



**EMA**

Erasmus Mundus Students and Alumni Association

# EMA Internal Communication team – Annual Report 2009-2010

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## **Introduction**

2009-2010 has been a very busy fiscal year for the Internal Communication team: New members joined the team, the Field Reporter scheme has become very successful, and the newsletter has got a complete makeover!

## **Members**

Hady Abi-Nader (Coordinator)

Juan Ignacio Ambrosis

Izabela Araujo

Bilal Aurang Zeb

Liuba Borisova

Nina Cherenkova

John Fowler (Editor)

Oscar Garcia-Aguilar

Leonor Gutierrez

Li Rongrong

Huang Ruoheng

Mulugeta Goa Sellelo

Liang SU

ZHOU Yayun

HU Zhongliang

## Activities

The team's main activities are summarized as follows:

### Online news (Production, Editing, and Review)

Website

Newsletter

## Events reporting

Internal EMA events

External events: Field Reporter scheme

## Newsletter

The Internal Communication team researched what professional organizations do for their newsletters and have asked the advice of an expert on this matter (Head of digital strategy at a major advertising agency in London), based on this a brief for a new design of the newsletter and some analytics has been requested.

### New Design

The IC team has written a design brief requesting the redesign of the newsletter, the brief outlined the aims and objectives of the new design. The new design matches the blue and orange colours of EMA's public and community pages respectively. Each article includes a short summary and a picture icon. The new design is a huge improvement over the plain text newsletter that was previously distributed.

The first issue with the new design was sent on 12 May 2010.



## Statistics

With the new design of the newsletter, the IC team is now able to see how many EMA members have opened the email message containing the newsletter, how many “clicks” each news item received. This information is used by the team to identify the topics that are interesting to the Community the most in order to improve the content of the newsletter.

Team member Bilal Aurang Zeb has analyzed the data from the 18<sup>th</sup> issue of the newsletter:

The statistics on the reach of EMA Newsletter Issue 18 showed that 853 out of 5021 (a total of 17%) recipients took action when receiving the newsletter by opening the email and clicking on the link for detailed news under different topics during the week following the distribution of the newsletter. The average reader clicked on 1.77 items.

There have been a total of 1503 hits on different links in the newsletter. However, these hits are not directly linked with the reach of EMA Newsletter as the target audience may have reached these web pages directly. Of the individual news items, ‘Promotion of Erasmus Mundus in Almaty, Kazakhstan’ and ‘Promoting Awareness of Erasmus Mundus Scholarship Scheme in Ghana’ were the most popular articles with 18 and 16 percent hits respectively.

## New sections

Alumni Profiles is a new section introduced to the newsletter. Every issue, one alumnus/alumni of Erasmus Mundus talks about their life after the programme and how Erasmus Mundus affected their lives. The first profile was written by team member Nina Cherenkova.

## Internal Events

Throughout the year, the team has covered and reported on the main events for EMA: **Liaison Group in Brussels**, the **annual conference in Bordeaux**, and the **General Assembly in Madrid**.

Apart from the usual news articles and photographs, a full report of the General Assembly was produced by team member John Fowler summarizing all EMA activities during the fiscal year, and to get involved in each activity, team, and chapters. The report was emailed to the Course Representatives to share with their colleagues.

## External Events: Field Reporter

The field reporter scheme started in April 2009 as a way of involving the members in EMA. It helps generate interesting news and reports for the website and the newsletter, and offers funding for EMA members to participate in events that are interesting to them and the community.

## Applications

Since the GA in Vilnius, the team was busy processing **43 new applications**, accepting 36 of them.

EMA members from 17 nationalities participated in and reported on 31 Events in different continents under the Field Reporter scheme!!

## Selection

The team was collectively deciding on each application, and all reports are edited and reviewed by the team before they go online.

## Published applications

Field Reporter applications that were published in the EMA 2009-2010 fiscal years:

### **Ariadna Purroy (Spain)**

EMMC: Marine Biodiversity and Conservation (EMBC)

Event: Festival Med

June 2009

Loulé, Portugal

<http://www.em-a.eu/home/news/article/field-reporter-festival-meds-6th-edition.html>

### **Andrea Piehl Harms (Spain)**

EMMC: Water and Coastal Management

Event: Spanish Fulbright Alumni Association annual summer dinner

June 2009

Madrid, Spain

<http://www.em-a.eu/home/news/article/spanish-fulbright-alumni-association-invites-ema-representative-to-annual-dinner.html>

### **Salman Khan (Pakistan)**

EMMC: Information and Communication Technologies (MERIT)

Event: African Asian Scientific Working Group

August 2009

Goettingen, Germany

<http://www.em-a.eu/home/news/article/field-report-african-asian-female-academic-and-academic-union.html>

