



**How well are you Marketing Your Joint Programme? The
EM-ACE EMQA tool**
Sapienza Università di Roma
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Louise Simpson
The Knowledge Partnership

Introductions



Louise Simpson

- Director of The Knowledge Partnership
- Higher education consultancy with offices in UK, Australia, Canada, Singapore
- Director of The World 100 Reputation Network
- Former Director Communications, Cambridge University
- Marketing and reputational management tools – HEliX, Maximize, Imap, Aurora, Triple Test

Our ACE marketing toolkit

- Best practice indicators to raise the standard of university marketing
- Three surveys to measure marketing
- Simplicity to aid benchmarking and evidence gathering
- Case studies of good marketing to inspire!



How the surveys are designed to work

- Staff – are they marketing EM well, strategically, systematically?

Staff

How the surveys are designed to work

- EM students – do they think EM marketing is engaging & visible?

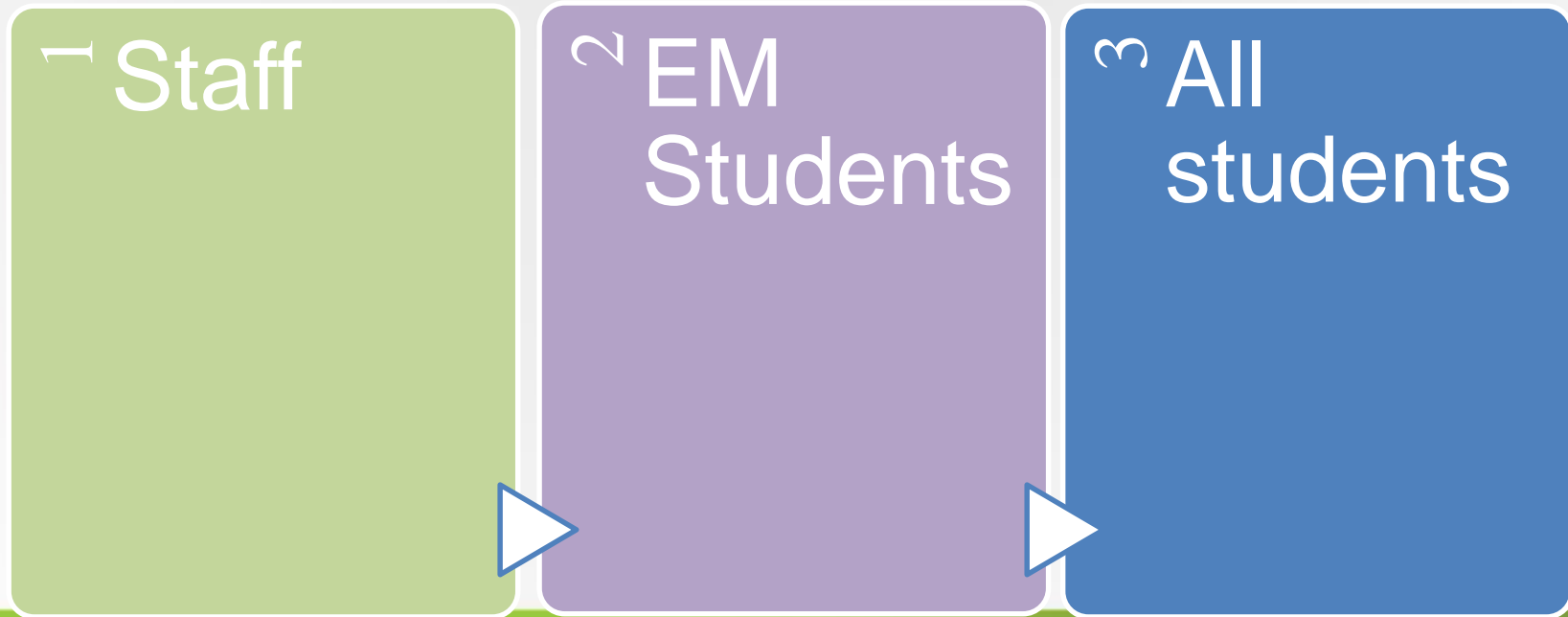
EM
Students

How the surveys are designed to work

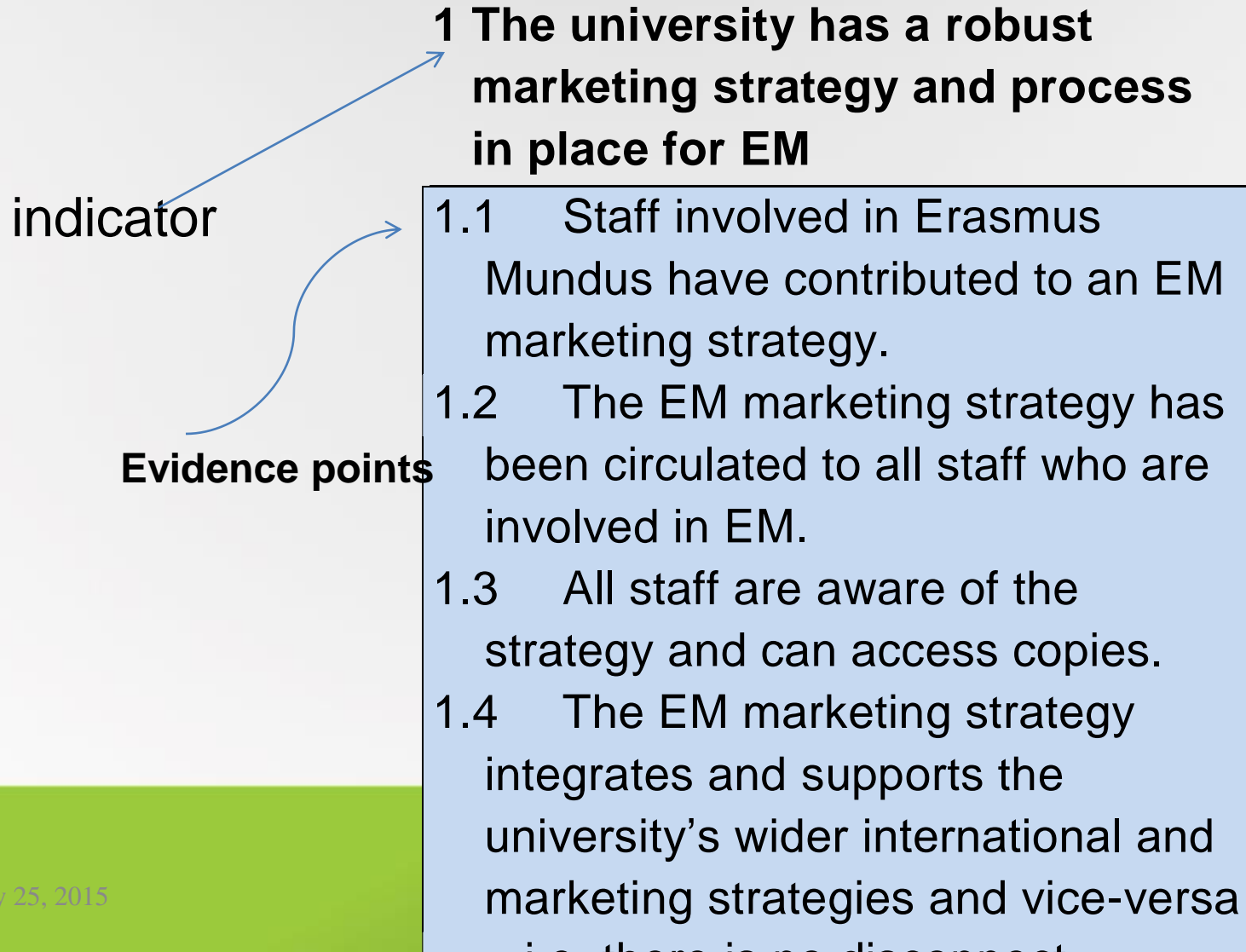
- Students – have they ever heard of Erasmus Mundus, do they know what it is?

