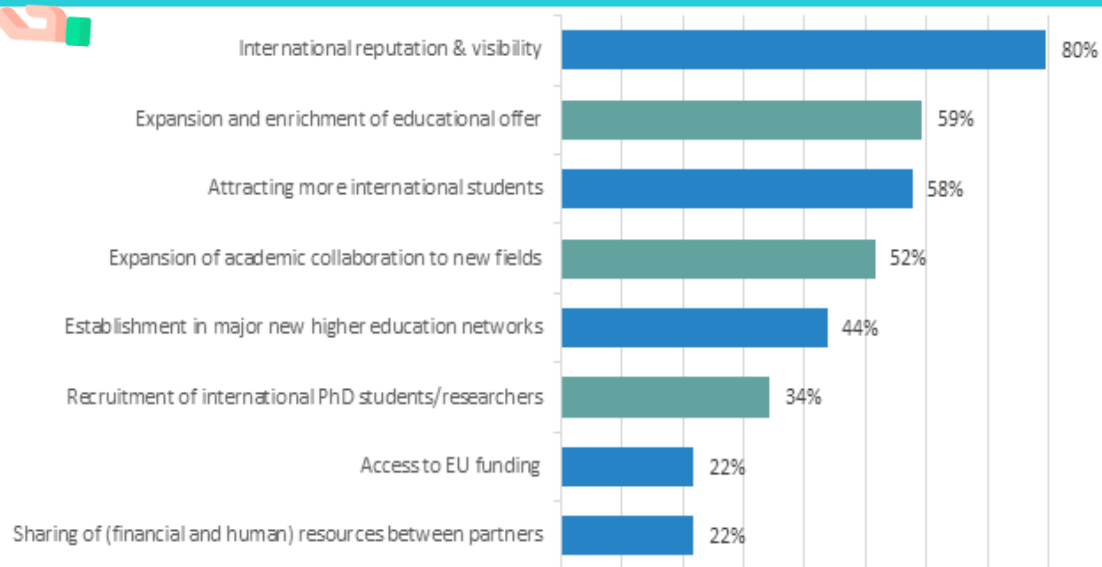
EU Measures



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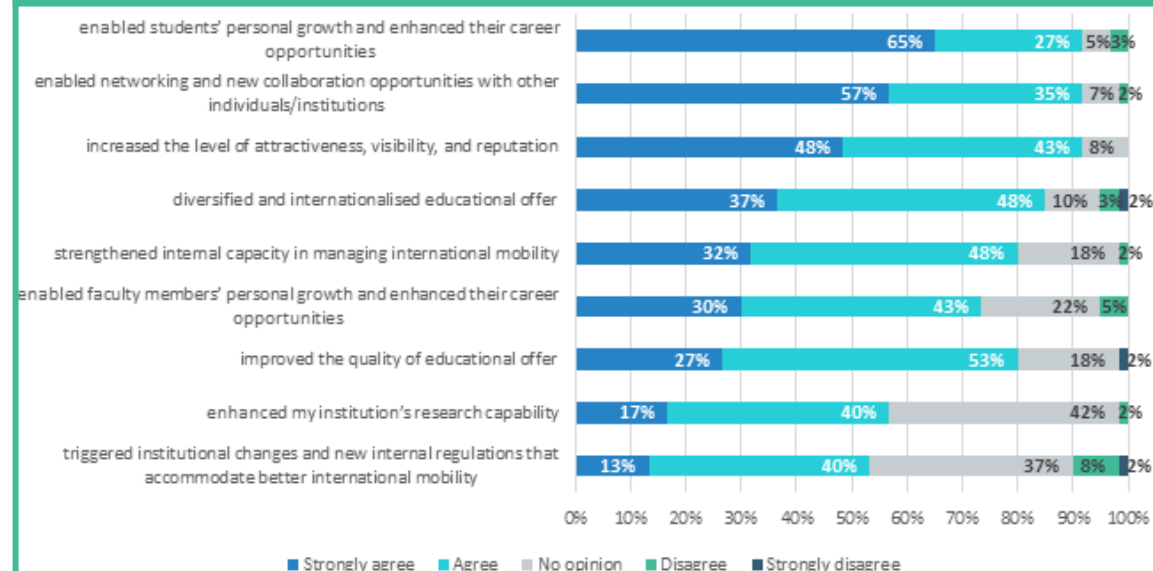
# Added value of Euro-Asian/Pacific cooperation

## DRIVERS OF EURO-ASIAN/PACIFIC COOPERATION



1. Extend their international reputation & visibility
2. Expand and enrich their educational offer
3. Attract more international students

## OUTCOMES OF EURO-ASIAN/PACIFIC COOPERATION



1. Enabled students' growth and enhanced career opportunities
2. Enabled networking and new collaboration opportunities with other individuals or institutions
3. Increased level of attractiveness, visibility, and reputation of the institution

