



## 25 YEARS OF ADDING VALUE

# From Tallinn to Bucharest:

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# UNICA in a nutshell

Founded in **1990**

**46** universities from **35** European capitals

**1.800,000** students

**150,000** staff

Motto: ***Sharing, learning, adding value***

**10 working groups**

[www.unica-network.eu](http://www.unica-network.eu)





# UNICA in EU projects

Active in European projects (Tempus, LLP, Erasmus+...)  
**both as Partner and Coordinator**

Conducted **service contracts** for the European  
Commission from 2007 to 2013

**Recent projects coordinated by UNICA include:**



**Integration and Promotion of Staff Training  
Courses at Universities across Europe**



# Why Summer & Winter Schools?

- Increasing emphasis on **internationalisation at home**
- Growing interest in Summer & Winter Schools as „**mobility teasers**“ and „**university tasters**“



Summer & Winter Schools **taking an important place in university internationalisation strategies**





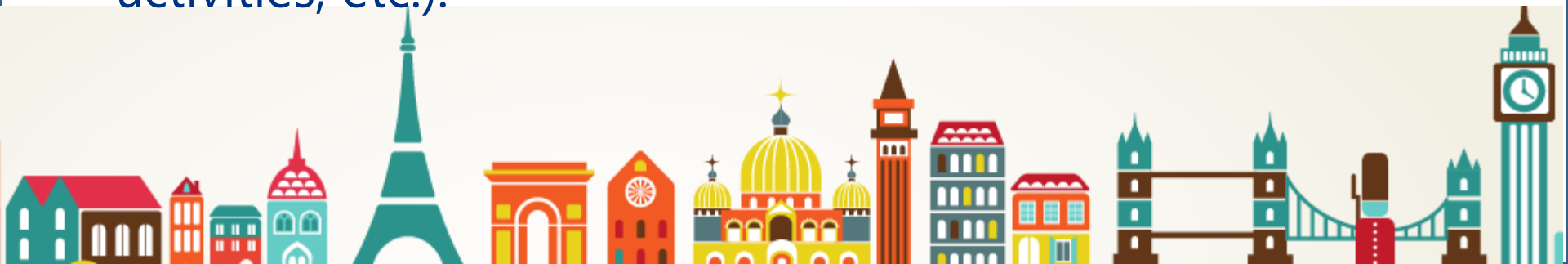
# 1st meeting (Tallinn 2013)

## The meeting aimed at:

- **Mapping** the activities of UNICA members: Identifying different kinds of summer schools that are run by UNICA member universities
- **Exchange** experience and good practices
- **Discuss cooperation ideas** (staff exchange, joint courses, marketing activities, etc.).



**26 participants**  
**10 UNICA member**  
**universities**





# Tallinn Action Plan

**Based on group works and discussions, an action plan for cooperation with concrete steps and deadlines was created:**

1. Common **website** (and database) of UNICA summer & winter schools
2. Common **marketing material** (flyers, video, newsletter)
3. Joint session at the **EAIE** Conference
4. Joint courses, cooperation with Scholars At Risk, **and many more!**





# From words to actions...

## Prioritising

- Which action seems most beneficial for our members & can be relatively quickly implemented? → **Portal!**

## Setting up a task force

- 1 Summer School manager (Tallinn University) + 1 Marketing expert (VUB) + 1 academic (VUB) + support of UNICA Secretariat

## Development of the portal

- **Questions:** Who will manage the portal? Who will be the audience? For which universities? How to make it attractive?

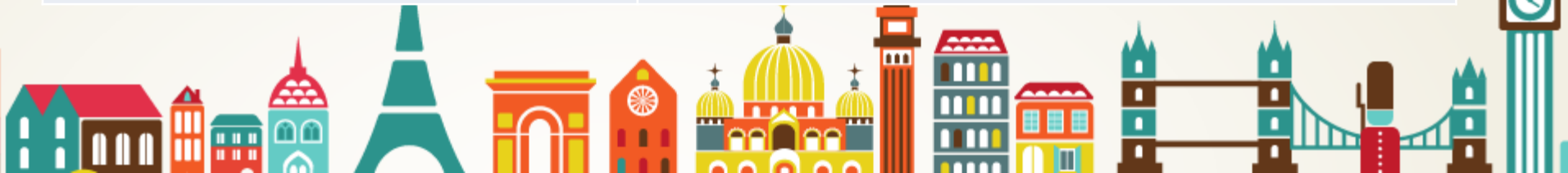






# Questions... and answers

Questions	Answers
Who will manage the portal?	Summer & Winter School Organisers through <b>individual accounts!</b>
Who will be the audience?	Students in <b>the Lifelong learning</b> sense of the word!
For which universities?	UNICA member universities and their partners (in case of joint schools)
How to make it attractive?	<ul style="list-style-type: none"><li>- User-friendly navigation</li><li>- <b>Filters:</b> topic, location, start date</li><li>- <b>Structured information</b> on fee waivers, scholarships available</li><li>- <b>Media gallery</b> and <b>testimonials</b></li></ul>