All
students

How the surveys are designed to work



How the staff survey works



Self-scoring the indicators

4	Outstanding. All the essential and some of the desirable indicators are observed
3	Good. Some of the essential and desirable indicators are observed.
2	Developing. Just a few of the best practice indicators are observed.
1	None of the good practice indicators are observed

Self-scoring the indicators

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Mapping the indicators

Staff are asked:

“Effort is made to encourage 20% of internal students to study abroad in accordance with the Bologna goals.”

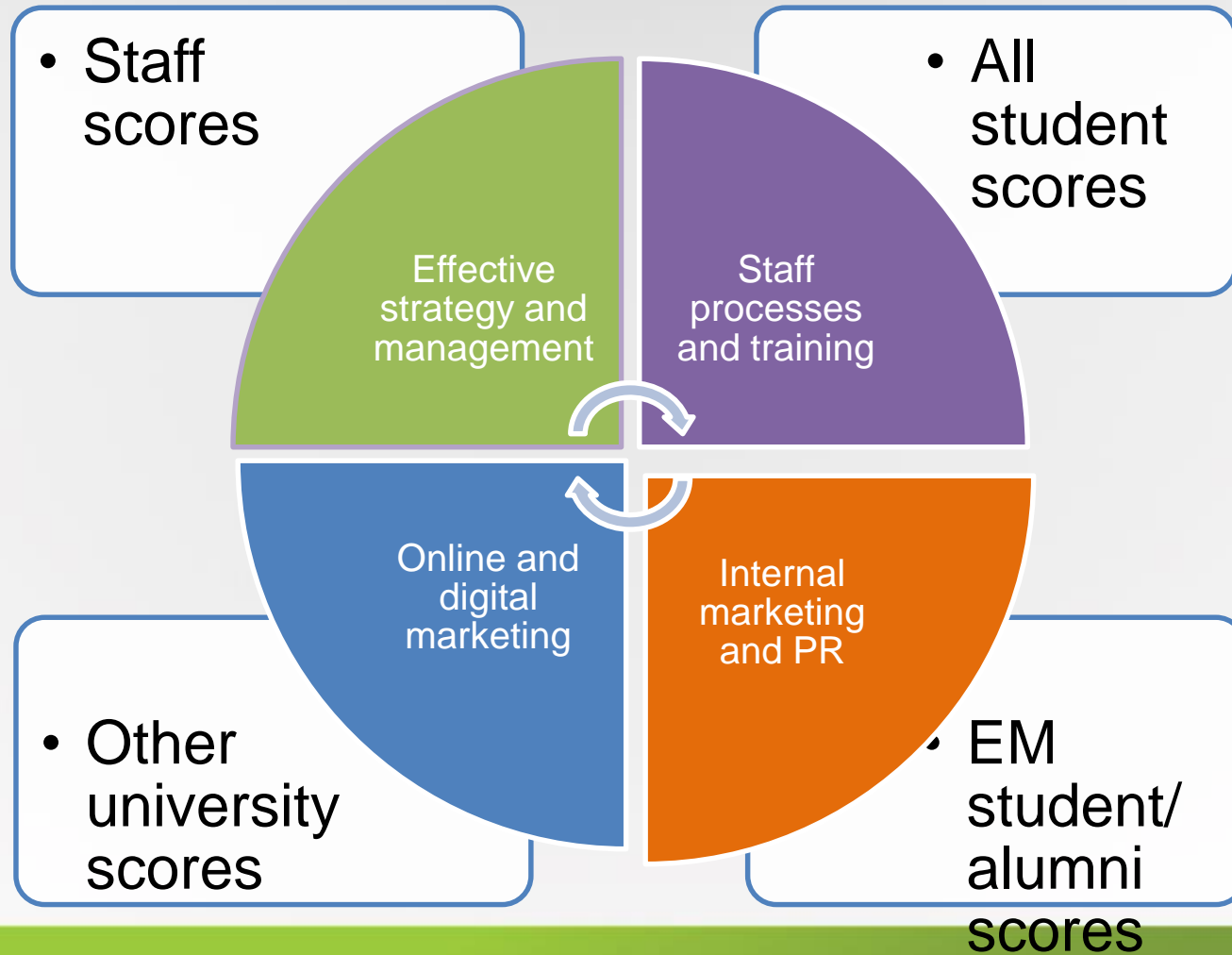
How evident is this at your university? (1-4 scale)

EM Students are asked:

“Many of my student friends are considering study abroad (whether for EM or other shorter exchange schemes).”

