International enrolment strategies during and after the pandemic

Katalin Igaz-Öhler
Deputy-Head of International Strategy Office
Eötvös Loránd University

University PR & Communication from behind the mask
9th UNICA PR & Communication online workshop
8th October 2020

International enrolment/recruitment at ELTE

Aim:

Increase the visibility of our university and engage prospective students

Tools and activities:

- Website
- Social media channels
- Study choice platforms
- Education fairs
- Cooperation with agents
- Student ambassadors
- Paid promotions

Selected target regions are emphasized

International enrolment/recruitment at ELTE

Era of COVID-19:

- Updating the website → every current information is there

- More emphasis on the online tools and activities we used

- Better to rely on the online tools we already have and develop these, but searching for new possibilities is important

- Online education fairs

- Online activities for student ambassadors, adapting their tasks

COVID-19

Information on the coronavirus
(updated: 07.09.)

International enrolment/recruitment at ELTE

Eötvös Loránd University

Request information

Communication:

- Active communication with the **ELTE Epidemiological Operative Coordinating Body**
- Flexibility in uncertain times
- Active engagement, follow up
- Not letting the prospective students in doubts

Communication of Erasmus+ call for applications

March 2020: student, teacher and staff mobilities are suspended

By the end of August mobilities are enabled again, if:

- Duration of traineeship is minimum 2 months
- Duration of study abroad mobilities is minimum 3 months
- Duration of staff mobility is minimum 1 month

Messages:

- Students do not have to give up on mobilities
- Flexible frameworks, fast adaptation if needed
- Institution's responsible attitude

Erasmus+

RENEWED FRAMEWORK FLEXIBLE ERASMUS

EÖTVÖS LORÁND UNIVERSITY

ERASMUS+ SECOND CALL FOR APPLICATION 14/09/2020 - 05/10/2020

WWW.ELTE.HU/ERASMUS

Did you know? Erasmus student mobilities did not stop. For the mobility conditions during the pandemic, please visit our website.

Communication of Erasmus+ call for applications

Call:

- On ELTE's website
- Highlighting flexibility
- Link to detailed regulations due to COVID-19 during mobility

Promotion:

- Neptun messages (reflecting to the pandemic situation)
- Social media channels
- Posters, banners Coherent → visual appearance
- Offline and online information events → building trust

Challenges:

- Technical difficulties
- Fewer applications due to COVID

Thank you for your attention!

Katalin Igaz-Öhler
katalin.ohler@rk.elte.hu