



EMA

Erasmus Mundus Students and Alumni Association

EMA Magazine Team

Annual Report 2008-2009

1. Introduction

This year the second edition of Emanate hit the mailboxes of students and alumni. The theme of the second issue is 'Changing Climates' and – as last time – the EMA Magazine Team received a lot of contributions from EMA members. The interest in our publication seems to be growing, which is a sign that the EMA and Emanate are becoming more known and valued within the student and alumni community.

This report provides a detailed account of this year's achievements and, further, a number of recommendations for next term, based on our experiences up until now.

Finally, I would like to take the opportunity to thank the EMA Magazine Team members, the EMA Steering Committee and the entire EMA community for your contributions to Emanate. At the GA 2009 my term as Magazine Team Coordinator will end, and I will be excited to see another motivated person take over. Thanks to all EMA members for your support!

On behalf of the EMA Magazine Team,

Rikke Skovgaard Andersen
Team Coordinator

Have your article or photo printed in Emanate!

In February 2010 the second edition of 'Emanate', the magazine for EMA members, will hit the mailboxes of students and alumni. Emanate is a yearly publication featuring plenty of contributions from students and alumni - and you're invited to send in your article or photo!

The EMA magazine will publish a call for articles shortly after the GA on www.em-a.eu. We will also announce the theme of the upcoming edition and a second photo competition for EMA members. Deadline for articles and photos will be 1st of November 2009.

Join the EMA Magazine Team!

Does the Magazine Team sound like something for you?

According to the EMA Statute interested students and alumni can join the Magazine Team at the yearly General Assembly. There are no requirements to CV or professional background, but the team's work is likely to be most interesting for EMA members with an interest in communication or magazine production.

For further information on the EMA General Assembly we refer to www.em-a.eu

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2. Executive Summary

This report describes the work of the EMA Magazine Team for the term 2008-2009. The team's core task is the publication of the EMA member magazine, *Emanate*. This year the team has published the second edition of the publication. Among other successful achievements are:

- The team has successfully recruited new, active members at the GA 2008.
- By choosing a theme related to the first EMA thematic conference (Changing Climates) the EMA Magazine Team supported coherence in the activities of the EMA.
- Compared to last edition there is an increase in the amount of submitted articles.
- There is still significant interest in the EMA photo competition and the exhibition at the GA.
- The production costs stayed within the planned budget.

The last chapter of this report will outline recommendations for next term's work.

3. Team Members and Recruitment

The EMA Magazine Team has been working since elected at the Erasmus Mundus Student Seminar and EMA General Assembly in June 2009. At the GA 2009 5 new people joined the team. Rikke Skovgaard Andersen continued as team coordinator, since she was elected at the GA in 2007 for the 2-year term 2007-2009.

Table 1.

Name	Country	EMMC	E-mail
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Amber Parker	New Zealand	Vintage	amberpar@gmail.com
Sarah Joseph	USA	GEMMA	sarahjoseph22@gmail.com

4. Activities

A large part of the Magazine Team's work takes place online, via e-mails, Skype and instant messaging. However, team members have taken part in a number of meetings. Please note that full team representation at the meetings listed in table 2 has not been possible due to budget restrictions. Selection of meeting participants for the Liaison Group meeting (March 6-7) was facilitated by the Team Coordinator.

Table 2.

EMA Steering Committee Hand-Over Meeting Participants: Rikke	October 18-19, Rotterdam (Netherlands)
Student Seminar and General Assembly 2008 Participants: Rikke, Luca, Michael, Zachary, Karel, Julie, Natasha, Amber, Sarah	June 4-5, Perugia (Italy)
EMA Liaison Group Meeting Participants: Rikke, Luca, Natasha, Karel, Valentina	March 6-7, Brussels (Belgium)
EMA Steering Committee Meeting Participants: Rikke	April 25-26, Toulouse (France)

Next to meetings and coordination the team has dedicated its time to:

4.1. Publication of Second Edition

As for last period the most significant activity for this term has been the publication of *Emanate*. From the General Assembly in June 2008 to the magazine's publication in February 2009 the team has been in intense preparations.

4.2. Theme of Second Issue

At the GA 2008 the present representatives of the EMA Magazine Team decided on 'Changing Climates' as an appropriate theme for the second edition. The reason for the selection of this particular topic was a desire to align with the theme of the first EMA Thematic Conference. The EMA hosted its first Thematic Conference in Budapest on the 26th and 27th of February 2009 under the headline 'Higher Education and Climate Change'. The Magazine Team decided that, for consistency and inspiration purposes, it would make sense to choose a magazine theme in relation to the topic of the conference.

