

Workshop on Joint Programs at Eötvös Loránd University

The EM-ACE team and the Eötvös Loránd University of Budapest in the coordination of TEMA Erasmus Mundus European Master Course organized the promotional event in Budapest, Hungary on 10 October 2014.

Eötvös Loránd University (ELTE; founded in 1635) ranked as No. 1 university in Hungary - in terms of student number, quality of education and research, and its international relations - is the most popular Higher Education Institution among applicants each year.

The university is the coordinator institution of the Erasmus Mundus master's program TEMA European Territories (Civilisation, Nation, Region, City): Identity and Development (<http://mastertema.eu/>). Furthermore ELTE offers other joint master, entitled EIT ICT Labs Budapest Associate Partner Group (www.eitictlabs.eu) and it is partner in the Erasmus Mundus doctoral law program DCGC (www.dcgc.eu).

For this reason, the organization of this promotional event in the framework of the 2nd ELTEfeszt (a large-scale one-day event whose underlying purpose is to recruit more prospective students and to deepen the connections of current students and alumni to ELTE) increased the visibility of the current programs. The widely advertised ELTEfeszt (<http://www.elte.hu/en/article?id=NW-131#detailed>) was also a great opportunity to raise awareness institution wide specifically to the benefits of Erasmus + / Erasmus Mundus Joint Degree programs for a Higher Education Institution and even for a small EU country, like Hungary.



ELTEfeszt is a one day long study festival, which gives you the chance to experience the university in a fun and unique way. On the international programs you can learn how to maximise your international experience during your studies.

Visitors could not only learn more about study abroad opportunities, the international joint degree programs at ELTE on the workshops, but also meet the experts (program coordinators, staff and Alumni students) of joint programs.



International programs at ELTEfeszt

The good examples and best practices could motivate new departments to launch their joint programs. The event was also a good platform for professional networking to interested colleagues within an outside ELTE. (Other institutions have already contacted the organizers regarding the management of International Joint Programs.)

According to the EM-ACE regulations, the workshop on joint programs was divided into two parts, clearly differentiated by the content and the audience. A specific attention was however paid to the future of Erasmus Mundus within the recently launched Erasmus + programme during the whole day.

The morning session (10:30-13:00) was opened by Dr. Gábor Sonkoly, Scientific Coordinator of the TEMA EMMC and current Vice-Dean for International Affairs at the Faculty of Humanities and it was honored by the presence of Dr. Gábor Erdődy, vice-rector for international affairs of ELTE.



Welcome speech of Dr. Gábor Sonkoly Scientific Coordinator of the TEMA EMMC and Vice-Dean for International Affairs at the Faculty of Humanities at ELTE

This session was opened for university staff involved in Erasmus Mundus programs (international officers, joint master coordinators and other national stakeholders) and it focused mainly on joint master degrees' marketing. During the first part of the workshop Alessandra Gallerano (EM-ACE Project Manager, Sapienza University of Rome) introduced the EM-ACE research and marketing toolkit, which aims to support higher education institutions to attract more Erasmus Mundus students and to improve marketing for Erasmus Mundus Joint Master Degrees.



Alessandra Gallerano (EM-ACE Project Manager, Sapienza University of Rome) and Pavle Ivetic (University of Belgrade, invited by EM-ACE) are opening the Staff workshop

Following a short coffee break, in the second half of the session, the results of the EM-ACE team's surveys (circulated a few weeks in advance among staff, current and alumni students) were presented and elaborated by giving essential feedbacks from attendees. Furthermore, benchmarking the ELTE's results against other universities highlighted the strengths and weaknesses in the marketing and management.



Alessandra Gallerano (EM-ACE Project Manager, Sapienza University of Rome) is presenting the difficulties of management and marketing

The objective of this session was to share and evaluate these experiences in order to show how they could be improved. A vivid discussion of the possibilities and future strategy proved the success of the workshop.

Around 30 people attended the noon workshop. Apart from the ELTE, many other national Higher Education Institutions were represented.



Dr. Gábor Erdódy, vice-rector for international affairs of ELTE and the representatives of other Hungarian Higher Education Institutions

After a lunch break the afternoon session (14:30-16:30) welcomed many visitors including students as well as parents. The objective of the afternoon session was to encourage local (European students) to study abroad and to enrol in the Erasmus+ Joint Master Degrees.

During this session there were presentations about the joint programs in general, at the ELTE, their place in Hungarian higher education, former students' stories, and the career value of international programs.

First, Pavle Ivetic (University of Belgrade, invited by EM-ACE) presented the Erasmus Mundus Joint Masters Degrees. The detailed presentation aimed to bust the typical myths about Erasmus and international study programs and it encouraged the students to benefit from this unique opportunity. Then later, Márton Beke (Tempus Public Foundation – National Coordinator for Erasmus+ Joint Master Degrees) made the audience familiar with the former and new National Structure for Erasmus+ Joint Master Degrees.



