



**Erasmus Mundus Students & Alumni Association  
(EMA)**

# Internal Communication Team Annual Report 2008-2009

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## **Introduction and Overview**

Following the successful launch in year 2006 and progressive growing in 2007, the Erasmus Mundus Students and Alumni Association (EMA) has continued to be further developed in terms of its number of members, publicity and influence in European higher education. In the General Assembly 2008, former EMA Newsletter service team has changed to Internal Communication team. The new Internal Communication has still taken gathering, providing, reviewing and editing information as well as cooperating with other service teams as its responsibilities. And the team has also taken new steps to further enhance the dialog between different service teams and different master courses among Erasmus Mundus community. This report is created by the current team coordinator as an annual summary of year 2008/2009.

## **New Team Missions**

The Internal Communication team was created as a key functioning unit in EMA to provoke and enhance the internal communication within the Erasmus Mundus community.

The newsletter, as a main instrument for distributing internal and external information of Erasmus Mundus master programs, EMA, and European higher education, is a main service provided by EMA. The Internal Communication Team is responsible for gathering, reviewing, editing and distributing the newsletter issues for the target audiences. This goal is ensured by the active participation of the members and coordinator of the team.

To further encourage the members of EMA to provide the community with their unique experiences and relevant information which potentially benefit large amount of members, the team promotes the member-generated content by various means. This include, for example, the current running Field Reporter Project, One Issue - One Program (published in newsletters), and so on.

## **Current situation**

As the new contract with ICUnet is signed in June 2007, the company has continued to serve EMA as the service provider (check from Statute for more details). Many practical missions of the IC Team are currently provided by the staff from this company. The team

is still responsible for gathering, editing and distributing the relevant news among EMA students and alumni. Within the fiscal year 2008-2009, a new Field Reporter project has been planned, institutionalized and launched; this will be elaborated in later chapters.

The current team consists of the following members:

- ❖ HU Zhongliang, China (Coordinator)
- ❖ Izabela Viana De Araujo, Brazil
- ❖ Liuba Borisova, Russia
- ❖ Hady Abi-Nader, Lebanon (Field Report Project Team Leader)
- ❖ Li Rongrong, China (Inter-Program Project Team Leader)
- ❖ Maggie Boshek, US (Article Editing Project Team Leader)
- ❖ Bilal Aurang Zeb, Pakistan
- ❖ Tuba Samih, Pakistan
- ❖ Cathy Brown, US
- ❖ Mao Weizhun, China

## Achievements

**Team building up.** To have a proper communication channel, it is important for members within a service team to exchange ideas and work on a joint project. This is especially true for the Internal Communication team as one of its main tasks is to edit the news together. Within this active team, the building up has started almost immediately after the GA.

**New features.** Following the initiatives that created during GA 2008, the new features of ‘One issue one program’ and ‘One contact one program’ have been very successfully implemented. In the new coming GA, we expect to explore new possibilities to carry out the team missions.

**Team Communication Channels.** The team has given up the Wiki page, which has been used before, for its poor functionality. Instead, we have created a ‘Google Group’, which is functioning quite well at the moment, in order to manage the team communication requirement, e.g. jointly editing the articles, distributing emails and archiving important team working files. The team coordinator currently has access of [internal.communication@eu-a.eu](mailto:internal.communication@eu-a.eu). And we expect to create a few new dedicated email addresses to various purposes according to the needs of the team tasks. (e.g. Field Reporter application, [fieldreporterapplication@eu-a.eu](mailto:fieldreporterapplication@eu-a.eu))

**Article Joint Editing.** The issue of wiki has been solved by using ‘Google Group’. And what is more important is that the team have defined the internal policy that the provided news items will be published on ‘Google Group’, jointly edited and released within 5 working days.

**Budget.** For the year 2008-2009, there is 5000 Euros allocated for the team. The budget plan was divided into three pieces, 1000 Euros to polish the profile of the newsletter by hiring professional graphical designer, 2000 Euros for improving the database of EMA

members (this was not possible by the service provider) and 2000 Euros for the field reporter project. However, the creation of a member database and polishing the newsletter profile both require hiring services from other companies/individuals. This was, in practice, not possible in the year of 2008-2009 for various reasons. The tasks, however, were forwarded to the service provider and hopefully will be addressed in the coming fiscal year.

## Activities

The team has a routine of online meetings of about one every 1.5 months. Besides this, an annual LG meeting was also attended by the team representatives. See the activities listed in the SC report.

The Internal Communication team launched a new initiative this year: The Field Reporter. This initiative encourages any member of EMA to report events of interest to the rest of the EMA community. The Field Reporter need not be a journalist or a student of journalism and expenses are reimbursed up to 100 € upon acceptance of the proposal by the Team. Upon submission of a proposal, the coordinator of this initiative consults the team members and notifies the applicant about the team's decision normally within 5 days. The editing team later reviews the submitted report of the event before publication on the website/newsletter. Some details about the first month since the launch:

Official Date of launch:	14 April 2009 on EMA website
Number of applications received:	5
Number of applications approved:	5
Number of reports received:	2
Applicants' nationalities:	4 different nationalities

A more detailed and institutionalized process will be defined during the GA work meeting within the group.

## New member recruitment

For the coming EMA general assembly, Internal Communication Team would like to recruit new members into the team. Fresh and inspiring ideas are highly expected from the new members. Please check the website for further information.