

**London Higher Specialist Workshop  
Erasmus+ and Joint Masters Degree Programmes**

**London Higher in association with University of Roehampton, British Council and EM ACE**

**Event Report**

The University of Roehampton was successful in a bid to hold an EM ACE marketing workshop and approached London Higher to collaborate on the event. The British Council were also a partner and the three institutions worked together on a full day of events for staff working on Erasmus+ programmes.

Students were invited to a workshop at which Professor Bryony Hoskins spoke about European Citizenship and the opportunities of international study. A representative from EM ACE and an alumnus from an Erasmus Joint Masters Degree also spoke and students were able to ask questions.

The event was held at Senate House (University of London) on the 13<sup>th</sup> of November 2014.

**Staff workshops**

The staff workshops were well attended by staff from across the UK working on Erasmus+ projects. There were two sessions; EM ACE presented on the marketing of Erasmus+ projects using the University of Roehampton as a case study and the British Council ran a session on the changes to the bidding process and the experience of running a programme.

**Workshop 1: Marketing of the Erasmus+ Programmes (EM-ACE & University of Roehampton)**

The EM ACE workshop was very interesting and the report provided was comprehensive, giving the University of Roehampton some positive things to take away and some improvements to make. There were some concerns raised by the audience that the focus was on marketing the Erasmus+ brand rather than the specific degrees and the conflict of that from a university point of view. Whilst the Erasmus+ scholarships are a draw to students, the universities are more interested in candidates that are dedicated to the programme subjects. In the case of Roehampton, the degrees offered are for candidates who have experience in the field and are therefore not expected to come directly from their undergraduate degree and this seemed to not have been taken into account when considering how marketing to students should be done.

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Workshop 2: New Opportunities for Joint Masters Degrees (British Council & Scottish Association for Marine Science)

The British Council presented an update on the bidding process following the change from Erasmus Mundus to Erasmus+ which was interesting and useful for the staff attending. The Scottish Association for Marine Science was a new Erasmus+ programme. They presented their experience of the bidding process and the set-up of partnerships, programme content and other aspects of Erasmus+ from their point of view.

### **Student workshop: The Value of International Study**

Keynote speaker: Professor Bryony Hoskins (University of Roehampton) “International Study and European Citizenship”

Contributions from EM-ACE and Erasmus Mundus Alumni.

The student workshop was widely publicised at University of Roehampton and through the Students’ Unions of the London Higher network of Universities in London and many students signed up. However, on the day it was not well attended and this was a great shame.

The presentations were very interesting and the students in attendance were very interested and engaged.

Students and staff combined for a high tea of hot drinks and cake at the end of the day. The networking opportunities of this session were taken advantage of and the students enjoyed being able to chat informally with the Erasmus alumni.

The workshop for staff was successful and has informed the way in which marketing of the programmes at Roehampton is being done.

The networking opportunities were excellent and, as a direct result, I set up a JISC list for staff working on Erasmus programmes to provide a discussion and support forum. It now has several members and is finding its feet as a support forum.

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### Photographs from the event



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