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# Overview of good practices for HEIs in Euro-Asian/Pacific Cooperation

KEY AREA	GOOD PRACTICE	TYPE OF CHALLENGE			
		Cultural	Admin	Market	Education Syst.
MOBILITY	Ensure contact points and open communication channels for students	X	X		
	Assign local 'buddies' to welcome and integrate international students	X	X		X
	Offer courses in local languages in the curriculum	X			
	Organise short preparation programmes during summer/spring vacations	X		X	
	Promote staff mobility between European and Asian/Pacific countries			X	X
	Offer English reinforcement courses			X	X
GOVERNANCE & COMMUNICATION	Arrange study visits and other face-to-face networking activities when setting up consortium partnerships	X	X		
PROGRAMME QUALITY ASSURANCE	Organise collaborative sessions with external stakeholders			X	X
PROGRAMME SUSTAINABILITY	Improve the financial accessibility of programmes			X	
	Identify the programme's position in the market and develop a comprehensive marketing and dissemination plan	X		X	

# Mobility

GP4

## ORGANISE SHORT PREPARATION PROGRAMMES DURING SUMMER/SPRING VACATIONS

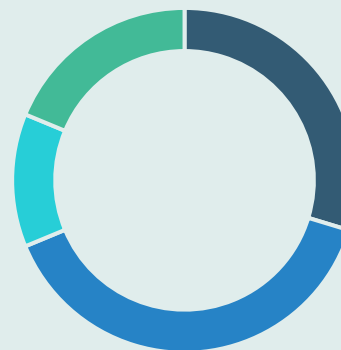
- **Objective:** encourage Asian/Pacific students to study in Europe and vice versa
- **How:** sending groups of students from both regions to partner European or Asian/Pacific countries for a short period of time to immerse themselves in the local lifestyle

### ADDRESSED CHALLENGES

- Difficulties to attract European or Asian/Pacific students for some HEIs
- Imbalances in reputation and visibility of HEIs

### EXPECTED BENEFITS

- Contribute to developing students' interest to study in Europe and Asia/Pacific for a longer period
- Diversification of mobility schemes
- Help manage expectations so as to avoid any serious cultural shock



- Implemented
- Not implemented but important
- Not implemented, not important
- I do not know

### EXAMPLE

One of the interviewed practitioners revealed that when starting their collaboration in EM programmes, the institution experienced difficulties motivating local students to study their Masters in Europe, as the USA was usually their favoured destination. Short preparation programmes in summer/spring vacation were then organised to encourage these local students to study in Europe. The latter were sent in groups to partner European countries for two or three weeks during which they visited university facilities, experienced the European life with host families and met with local students. This initiative gradually developed local students' interest to study in Europe for a longer period

# Governance & Communication

## GP7

## ARRANGE STUDY VISITS & OTHER FACE-TO-FACE NETWORKING ACTIVITIES WHEN SETTING UP CONSORTIUM PARTNERS

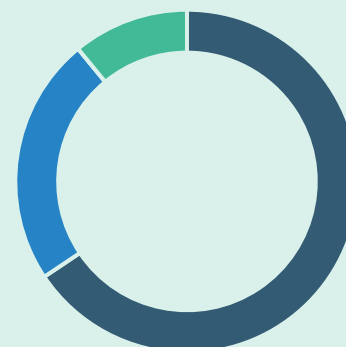
- **Objective:** foster integration and collaboration from the beginning of the collaboration
- The high level of implementation observed in face-to-face activities indicates that such interactions are typically perceived as beneficial for the engagement and team building of the staff involved in HEIs participating in partnerships under EM

### ADDRESSED CHALLENGES

- Cultural differences causing incomprehensible contributor behaviour and recipient disorientation
- Lack of initial trust and integration among new partners
- Lack of commitment among partners

### EXPECTED BENEFITS

- Improved intra-consortium work relationships, as trust and commitment are strengthened
- Improved communication and cultural understanding



- Implemented
- Not implemented but important
- Not implemented, not important
- I do not know

## EXAMPLE

The School of Hotel Administration of Cornell University (USA) and the Nanyang Business School of Nanyang Technological University (Singapore) collaborated to create a joint programme. The partnership started with the organisation of study visits between the two partners. Faculty members from both universities spent time at each other's schools to foster better educational integration