4.3. Collection and Selection of Articles

In July 2008 the Magazine Team published a call for articles on the EMA website. Like the year before the Team Coordinator served as point of contact for contributors. The Team Coordinator received 18 articles previous to the deadline. All articles were carefully reviewed by team members – in a structured process, using the team wiki as our tool of communication – and 16 were selected for print.

4.4. Liaising on Editing and Layout

Like the last edition an external editor and a graphical agency (based in Passau, Germany) were contracted to facilitate the editing and layout of the magazine. With ICUnet as a ‘middleman’ the Magazine Team has provided frequent feedback for external contractors and approved the final edition and layout. These exchanges took place in between winter 2008 and January 2009.

4.5. Other Activities

For a large part the Magazine Team, and in particular the Magazine Coordinator, has performed as ‘point of contact’ for EMA members interested in *Emanate*. This includes writing several articles for the EMA website, maintaining a Facebook group and answering requests and corresponding with students and alumni.

Team members have played a very important role in spreading the word about calls for content and, finally, the publication of *Emanate* to students and alumni in their respective programmes.

It should be noted that the significant challenge of ensuring that EMA members to update their addresses in the online database continues to exist; in order to receive a print copy of *Emanate* EMA members need to provide us with a correct postal address. Therefore, an e-mail reminder was sent to the EMA community some time in advance. 3000 magazines were distributed by ICUnet.. Recipients were EMA members (2190 copies), EMA partner (195 copies) and the European Commission (200 copies). Of the copies sent to EMA members 212 were returned to ICUnet by May 16th 2009 (9.6 %). Compared to last year there has been an 18 % increase in the number of EMA member recipients. Unfortunately the number of returned copies has also increased, from 4.4% to 9.6%.

4.6. Second EMA Photo Competition

For the second year in a roll, the Magazine Team also decided to launch a photo competition for EMA members. A call for photos was published on the EMA website in July 2008. The team chose the same theme as for the written magazine contributions, namely ‘Changing Climates’ and the Team Coordinator served as point of contact and the deadline for submitting photos was 1st of November 2008.

Twelve photos were received before the deadline. Like the previous year the Magazine Team selected six of these to be printed in the magazine and voted upon by EMA members via an online poll on the EMA website. The poll ended 27th of March 2009. When the poll ended 96 votes were cast with the majority of people voting for Bilal Aurang Zeb’s entry (35% of the votes). The winner was notified by ICUNET shortly after the poll, and the official result announced on the EMA website. Compared to last year the number of votes has increased with 25 %.

4.7. Photo Exhibition at 2009 GA

Just like the previous year, the six photo finalists will be exhibited at the forthcoming GA (2009). The winning photo will also be presented during one of the GA's plenary sessions.

4.8. Evaluation of Second Edition

At the Liaison Group meeting in Brussels on the 7th and 8th of March 2009 the present team members evaluated the second issue of *Emanate*. Like the year before the team also facilitated an external evaluation where EMA members were invited to fill in an online questionnaire about *Emanate*. The results of the online questionnaire are enclosed in annex I.

The section 'evaluation' will elaborate more on the outcomes and conclusions from the internal team evaluation.

4.9. Selling Ads

The possibility of generating income via ad sales is still being discussed within the EMA Magazine Team. The team has appointed a member who has looked into the options for selling ads and has assembled a list of possible advertisers. The responsible team member has also drafted a presentation letter which can be sent to relevant companies and organization. The Magazine Team needs to have a more detailed discussion on the pros and cons of having advertisers and decide on whether we should proceed with ad sales for the 2010 edition of *Emanate*.

5. Evaluation

At the Liaison Group meeting in Brussels on the 7th and 8th of March 2009 the present team members discussed and evaluated the second issue of *Emanate*. Below are the conclusions from the discussions:

5.1. Layout

- The layout was very professional and lived up to our expectations.
- Compared to last year's version this edition has more images and the quality of illustrations has improved. This is a very positive development.
- The introduction page worked very well layout-wise.

