



Starting strong
Key factors for putting together
a compelling programme

Sapienza's experience

Summer & Winter Schools



2nd UNICA Summer & Winter Schools Organisers meeting
University of Bucharest, 28-29 April 2015



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SAPIENZA
UNIVERSITÀ DI ROMA

What I'll talk about



Sapienza: A Quick Snapshot

Our Summer and Winter Schools

- Summer School in Italian Language and Culture

The Perfect S/W School

Problems & (some) Solutions

Plans for the future





Sapienza University of Rome

The largest in Europe, the oldest in Rome

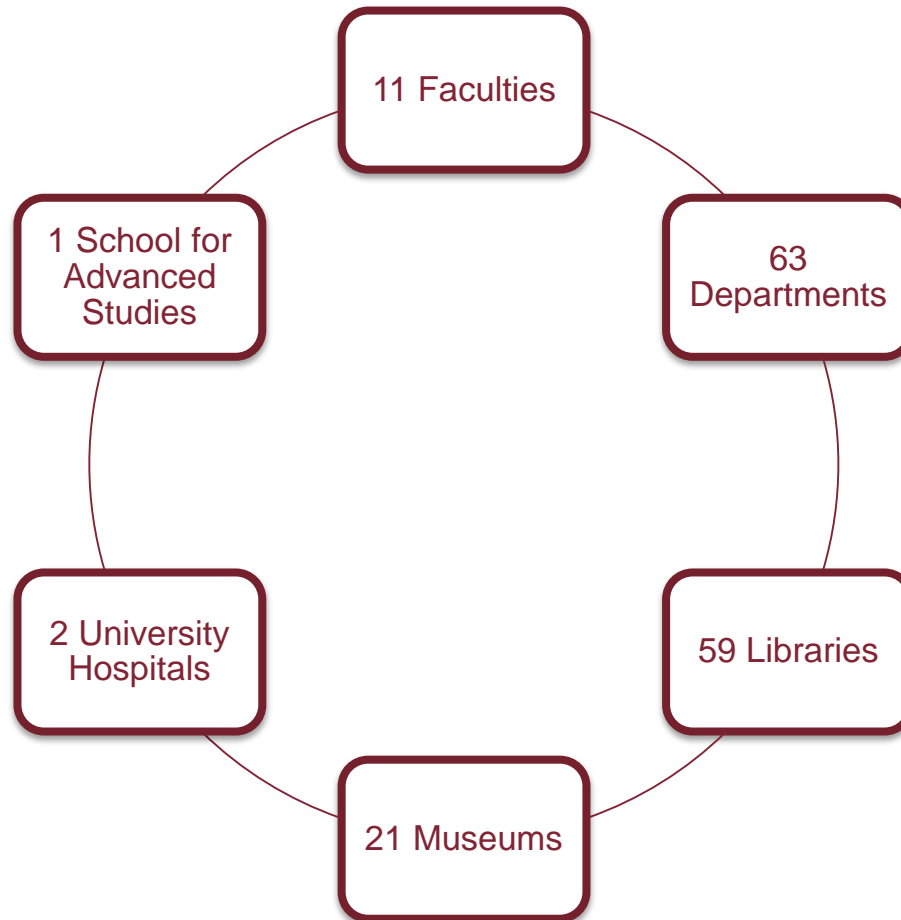
- 110,000+ students
- 3,700+ Academic Staff
- 4,000+ Tech and Admin Staff



- 350+ degree programmes
- 6,500+ international students
- All fields of human knowledge*



Big numbers, great diversity, a wealth of opportunities

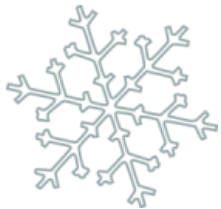


2015 Summer/Winter Schools

Law Humanities Architecture Psychology Health Sciences Computer Science



- Italian Language and Culture
- STEP 3: Theories in Environmental Psychology
- Mapping the impact and dissemination of the social representation theory
- Research methods on health behaviors



- Systematic review and meta-analysis: from theory to practice
- Comparative Constitutional Law & European Legal Culture
- Methods and Techniques for heterogeneous cognitive 5g networks
- Responsive Surfaces





- **FLAGSHIP**
Summer School in Italian Language and Culture
- Organized by the Faculty of Humanities
- Centralized promotion and marketing
- Course contents and structure cater to many different target students



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6-18 JULY, 2015

SAPIENZA SUMMER SCHOOL

In Italian Language and Culture

Join us this summer!