Do you agree? (1-4 scale)

Benchmarking



Sample Staff and EM student feedback – Main areas of disagreement

Staff			Students
2.1 The university and faculty JMD marketing strategies align with the objectives of the EC for JMD. (see http://eacea.ec.europa.eu/erasmus_mundus/programme/about_erasmus_mundus_en.php#objectives)	2	3	2.1 The university clearly promotes Erasmus Mundus/Erasmus+ Joint Master Degrees as a European Commission scheme, encouraging students to study abroad to improve their global perspectives and enrich their career
2.6 Effort is made to encourage 20% of internal students to study abroad in accordance with the Bologna goals.	1	3	2.6 Many of my student friends are being encouraged by our university to do study abroad (whether for Joint Master Degrees or other shorter exchange schemes).
7.1 All marketing, international and academic staff across the university are introduced to the Erasmus+ JMD proposition, key messages and benefits etc. and can explain them well without using complex jargon.	1	3	7.1 Staff are good at explaining Erasmus Mundus/Erasmus+ Joint Master Degree without jargon, and promoting it as worthwhile for the students at my university.
9.2 JMD webpages on the university site are linked from relevant postgraduate taught degrees/master's pages	1	3	9.2 The webpages on the university site about Erasmus Mundus/Erasmus+ Joint Master Degrees are linked from relevant postgraduate taught degrees/master's pages.
9.10 The Erasmus+ JMD website is viewable on a mobile phone.	1	3	9.10 My university's Erasmus Mundus/Erasmus+ Joint Master Degree web page is viewable on my mobile phone.

4	4. Outstanding
3	3. Good
2	2. Developing
1	1. None of the evidence factors are observed

EM-ACE – intensive marketing diagnostic



But also a fast self-score tool as well



EMQA

- 2008-10 the Erasmus Mundus Quality Assessment (EMQA) project built and refined the 'Landscape of Excellence' for Erasmus Mundus Joint Programmes, funded by the EC
- In order to: **understand how EMs 'performed' excellence** - as international quality assurance metrics were too generalised to be useful.
- Extensive interviews with academics, administrators, students uncovered **the sophisticated landscape of excellence that existed across EM programmes.**
- And was turned into a handy online assessment tool
- **2500 registered users in over 115 countries where they carried out self-assessment.**

Mike Blakemore

- Emeritus Professor of Geography at University of Durham Business School
- Technical Director of Ecorys UK.
- Expert in EM quality assurance
- Reviewed the review of masters and doctoral programmes for European Institute for Innovation and Technology
- Developer of EMQA



EMQA

EMQA - Erasmus Mundus Quality Assurance for International Higher Education Master and Doctoral Programmes

EMQA is a participatory approach to quality assurance that has been built since 2008 for the European Commission DG Education and Culture Erasmus Mundus Master and Doctoral Joint Programmes. EMQA is not a standard QA process of judging or ranking courses against a fixed set of 'standards'. The underlying principle is that international programmes are innovating constantly and that this innovation needs to be communicated directly back to the HE sector. EMQA is a strongly participatory approach to excellence. The resources on this Web site can be used by any international programme – Master, Doctoral, Professional, or Commercial – to help you to review your own quality against a structured set of quality components drawn from Higher Education across the European Union. On this site you can:

1. Understand the 'landscape' of quality challenges that international programmes encounter;
2. Self-assess your own courses or programmes against a series of structured questions;
3. See in detail examples of excellent practice from programmes studied in depth since 2008;
4. Read online, and download, a Handbook of Excellence that guides you through the issues you need to consider when creating Master and Doctoral Programmes;
5. Contribute your own excellent practice and add to the body of evidence that will continue to develop the 'components of excellence'.