# Programme Quality Assurance

## GP8

## ORGANISE COLLABORATIVE SESSIONS WITH EXTERNAL STAKEHOLDERS

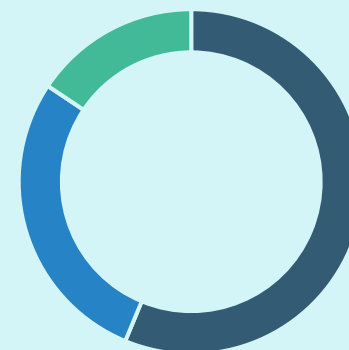
- **Objective:** facilitate a collective brainstorming process, channelling the wealth of experience and diverse perspectives of alumni and industry experts
- These sessions play a pivotal role in establishing robust connections with industry organisations as actively involving these entities creates pathways for internships and work placement opportunities for students

### ADDRESSED CHALLENGES

- Competitive landscape & increased need to comply with high quality standards
- Few consortia opt for external QA measures
- Maintaining the programme relevant and up-to-date with industry needs

### EXPECTED BENEFITS

- Strengthened industry links lead to improved and market-oriented educational offer
- Strengthened cooperation between the academic world and the labour market, increasing students' employability



- Implemented
- Not implemented but important
- I do not know

## EXAMPLE

The European Master in Law & Economics (EMLE) demonstrated a commitment to involving stakeholders in their mid-term meetings, where Alumni and associate members, including legal and economic organisations, are invited to participate. Associate members were specifically engaged in separate sessions to gather their input on various aspects related to curriculum development, thesis topics, internships, market innovations, accreditation procedures, and internal evaluations by partner institutions. This inclusive approach fostered a collaborative environment and contributed to the programme's ongoing development

# Programme Sustainability

## GP10

## IDENTIFY THE PROGRAMME'S POSITION IN THE MARKET & DEVELOP A MARKETING & DISSEMINATION PLAN

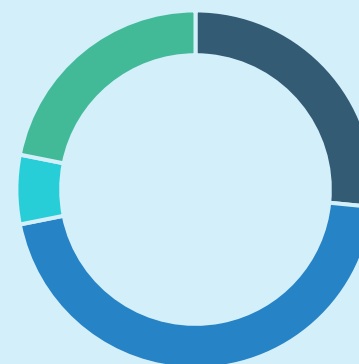
- **Objective:** to gather essential insights into sustainability aspects, such as determining the acceptable tuition fees for prospective students
- **How:** assign a dedicated Marketing and Business Development Officer to assess the programme's position in the market, as well as develop and monitor a communication plan that will grab the attention of students and employers

### ADDRESSED CHALLENGES

- Attracting students from different cultural backgrounds
- Marketing strategies targeting different local realities

### EXPECTED BENEFITS

- Tailored marketing strategies that respond to the diverse local factors influencing student enrolment
- Attracting students from different backgrounds thereby increasing student diversity in the programme



- Implemented
- Not implemented but important
- Not implemented, not important
- I do not know

## EXAMPLE

The EM Master 'TROPIMUNDO' has been featured in university newsletters and magazines. For example, the recent issue of UMT's Voyages of Discovery (Vol 11, 2023) dedicated four pages to the EM programme to promote the programme and attract more local and international students to it. Additionally, every year the programme distributes calendars and postcards to the partners for branding and promotion. Both European and non-European partners actively engage in disseminating information through various channels, including social media platforms, which has garnered positive responses globally



# Activity

Answer the questions in the poll



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# Overview of good practices for HEIs in Euro-Asian/Pacific Cooperation

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GOVERNANCE & COMMUNICATION	Arrange study visits and other face-to-face networking activities when setting up consortium partnerships	X	X		
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	Identify the programme's position in the market and develop a comprehensive marketing and dissemination plan	X		X	





# Parallel Working Groups Assignment for Day 2

Solutions for increasing participation  
in Erasmus+/Erasmus Mundus



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# Solutions for increasing participation in Erasmus+/Erasmus Mundus

Onsite participants will work in small groups on one of the following assignments:

Option A)	Option B)
<p><b>Design a flagship programme to increase Asia-Pacific / Europe cooperation in higher education.</b></p> <ul style="list-style-type: none"> <li>• What would be the core elements in terms of <ul style="list-style-type: none"> <li>○ Objectives</li> <li>○ Target groups</li> <li>○ Measures</li> <li>○ Intended impact</li> </ul> </li> <li>• Who should run the programme – European Commission, national governments, other operators, a combination of these?</li> </ul>	<p><b>Design a project to increase Asia-Pacific / Europe cooperation in higher education.</b></p> <ul style="list-style-type: none"> <li>• What is the main objective?</li> <li>• Who are your target audience?</li> <li>• Which potential partners will you include in your consortium?</li> <li>• What will be the main activities and outcomes?</li> <li>• Which existing instruments would you mobilise (Erasmus Mundus, Erasmus+, other?)</li> </ul>

## How to work

- Split up into small groups
- Chat over dinner / breakfast at the hotel tomorrow 8:30 – 9:30, using the template provided
- Develop a 5'-10' pitch to present in the working groups session at 11:00.