### **Amaranta Alfaro Muirhead (Chile)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: ProcessNet 2009

September 2009

Mannheim, Germany

<http://www.em-a.eu/home/news/article/field-reporter-science-and-engineering-gathering-in-mannheim-germany.html>

### **Maria Ustinova (Russia)**

EMMC: International Cooperation and Urban Development

Event: 1st International Youth Innovative Forum "Interra"

September 2009

Novosibirsk, Russia

<http://www.em-a.eu/home/news/article/conquering-the-siberia-first-international-youth-innovation-forum-interra-in-novosibirsk.html>

**LIM, Hui Ling (Malaysia)**

EMMC: International Cooperation and Urban Development

Event: Towards New Eco-Compact Cities. Building a Smart Growth World

September 2009

Bologna, Italy

<http://www.em-a.eu/home/news/article/field-report-bologna-triennale-v-international-exhibition-of-architecture-urbanism.html>

**Dina Petri (Russia)**

EMMC: Network and E-Business Centred Computing (NeBCC)

Event: Launch 48

October 2009

London, UK

<http://www.em-a.eu/home/news/article/field-reporter-launch48-shining-ideas-got-launched-in-only-48-hours.html>

**Amaranta Alfaro Muirhead (Chile)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: Vanguardia Iberoamericana 2009

November 2009

Estoril, Portugal

[http://www.em-a.eu/home/news/article/field-report-vanguardia-iberoamericana-estoril-2009-from-the-youth-perspective.html?](http://www.em-a.eu/home/news/article/field-report-vanguardia-iberoamericana-estoril-2009-from-the-youth-perspective.html?tx_ttnews[backPid]=43&tx_ttnews[pS]=1265209987&cHash=5900a14eaf)

[tx\\_ttnews\[backPid\]=43&tx\\_ttnews\[pS\]=1265209987&cHash=5900a14eaf](http://www.em-a.eu/home/news/article/field-report-vanguardia-iberoamericana-estoril-2009-from-the-youth-perspective.html?tx_ttnews[backPid]=43&tx_ttnews[pS]=1265209987&cHash=5900a14eaf)

**Yan Cheng (China)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: Global Dialogue Conference 2009 - Responsibility across borders

November 2009

Aarhus, Denmark

<http://www.em-a.eu/home/news/article/field-reporter-the-global-dialogue-conference-09.html>

**Amaranta Alfaro Muirhead (Chile)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: Multidisciplinary Symposium in Media, Education, Social Inequality

November 2009

Munich, Germany

[http://www.em-a.eu/home/news/article/field-report-social-inequality-challenges-in-the-media-and-education-fields-of-action.html?](http://www.em-a.eu/home/news/article/field-report-social-inequality-challenges-in-the-media-and-education-fields-of-action.html?tx_ttnews[backPid]=43&tx_ttnews[pS]=1265209987&cHash=f01ddc23f6)

[tx\\_ttnews\[backPid\]=43&tx\\_ttnews\[pS\]=1265209987&cHash=f01ddc23f6](http://www.em-a.eu/home/news/article/field-report-social-inequality-challenges-in-the-media-and-education-fields-of-action.html?tx_ttnews[backPid]=43&tx_ttnews[pS]=1265209987&cHash=f01ddc23f6)

**LIM, Hui Ling (Malaysia)**

EMMC: International Cooperation and Urban Development

Event: 4th International Architecture Biennale Rotterdam (IABR)

November 2009

Rotterdam, Netherlands

[http://www.em-a.eu/home/news/article/field-report-the-4th-international-architecture-biennale-of-rotterdam-iabr.html?tx\\_ttnews\[backPid\]=43&tx\\_ttnews\[pS\]=1246520678&cHash=5197946017](http://www.em-a.eu/home/news/article/field-report-the-4th-international-architecture-biennale-of-rotterdam-iabr.html?tx_ttnews[backPid]=43&tx_ttnews[pS]=1246520678&cHash=5197946017)

**Liang SU (China)**

EMMC: Molecular nano- and bio-photonics for telecommunications and biotechnologies (MONABIPHOT)

Event: 2009 Financial Time Chinese Annual Forum

November 2009

Qingdao, China

[http://www.em-a.eu/home/news/article/2009-financial-times-chinese-annual-forum.html?tx\\_ttnews\[pS\]=1262300400&tx\\_ttnews\[pL\]=2678399&tx\\_ttnews\[arc\]=1&tx\\_ttnews\[backPid\]=43&chash=a0da2ce8b8](http://www.em-a.eu/home/news/article/2009-financial-times-chinese-annual-forum.html?tx_ttnews[pS]=1262300400&tx_ttnews[pL]=2678399&tx_ttnews[arc]=1&tx_ttnews[backPid]=43&chash=a0da2ce8b8)