Please enter your login details or [Register](#) here.

For guidance, please refer to the User Guide which can be downloaded [here](#).

Enter login details

Username :	<input type="text" value="Louise Simpson"/>
Password :	<input type="password" value="*****"/>
	<input type="button" value="Log In"/>

Click [here](#) to leave us a message

Access without registering
Handbook of Excellence
+ Masters
+ Doctoral
Erasmus Mundus Employability, Degree Recognition, Sustainability, regional and Thematic Clusters
Clusters within the Erasmus Mundus Programme

Forgotten your account details?

Email Address :	<input type="text"/>
	<input type="button" value="Retrieve Account Details"/>

EMQA = Erasmus Mundus Quality Assurance

- An online self assessment tool to help develop an Erasmus Mundus Programme
- Indicators of best practice for each step
- 4 areas of assessment:

<i>Indicator</i>	<i>Description</i>
<u>Priority A</u>	Comprehensive course vision
<u>Priority B</u>	Facilities, Logistics and Finance
<u>Priority C</u>	Realistic management, financial, and institutional strategy
<u>Priority D</u>	Recruit excellent students, deliver value, engage alumni

How EMQA works

- Like our own tool to measure EM marketing effectiveness, it uses indicators with evidence points on a 4-point scale
 - And most importantly, the judgement of how good your course is, is in your hands
 - You are the jury!
-
- So we liked the EMQA approach!

- Also, EMQA takes the starting point that in order to develop a good EM programme one must

“Justify its USP through robust market research, and identify the particular niche market for the programme”

So Mike is a marketer!

Why we needed Mike....

- We could see the EMQA tool was easy and efficient, and realized that quality was dependent on understanding markets and market research
- We wanted a tool to measure marketing
- It was a no brainer....

EMQA



EM-ACE

So what the new marketing assessment looks like on the EMQA site

Erasmus Mundus SAFE | FACEBOOK



Erasmus Mundus Management and Quality Tool for International Master and Doctoral Programmes

Home My Account Programme Assessments Marketing Assessments Handbook Case Studies EMJMD Programmes

Logged in as **Louise Simpson**. Click [here](#) to

Marketing Assessments Summary

How to undertake an assessment

Below are a set of best practice indicators for marketing Erasmus Mundus Joint Master Degrees. To assess your university, first read the indicator, then look at the evidence points. Choose the extent to which your institution meets the best practice from these four options:

- **None** – None of the evidence points are observed
- **Developing** – Just a few of the evidence points are observed
- **Good** – Some of the evidence points are observed
- **Outstanding** – All the essential and some of the evidence factors are observed

How to save an assessment

Key :

- Not Started
- In Progress
- Complete

Personal log in

Please enter your login details or [Register](#) here.

For guidance, please refer to the User Guide which can be downloaded [here](#).

Enter login details

Username :


Password :

Click [here](#) to leave us a message

My Marketing Assessments

You can assess the quality of your university's or department's marketing of Joint Master Degrees with this tool. Anyone can take the survey if they are involved in running, marketing or teaching the Erasmus Mundus Joint Master Degree programmes and want to attract more and better students. Respond to the indicators that are relevant for your Programme using the 1 to 4 scoring. If the indicator is not relevant, or you don't know the answer, click the 'not applicable' button. The resulting visual summary will be calculated only on the indicators you score 1 to 4.

To access best practice in marketing, and the full marketing toolkit for Erasmus Mundus Joint Master Degrees, see www.em-ace.eu

	<i>Create Date</i>	<i>Name</i>	
	5:00	Erasmus Mundus	Master Courses/Joint Mast

If others have allowed you to be their Super User, a listing of their assessments can be found below. This information is for individuals.



