



Sixth Meeting of UNICA Bologna-Lab Coordinators, Lausanne

European Campus: working groups

The idea of the **UNICA European Campus** should be pushed forward by pursuing a complementary dual strategy. Both strains of the EC idea should be pursued simultaneously. Thus work on the original learning outcome-oriented free-mover idea should be joined cooperatively with developing scenarios for an underpinning marketing and recruitment strategy for the UNICA network.

To achieve this goal two working groups will be formed on the second day of the Lausanne Meeting.

Tasks for the groups

The two groups should answer the following questions in their *concluding presentations* to the Bologna-Lab in Lausanne.

1. Group 'free-mover'

1. Which existing programmes/fields of study offer pathways for vertical mobility in the UNICA zone?
2. Which programmes/fields of study can be safely established as foundation blocks for a future expansion?
3. Which procedure can be recommended for identifying further programmes/fields of study?

2. Group 'marketing & recruiting'

1. Define and present key aspects of a coordinated marketing strategy
2. Which added values would such a strategy signify to the UNICA network and its member institutions?
3. Where could be the prime focal point of marketing and recruitment activities?
4. Are there any plans concerning a financial strategy to provide the necessary administrative and technical resources?