# Parallel Working Groups Day 2

Solutions for increasing participation  
in Erasmus+/Erasmus Mundus

Short pitches & discussion



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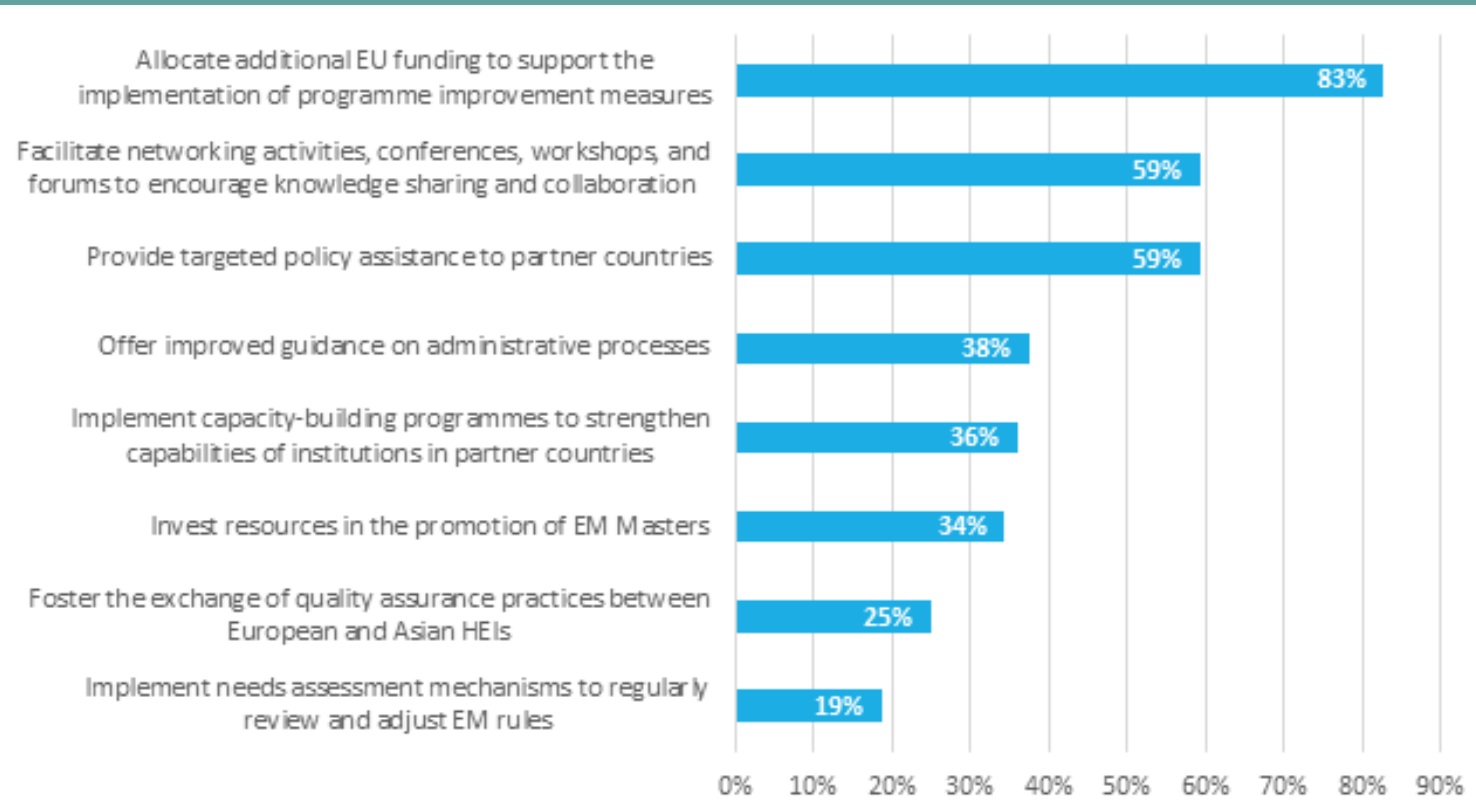
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# Encouraging Asian/Pacific participation in Erasmus Mundus



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## POTENTIAL EU MEASURES TO ENCOURAGE PARTICIPATION OF ASIAN/PACIFIC HEIs IN EM



1

Additional **EU funding** to the Asian/Pacific regions

2

Facilitation of **networking activities**, conferences, workshops, etc.

3

Provision of **targeted policy assistance** to partner countries

Source: NTT DATA, Survey 'Erasmus Mundus Euro-Asian Cooperation', December 2023



# Thank you!

Deborah Arnold,  
Ines Fernandez-Figares Durcudoy &  
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NTT DATA