Export *all* assessments listed below into an Excel spreadsheet

No Assessments - No one has set you as a super user

Choose the extent to which you meet each indicator on a 4 scale

- **None** – None of the evidence points are observed
- **Developing** – Just a few of the evidence points are observed
- **Good** – Some of the evidence points are observed
- **Outstanding** – All the essential and some of the evidence factors are observed

Indicator 3: EMJMD marketing strategy is robust, specific and agreed with all relevant partners

- 3.1 There is a clear marketing proposition and plan for every EMJMD, indicating what the EMJMD offers, who it is for, and what makes it special (unique selling points).
- 3.2 Any faculty marketing plans align with the institutional marketing strategy for EMJMD.

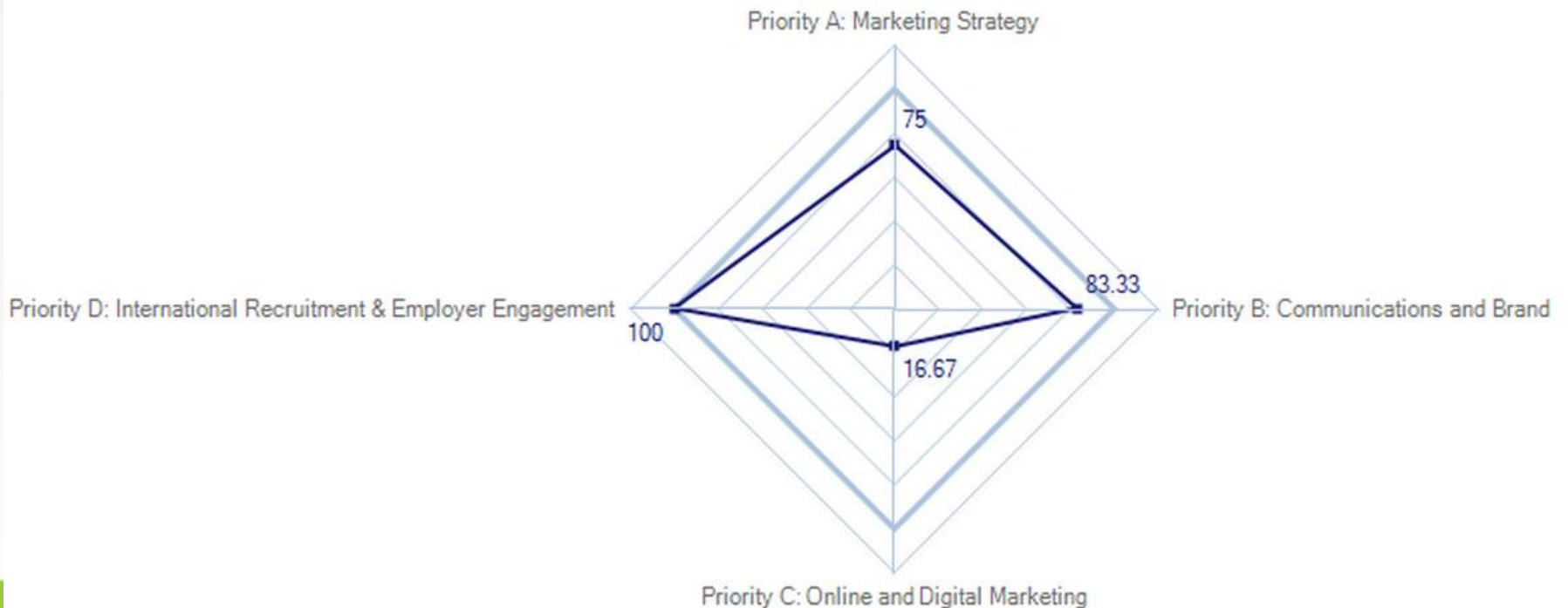
Score yourself, depending on how well you do

ANSWERS

- None** – None of the evidence points are observed
- Developing** – Just a few of the evidence points are observed
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- Outstanding** – All the essential and some of the evidence factors are observed

Your score translates into a diamond pattern, with outer edges conveying excellence

Diamond of Excellence



EMQA Benchmarking allows you to

- Save your score
- Redo the test
- Ask someone else to do it
- Also score yourself on the quality assurance measures

- Remember, it's just a self-assessment, and not as comprehensive as the full EM-ACE marketing tools, which scope staff, alumni and student views.

So how will you score?

www.emqa.eu