5.2. Content

- Compared to last edition the submitted articles are generally in line with the theme. Last year's report recommended that call for written content should explain the theme and formal requirements more explicitly. We expect that the increased quality of content can be explained by the improvements made to the call for content.
- Last year's report also suggested an introduction of a 'non-thematic' section. This recommendation has also been followed up by the EMA Magazine Team and a non-thematic section (called 'Your Say') is now permanently part of the *Emanate* concept.
- More time is needed for review between the professional editing and publication to ensure feedback to the authors.
- There should also be more time for the Magazine Team to review all the articles before sending to the editor. To make **these** possible, the call for articles could be published earlier.
- Formatting of all the articles could be harmonized more, in particular the "about the author" section.

- More contributions would be a positive development. Ways of doing this could be making more use of Country Representatives and/or GA delegates.
- The selection of the photographs relating to the articles could be harmonized more and revised by the Magazine Team before the final publication.

5.3. Process

- It is important that the theme and deadline is announced at the GA when representatives of many courses are present. Raising awareness at the GA is crucial.
- Instead of an online evaluation questionnaire for EMA members we could consider asking – more informally – for feedback in the magazine itself, e.g. a short article encouraging readers to send their feedback and ideas to a specific e-mail address.
- The collaboration between the team members was successful. However, collaboration and exchange of views could be expanded if there would more time for review.
- The wiki is helpful, but a more professional IT-sharepoint could make online collaboration more unified and easy.

5.4. Photo competition

- The EMA Magazine Team received less entry into the photo competition compared to last year and we thought that this could have been caused by the challenging theme for this year.

6. Budget and Costs

All the above mentioned activities have overall had very reasonable costs; Eur. 13,740 for publication and sending (table 3). The costs of production and photo exhibition have also stayed within the planned budget.

Table 3 (May 2009).

EMA Magazine Team Budget	Planned	Implemented
	16000	13740
Composition, Layout and Printing	7000	6180
Postal sending	7000	6210
Editing texts	1000	1200
Advertisements	-1500	0
Collateral budget as requested by EMA SC	2500	
Photo Competition Prize		50
Photo Exhibition		100

7. Conclusions

2008-2009 has been a very successful year for the EMA Magazine Team:

- The team has successfully recruited new, active members at the GA 2008.
- By choosing a theme related to the first EMA thematic conference the EMA Magazine Team supported coherence in the activities of the EMA.
- Compared to last edition there is an increase in the amount of submitted articles.
- There is still significant interest in the EMA photo competition and the exhibition at the GA.
- The costs stayed within the planned budget.
- The term of the current team coordinator will end at the GA 2009. It will be vital to ensure a successful hand-over between the current and new coordinator in the months after the GA.

8. Recommendations

The conclusions of previous section lead the current EMA Magazine Team to make the following recommendations for the future:

8.1. Budget

Table 4 illustrates the following: The planned and implemented budget of last term and the suggested budget for next term. Since the membership of the EMA is expected to increase yearly, it is also necessary to foresee greater printing and postal sending expenses. This is reflected in the suggested budget for next term.

Table 4 (May 2009)

EMA Magazine Team Budget	Planned	Implemented	Suggested
	16000	13740	17500
Composition, Layout and Printing	7000	6180	8000
Postal sending	7000	6210	8000
Editing texts	1000	1200	1300
Advertisements	-1500	0	
Collateral budget as requested by EMA SC	2500		
Photo Competition Prize		50	50
Photo Exhibition		100	150

8.2. Information activities

- Again, major efforts have to go into the recruitment of contributors and the generation of high-quality, entertaining content.
- Compared to first edition the deadline for content was set one month earlier. It might be recommendable to set the deadline for articles even earlier to ensure more time for review.
- Since there is a prize for the best photo, the EMA Magazine Team could also consider introducing a prize for the best article. This could encourage healthy competition between contributors.

8.3. Content

- Last year's report suggested to include a number of new sections and types of content. Some of these suggestions have been followed up and others not. For the next edition the EMA Magazine Team could consider introducing all or some of the following concepts: A blog section with interesting quotes from blogs of EMA members, a course coordinator interview and/or an interview with a selected alumnus in order to inform readers of career possibilities.
- If the improvements suggestion under 'information activities' prove to be effective the Magazine Team will receive more content for future editions. This will demand a more critical review of content for the future.

8.4. Editing and Selection

- The editing is not entirely consistent and it is suggested that more attention should be given to it in ensuring a consistent style and format of articles. The EMA Magazine Team could also play a more active role in facilitating this.

