

European Campus



Erasmus Mundus Action 4

Enhancing Attractiveness



Education and Culture DG

ERASMUS MUNDUS

Core Partners



- **UNICA:** *Project coordinator and grant holder*



- **Erasmus Student Network:** *Adviser*



- **Youth Agora:** *Conceptual and Technical development*



- **Université Pierre et Marie Curie:** *Active Member Pilot Group*



- **Tallinn University:** *Active Member Pilot Group*



- **Brussels Education Services:** *Evaluation and Promotion*



- **ORION:** *Promotion and Dissemination*

Pilot Group



- **Universit  Pierre et Marie Curie**



- **Tallinn University**



- **University of Zagreb**



- **University of Rome – La Sapienza**



- **University of Vienna**



- **Stockholm University**



- **University of Cyprus**

European Campus main Objectives



- *Enhancing Attractiveness for overseas students*
- *Improving Information for international students*
- *Promoting Transparency in finding information*

The Master template

- Fulfilling the demands of **programme coordinators and students.**
- **User-friendly, dynamic and is easy to update and maintain.**
- Two types of information: **formal and non-formal.**

Make it look as you like!
Make it do what you want!

On October 1st 2010, a tutorial will take place in Brussels to use the template and the platform.

The screenshot displays a web page for the 'NANOMAT Master in Nanotechnology' program. The page is structured with a navigation bar at the top, a main content area with sections for 'At a Glance', 'Accreditation', 'Programme', 'Requirements', 'Fees', 'Contacts', and 'Media', and a sidebar on the right with 'Location' and university logos. The footer contains information about the 'YOUTH AGORA TEMPLATE' and 'GET UPDATES' options.

europaean campus
international master course template

Home News Events Partners Stories Master at a Glance Contact

Home

NANOMAT
Master in Nanotechnology
From 09/10/2009 - 2 years Year(s) Duration
Study Field Engineering and engineering trades
Apply Here
Deadline 04/28/2009
Download Flyer

At a Glance

Accreditation
20ECTS
Degree Awarded Doctoral Degree
Quality Statement
Learn More

Programme
This master is Full Time taught in English
Programme Description
Career Opportunities
Courses Description

Requirements
Educational Requirements
Language Requirements
Other Requirements
Download

Fees
Tuition Fees €300 { +€340 Monthly Expenses
+€45 Other Costs
A scholarship is Available for this master course.
Learn More

Contacts
John Smith
International Relation Officer
my@university.com
+35456947
Programme Website

Follow Us Online:
f in

Media

A YOUTH AGORA TEMPLATE
The Master Template website is based on a freely available Drupal template by Youth Agora.

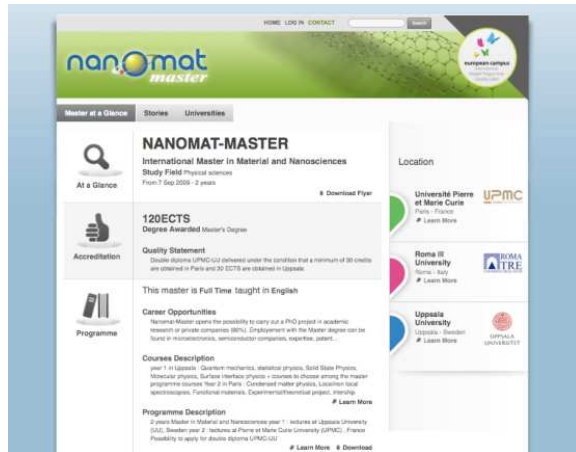
GET UPDATES
Keep up with Master Template:
All News Feed Stories Feed Events Feed
What is this?

UNICA youth agora

This project has been funded by the European Commission through the Erasmus Mundus Programme. This website reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

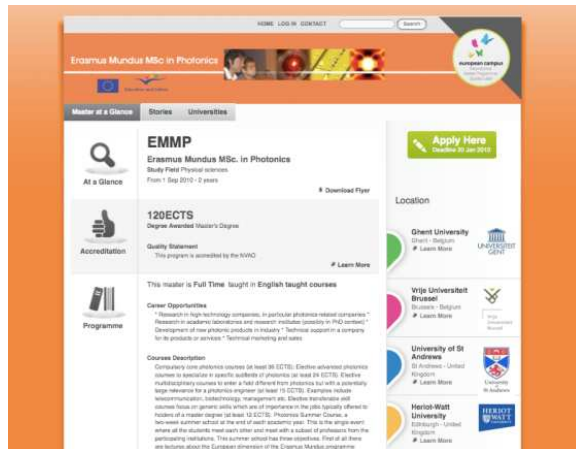
Get your template by clicking on <http://template.europeancampus.eu>

The Master template tool



Formal information

- Pilot Groups: online information charter selecting the information to be provided.
- Details on the programme, application requirements, tuition fees and contact details, etc.
- Universities can adapt the Template to their corporate identity: colours, logo, header...



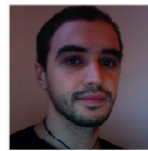
The Master template tool

Non-formal information

Enhancing attractiveness by collecting stories from people who coordinate, follow or completed the programmes.

Collecting 3 types of individual stories

Stories *from students*



“ It was a great experience being there. By far the best year of my life, I loved the city and the course.

Stories *from projects*



“ This new student project allowed us to strengthen new skills such as project-planning and and team-work

Stories *from spin-offs*



“ I'm really proud about this new research project. It is the result of a close co-operation with many industrial partners



ESN websites will provide information about student life and will offer support to visiting students

The Master template tool



Non-formal information

Enhancing attractiveness by using new media :

- YouTube movies
- SlideShare presentations
- Flickr pictures
- Possibility of linking with **social networks**:
 - Facebook (Mentors)
 - Linkedin (Alumni)
 - Twitter

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue rounded square.

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font.

Masters taught in English offered by UNICA Universities



Our UNICA trainee, Tim, went to every University website to look for Masters in English. He drew 3 conclusions:

- **The access to information really varies from a University to another:** indeed some Universities have no website available in English, so it makes the search even harder.
- **It is often very much time-consuming to look for this information.** The exact amount of necessary clicks to find the list of Masters in English starting from the University homepage (in its national language) goes from 2 to 10.
- Some of the UNICA members were contacted per email (asked in English) in order to get info, and **no reply was received after 5 weeks.** Besides, it is difficult to find the right person to contact.

Masters taught in English offered by UNICA Universities



Key figures in the quest of Masters in English:

- **About 600 Masters** in English offered (+ 80 from UCD)
- **About 10 Erasmus Mundus** programs
- **6 Universities** where we ignore whether Masters are taught in English or in the national languages
- **10 Universities** with no clear list of Masters displayed
- **4 Universities** at least where there is no Master in English offered

Recommendations



- Taken English as *lingua franca*, it would be recommended to display on the homepage of every UNICA Universities 2 bars :
 - One with a direct access to the list of the existing Master programs it has ;
 - One with a direct access to the European Campus website.
- From a foreign student perspective, this clarity would allow them not to waste too much time looking for precious information, not to send emails to which they often get no answer and not to get discouraged.

Thank you for your attention
Vielen Dank für Ihre Aufmerksamkeit