Pavle Ivetic (University of Belgrade, invited by EM-ACE) is presenting the Erasmus Mundus Joint Masters Degrees

The great number of Erasmus Mundus students and alumni (invited by EM-ACE and the ELTE) made the afternoon unique. Thanks to their interesting testimonial (video) presentations the visitors could understand not only the professional or academic value of these programs, but also its cultural and life-long impacts.



Erasmus Mundus Alumni testimonials



Attendees of the afternoon workshop

In the second part of the afternoon workshop the different Joint Degree Programs at ELTE were presented. First, Dávid Vig introduced the Erasmus Mundus doctoral law program DCGC (www.dcgc.eu).



Dávid Vig is presenting the Erasmus Mundus doctoral law program DCGC

Later, Lilla Zábó (TEMA EMMC alumni student, Eötvös Loránd University) presented the first and the only Erasmus Mundus Master Course, which is coordinated by ELTE, namely TEMA European Territories (Civilisation, Nation, Region, City): Identity and Development (<http://mastertema.eu/>).



Lilla Zábó (TEMA EMMC alumni student)



Zsuzsa Várhalmi (coordinator of EIT ICT)

Lastly, an other joint master, entitled EIT ICT Labs Budapest Associate Partner Group (www.eitictlabs.eu) was presented by Zsuzsa Várhalmi (coordinator of EIT ICT).

Finally, the career value of international study programs was highlighted through the example of the EIT ICT programs. Dr. Csaba Antal (Ericksson) introduced their professional cooperation with EIT ICT programs.



Dr. Csaba Antal (Ericksson) is presenting Ericksson's professional cooperation with EIT ICT program

Around 40 people attended the afternoon session, however the online published presentations (also attached to this report) and information could reach more and more people.

The promotional event was widely advertised in the printed and online Hungarian media by using the contacts of ELTE's central international office in order to reach students from different level of study (facebook event: <https://www.facebook.com/events/1549722628595109/>).

Staff participants were contacted directly by the central international office, which have active living contacts of relevant colleagues inside and outside ELTE. The Secretary of TEMA EMMC also used its professional network on national and international level too considering the promotion of the event.

To conclude, due to the generosity of EM-ACE team and the vivid, familiar milieu of the ELTEfeszt the visitors could learn more about the Erasmus + /Erasmus Mundus and other Joint Degree Programs. The university staff also became aware of the new challenges and opportunities of the new Erasmus + program.

Thank you very much for making the event possible.

Regards,

Eszter György and Lilla Zábó
Eötvös Loránd University
TEMA Erasmus Mundus European Master Course
mastertema.eu

Workshop on Joint Programs at Eötvös Loránd University

Time: 10 October 2014, 10:30-16:30

Location: Eötvös Loránd University - Lágymányos Campus, Budapest, Hungary
(Address: 1117 Budapest, Pázmány Péter sétány 1A) **Room 1.69-1.70 (Ortvay)**

TIME	PROGRAM	PRESENTER / MODERATOR
Morning (staff-only)		
10:30-13:00		
10:30-10:45	Start, introductions Official welcome	Dr. Gábor Sonkoly, Scientific Coordinator of the TEMA EMMC, current Vice-Dean for International Affairs at the Faculty of Humanities
10:45-11:30	Introducing the EM-ACE research and marketing toolkit	Chair: Alessandra Gallerano (EM-ACE Project Manager, Sapienza University of Rome)
11:30-11:50	Coffee break	
11:50-13:00	Discussing survey results, and their implications. Benchmarking your results against other universities. Discussing marketing strategy. Questions.	Chair: Alessandra Gallerano (EM-ACE Project Manager, Sapienza University of Rome)
Lunch		
13:00-14:30		
Afternoon (session open for visitors, students and parents)		
14:30-16:30		
14:30-14:45	General presentation on Erasmus+ Joint Master Degrees	EM-ACE speaker (TBA)
14:45-15:00	Student/Alumni testimonials and video	Pavle Ivetic (University of Belgrade, invited by EM-ACE)
15:00-15:15	Presentation by National Coordinator for Erasmus+ Joint Master Degrees and past EM National Structure	Márton Beke (Tempus Public Foundation)
15:15-15:45	Presentation of Joint Degree Programs at Eötvös Loránd University: TEMA (http://mastertema.eu/) DCGC (www.dcgc.eu/) EIT ICT (http://ictlabs.elte.hu/_old/)	One presenter for each joint program: Lilla Zámbo (TEMA) Dávid Vig (DCGC) Zsuzsa Várhalmi (EIT ICT)
15:45-16:00	The career value of international study programs – on the example of the EIT ICT programs	Dr. Csaba Antal (Ericsson)
16:00-16:30	Questions & Answers	