- For the future a balance between articles from students and alumni should be considered.

8.5. Layout

- The layout has improved from the first to the second edition in line with the recommendations made in last year's report. The EMA Magazine Team should continue to provide constructive feedback on the layout and style and Emanate.

8.6. Photo competition

- It continues to be an issue that contestants submit photos in low resolution. This problem will probably be difficult to solve.

8.7. Selling Ads

- The EMA Magazine Team needs to consider the pros and cons of ad sales and to decide whether to proceed with contacting possible advertisers or not.
- If the EMA Magazine Team decides to continue along this path, there is a need to coordinate with the Jobs Team and Promotion Team on soliciting ads and target companies keen on recruiting from EMA alumni.

8.8. Evaluation

- Results of an online reader survey for last term's edition are enclosed in annex I. It might provide very helpful information on EMA members' perceptions of Emanate if these data are compared to the data from the 2008 survey. The outcomes of such an analysis would provide useful input for debates on future changes to the Emanate concept.

8.9. Work Process/ Teamwork

- The tenure of the current team coordinator has come to an end and there is need for the nomination of a new team leader. It is also important to ensure a proper handover between the old and new coordinator.
- It is important to continuously improve the internal communication and collaboration of the team, especially with respect to review of magazine content.
- It might be recommendable to consider introducing another IT-share point besides the existing wiki.

ANNEX I: Results of the online reader survey 2009

A magazine for Erasmus Mundus students and alumni is a good idea.

Strongly agree - 27

Mostly agree - 12

Neither agree nor disagree - 1

Mostly disagree - 0

Strongly disagree - 0

Prefer not to answer - 2

I would like to receive / continue receiving a print copy via mail.

Strongly agree - 22

Mostly agree - 9

Neither agree nor disagree - 8

Mostly disagree - 1

Strongly disagree - 1

Prefer not to answer - 1

I like that each edition has a dedicated theme.

Strongly agree - 18

Mostly agree - 18

Neither agree nor disagree - 4

Mostly disagree - 0

Strongly disagree - 0

Prefer not to answer - 2

It's interesting to read articles written by other Erasmus Mundus students and alumni.

Strongly agree - 22

Mostly agree - 11

Neither agree nor disagree - 7

Mostly disagree - 1

Strongly disagree - 0

Prefer not to answer - 1

It's positive that the magazine brings up topics from many different disciplines.

Strongly agree - 25

Mostly agree - 11

Neither agree nor disagree - 4

Mostly disagree - 1

Strongly disagree - 0

Prefer not to answer - 1

There should be a photo competition in the next edition, too.

Strongly agree - 25

Mostly agree - 8

Neither agree nor disagree - 6

Mostly disagree - 1



Strongly disagree - 0
Prefer not to answer - 2

The theme ('Changing Climates') appeals to me.

Strongly agree - 13
Mostly agree - 11
Neither agree nor disagree -14
Mostly disagree -2
Strongly disagree -1
Prefer not to answer -1
Not applicable - 0

The cover...

is very much attractive - 7
looks pretty good to me. - 12
looks okay. - 21
doesn't look too good. - 2
is very unattractive to me. -0
Prefer not to answer|0

The articles are...

very relevant and interesting to read - 5
interesting - 28
fair - 7
trivial and boring. - 1
Prefer not to answer - 1

The articles are too academic.

Strongly agree - 1
Mostly agree - 8
Neither agree nor disagree - 20
Mostly disagree - 9
Strongly disagree - 3
Prefer not to answer - 1

The magazine is a good idea, but I didn't like this edition much.

Strongly agree - 2
Mostly agree - 2
Neither agree nor disagree - 9
Mostly disagree - 18
Strongly disagree - 7
Prefer not to answer - 4

I like the photos in the photo competition.

Strongly agree - 10
Mostly agree - 22
Neither agree nor disagree - 9



Mostly disagree - 2
Strongly disagree - 0
Prefer not to answer - 0

I liked the section "News from EMA"

Very much - 19
Quite a lot - 12
Average - 9
A little bit - 2
Not at all - 1

I liked the thematic Section "Changing Climates"

Very much - 10
Quite a lot - 10
Average - 21
A little bit - 0
Not at all - 2

I liked the section "Higher Education News"

Very much - 17
Quite a lot - 17
Average - 8
A little bit - 0
Not at all - 1

