

BEST (Blended Erasmus+ Staff Training)

KA203 – Strategic Partnership for Higher Education
REFERENCE: 2016-1-ES01-KA203-025594
01/09/2016 to 31/10/2018
Coordinator: ALCALA University

INTELLECTUAL OUTPUT 3

INTERNATIONAL ATTRACTIVENESS OF UNIVERSITIES

COURSE PROGRAMME

STAFF TRAINING IN JOENSUU
28-30 November, 2017

Course designed and coordinated by Dr. Carmen Santamaría-García
(University of Alcalá)

This course has been designed on the topic of the *international attractiveness of universities* and is available and downloadable from the learning platform that has been designed for BEST+:

<http://beta.blendedmobility.eu/courses/best-joensuu-international-attractiveness-universities>

You can also visit BEST+ Joensuu and see the programme and course outline of the actual training that combined eLearning (virtual content) with a 3-day event (physical training) in Joensuu, University of Eastern Finland, from Tuesday, 28/11/2017 to Thursday, 30.11.2017.

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Course info

On-site training

Arrival date: Monday, 27.11.2017

Start date: Tuesday, 28.11.2017

End date: Thursday, 30.11.2017

Virtual training

Preparation of webinar (ASSIGNMENT A) between Monday 16.10.2017 and Tuesday 24.10.2017, 14:00 Central European Time (CET).

Webinar date: Wednesday 25.10.2017, 13:00-15:00 Central European Time (CET)

Follow up task after the webinar (ASSIGNMENT B) and before Monday 27.11.2017, 14:00 CET; preliminary readings before the physical training taking place in Joensuu on Tuesday, 28.11.2017.

Follow-up tasks after the on-site training

Feedback and brief follow up tasks will be welcome and expected on the platform (ASSIGNMENT C)

Deadline:

Sun, 22. 12. 2017 - 14:00 CET

Rationale for the course

Staff has a huge potential for the promotion of their universities and can be considered essential agents of change for the benefit of their institutions and incoming students.

In this course we will explore some useful resources for the promotion of universities through staff actions.

Topics

This training will explore strategies to promote universities and make them attractive for international students. Marketing, educational, touristic and human aspects will be dealt with in an attempt to discover their relationship with the impact of internationalisation processes on university reputation.

Learning objectives

After the course, participants are expected to have gained insight to:

- (1) Identify resources and strategies to improve the branding and reputation of universities through internationalisation.
- (2) Draft and implement strategies to improve the branding and reputation of their home universities through internationalisation.
- (3) Gain awareness on several possibilities to personally contribute to the internationalisation of their institutions.

On-site training

Tuesday, 28. 11. 2017 JOENSUU EVENT DAY 1

Venue: University of Eastern Finland, Joensuu Campus, Natura building

Welcome coffee (9:30-10:00) NATURA BUILDING.

Opening of the workshop (10:00-10:05) Dean Prof. Markku Filppula. NATURA BUILDING. N114

Introduction (10:05-10:15) Prof. Dr. Carmen Santamaría (UAH) and Stefan Jahnke (EUF). NATURA BUILDING. N101

Practical Information (10:15-10:30) Stefan Jahnke (EUF) & Karin Koivisto (EUF). NATURA BUILDING. N111

Getting to know each other activities (10:30-11:00)

Lunch (11:00-12:00)

Learning session 1 – How can a university improve its branding? (12:00-16:00)

(1) Lecture: Resources and strategies for the promotion of universities (Carmen Santamaría, UAH, Weronika Ćmielewska, U. Lodz, and Maj Vuorre, UEF Communications and Media Relations dep.) (12:00-13:30) AURORA BUILDING, SMART ROOMS AU207-208 & F310.

(2) Group tasks on our university resources for promotion incorporating results from assignment B readings and lectures (13:30-14:00) (Carmen Santamaría, UAH, Weronika Ćmielewska, U. Lodz)

Coffee break (15:00-15:30)

(4) Debriefing the results of the group tasks above. (15:30-16:00)
(Carmen Santamaría, UAH, Weronika Ćmielewska, U. Lodz)

Learning session 2 – How can we act upon the improvement of university promotion? (16:00 –17:30)

(1) Lecture: "Implementing strategies to improve the reputation of our universities through internationalisation: Institutional and interpersonal communication". (Carmen Santamaría, UAH)

(2) Lecture: "How to collaborate with student organisations in the promotion of universities" (Rasmus Aberg, ESN)

(3) Lecture: "Students – the best marketing ambassadors" (Weronika Ćmielewska, U. Lodz)

(4) Debriefing the results of the session and preparation for social activity on Wednesday morning (17:00-17:30) (Carmen Santamaría, UAH, Rasmus Aberg, ESN, Weronika Ćmielewska, U. Lodz)

Social activity: Sauna and Dinner at Villa Väinöniemi (Bus transfer University – Dinner – Hotels)

Wednesday, 29.11.2017 JOENSUU EVENT DAY 2

Learning session 3 – Natural landscapes as resources for university promotion

Morning trip to Koli National Park + lunch

Details to be confirmed during the session on Tuesday, 28.11.2017

Information about Koli National Park:

<http://www.nationalparks.fi/en/kolinp>

and <http://www.visitkarelia.fi/en/Travelling/North-Karelia/Pielinen-Karelia/Koli>

Youtube video Sibelius' Karelia Suite inspired in Karelia region

<https://www.youtube.com/watch?v=0lCnguTtsSQ>

<http://www.favorite-classical-composers.com/karelia-suite.html>

(1) Lecture by Kirsi Laurén, UEF

(2) Debriefing tasks. (Facilitators: Carmen Santamaría, UAH, Tuomas Järvenpää, UEF and Kirsi Laurén, UEF).

Thursday, 29.11.2017 JOENSUU EVENT DAY 3

Venue: University of Eastern Finland, Joensuu Campus, Natura building

Learning session 4 – Question time, self-evaluation & open discussion (10:00 –12:00)
Participants are invited to make questions on topics related to the course.
Self-evaluation of the learning process and feedback from the course contents
(Carmen Santamaria, UAH and Stefan Jahnke, EUF) (10:00–12:00)

Lunch (12:00-13:00)

Course activities deadlines

Webinar on Wednesday 25.10.2017

Deadline for assignment A: Tuesday 24.10.2017, 14:00 CET

Deadline for assignment B: Monday, 27.11.2017, 14:00 CET

Deadline for preliminary readings: Tuesday, 28.11.2017