# Launching the Portal

- Launched in late February 2014
- In less than 1 month after going online, the UNICA Summer & Winter Portal listed **nearly 100 programmes** and attracted **over 2,500 visitors**





# UNICA Summer & Winter Schools at EAIE

- Joint FU Berlin-Tallinn University-UNICA session **"Unlocking the potential of summer schools for internationalisation"** at the EAIE Conference 2014 in Prague brought together **more than 100 participants**





# The portal now

- Working **for 1 year and 2 months**
- **25 universities** participating
- **+200 programmes listed** (137 programmes for 2015)
- The Portal has attracted **11,334 different visitors so far**
- **Top visitors' countries: US (12%),** Germany, Italy, Greece, UK, India, Poland, Russia, Belgium

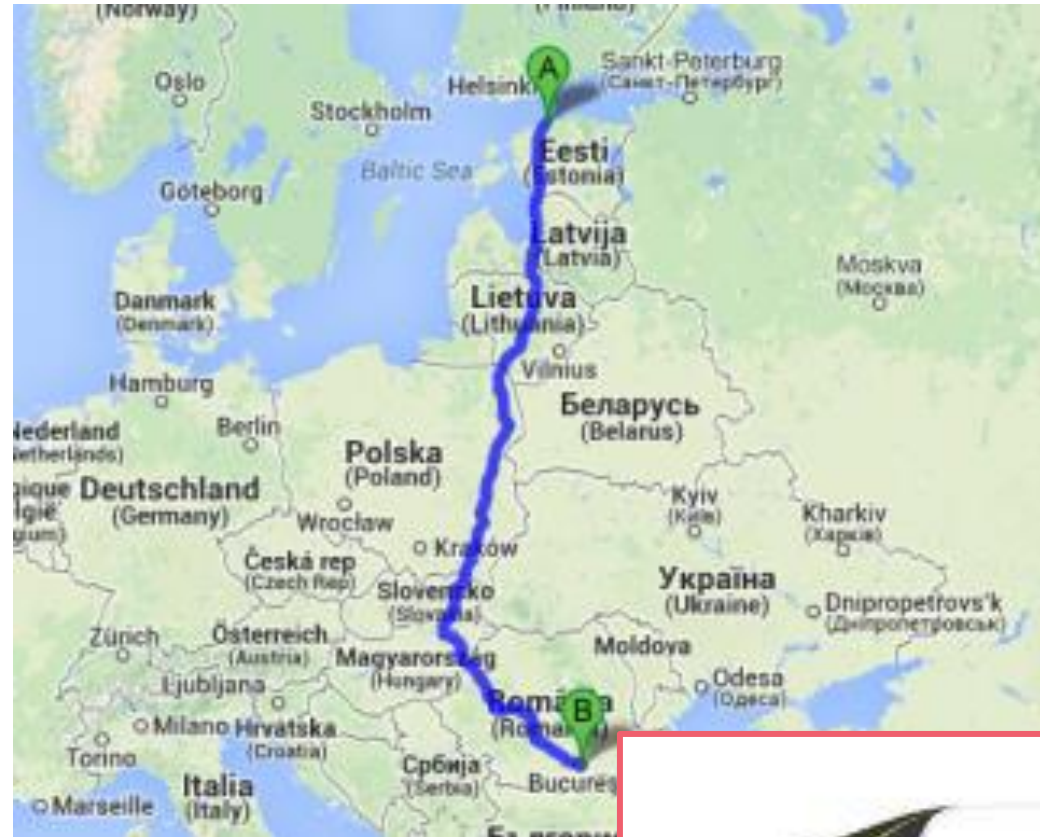


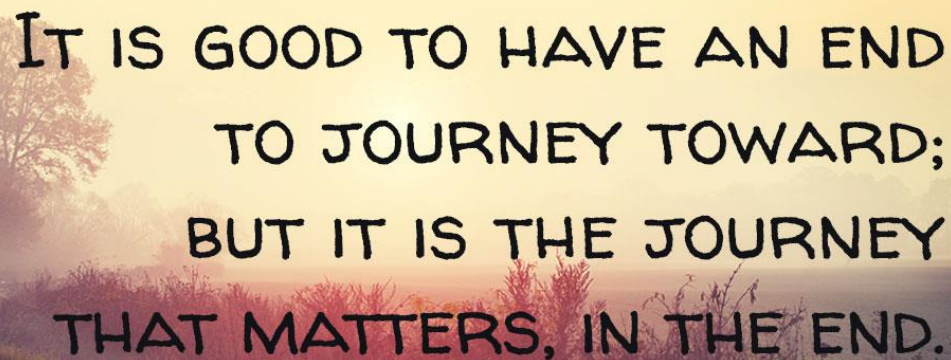




# Road from Bucharest?

- What else can we do together?
- What can we do better?
- How can we develop the Portal further?





IT IS GOOD TO HAVE AN END  
TO JOURNEY TOWARD;  
BUT IT IS THE JOURNEY  
THAT MATTERS, IN THE END.

ERNEST HEMINGWAY