- ☒ Get unique insight into Italian culture
- ☒ Explore the wonders of Rome
- ☒ Improve your language skills (or start from the basics!)
- ☒ Lectures and study visits in English or Italian

Conferences on: Roman History and Archelogy, Literature, Philosophy, Society, Art and Style, Cinema, Music, Science

Study visits include: Palatine Hill and Colosseum, Pantheon and Piazza Navona, St. Peter's Basilica and Castel S. Angelo, Vatican Museums and Sistine Chapel, MAXXI (National Museum of the 21st Century Arts), Auditorium, and many more!

Apply by April 30, 2015!



FACOLTÀ DI LETTERE E FILOSOFIA

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Marketing and Communication activities

- Website(s) → IT/EN accessible from Sapienza's homepage
- Unicasummerschools.eu
- Shortcourses.eu
- Brochure
- Facebook Page
- Posters

Others may visit it, you'll understand it

LECTURES STUDY VISITS ITALIAN CLASSES



SUMMER SCHOOL
SAPIENZA
UNIVERSITÀ DI ROMA

Join us this summer!
July 6-18, 2015
en.uniroma1.it/summer-school



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Summer School in Italian Language and Culture

Application and Fees

- Merit- and Need-based scholarships
- Early-bird discounts
- Discounted rate for Erasmus students
- Discounted rate for students from partner institutions
- Housing agreements





Summer School in Italian Language and Culture

→ Course Content and Structure

- Students choose their preferred language
- Many different topics in Italian Culture (lectures are given by expert professors of the Faculty of Humanities)
- Deep interaction between Lectures, Language Classes and Study Visits
- Detailed course outline designed AFTER applications close to better suit the needs of actual students

This results in...

- Diverse student body in terms of:
nationality, studies, level of instruction, age





What does the perfect S/W school look like?

One size DOES NOT fits all

- Broad VS Specific
target students, topics, requirements
- International and Multicultural VS Culture-/Country-Specific
Tailored to specific academic and cultural needs

However...





What does the perfect S/W school look like?

All courses should aim to be:

- **Sustainable and Affordable**

Apparently contrasting terms: a compromised must be reached, especially for new courses still needing to gain momentum

- **Distinctive**

Regardless of the topic, a S/W course should always provide unique learning experience, making use of local attractions and resources

- **Centralized**

(application, dissemination and services)

No matter how diverse your offer is, students what to find it all in one place





What does the perfect S/W school look like?

- **Showcase the very best of the institution**
S/W students are perspective full-time students
- **Cultural and social activities + facilities and support**
Could be deciding factors





Problem:

- Lack of internal communication
Faculties and Departments vs. Central Administration

Solution

- Centralized Allocation of S/W Schools funding through specific applications detailing course outline, content, faculty, costs, etc. (From 2014)

How much?

- 2014: €30,000 → 7 S/W funded (or co-funded)
- 2015: €40,000 → call for applications yet to be published (for 2016 S/W courses)





Problem

- Little international visibility

Solutions

- UNICA S/W portal
- Partnerships

BUT...





Lots more to be done in terms of:

- Staff Training
- Centralization
- Communication
- Marketing



S/W schools should become **a brand within a brand**, thus marketed and perceived as a **coherent set of courses**, however varied their topics may be.





Plans for the future

- **Centralized webpage and search tool for all of Sapienza S/W Schools**
- **Increased use of the UNICA portal**
- **Mandatory central registration for all S/W students**
- **Partnership and Cooperation agreements to enhance attendance and internationalization**
- **Blended Learning - Coursera**



That's it!

Thank you for your attention!

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