**Liuba Borisova (Russia)**

EMMC: Economy, State & Society (IMESS)

Event: BEARR Trust Annual Conference 2009

November 2009

London, UK

<http://www.em-a.eu/home/news/article/field-reporter-the-bearr-trust-annual-conference-2009-upholding-rights-for-children-in-post-sovie.html>

**Abdulahakim Abdi (Somalia)**

EMMC: Geospatial Technologies

Event: 3rd Workshop of the Special Interest Group on Remote Sensing of Land Use and Land Cover

November 2009

Bonn, Germany

<http://www.em-a.eu/home/news/article/field-report-workshop-highlights-europes-changing-landscape.html>

**Mulugeta Goa Selleo (Ethiopia)**

EMMC: Environmental Studies (JEMES)

Event: UN Conference on Climate Change COP-15

December 2009

Copenhagen, Denmark

<http://www.em-a.eu/home/news/article/field-report-15th-united-nations-climate-change-conference.html>

**Stefania Druga (Romania)**

EMMC: Media Engineering for Education (EuroMIME)

Event: TEDx RESET

January 2010

Istanbul, Turkey

<http://www.em-a.eu/home/news/article/field-report-tedx-reset-in-istanbul.html>

**Nicholas Ruiz (USA)**

EMMC: Language & Communication Technologies (LCT)

Event: CLIN 20 Computational Linguistics in the Netherlands

February 2010

Utrecht, Netherlands

[http://www.em-a.eu/home/news/article/computational-linguistics-in-the-netherlands-clin-20.html?tx\\_ttnews\[pS\]=1264978800&tx\\_ttnews\[pL\]=2419199&tx\\_ttnews\[arc\]=1&tx\\_ttnews\[backPid\]=43&chash=f821eaafb3](http://www.em-a.eu/home/news/article/computational-linguistics-in-the-netherlands-clin-20.html?tx_ttnews[pS]=1264978800&tx_ttnews[pL]=2419199&tx_ttnews[arc]=1&tx_ttnews[backPid]=43&chash=f821eaafb3)

**Paulo Guilherme Molin (Brazil)**

EMMC: Geospatial Technologies

Event: ESIG 2010

February 2010

Oeiras, Portugal

<http://www.em-a.eu/home/news/article/field-report-esig-2010.html>

**Yan Cheng (China)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: Good COP - Bad COP

February 2010

Roskilde, Denmark

<http://www.em-a.eu/home/news/article/field-report-good-cop-bad-cop.html>

**Amaranta Alfaro Muirhead (Chile)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: Symposium Handy Worlds

April 2010

Hannover, Germany

<http://www.em-a.eu/home/news/article/mobile-worlds-media-education-meets-violence.html>

**Leasa Weimer (USA)**

EMMC: Higher Education European Masters (HEEM)

Event: AERA American Educational Research Association

April 2010

Denver, Colorado, USA

[http://www.em-a.eu/home/news/article/2010-american-association-for-educational-researchers-aera-conference.html?tx\\_ttnews\[backPid\]=6&cHash=3e0f652fc5](http://www.em-a.eu/home/news/article/2010-american-association-for-educational-researchers-aera-conference.html?tx_ttnews[backPid]=6&cHash=3e0f652fc5)

**Yan Cheng (China)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: RUC Sunrise Triple C Conference: climate, change, communication

April 2010

Roskilde, Denmark

[http://www.em-a.eu/home/news/article/sunrise-2010-triple-c-conference-climate-change-communication.html?tx\\_ttnews\[pS\]=1280137319&tx\\_ttnews\[backPid\]=43&cHash=4010b24c87](http://www.em-a.eu/home/news/article/sunrise-2010-triple-c-conference-climate-change-communication.html?tx_ttnews[pS]=1280137319&tx_ttnews[backPid]=43&cHash=4010b24c87)

**Nicholas Ruiz (USA)**

EMMC: Language & Communication Technologies (LCT)

Event: Language Resources and Evaluation Conference 2010

May 2010

Valletta, Malta

[http://www.em-a.eu/home/news/article/language-resources-and-evaluation-conference-lrec-may-17-23-2010.html?tx\\_ttnews\[pS\]=1280237136&tx\\_ttnews\[backPid\]=43&cHash=9ae9b61fbd](http://www.em-a.eu/home/news/article/language-resources-and-evaluation-conference-lrec-may-17-23-2010.html?tx_ttnews[pS]=1280237136&tx_ttnews[backPid]=43&cHash=9ae9b61fbd)

**Roy Someshwar (India)**

EMMC: Mechatronics and Micro Mechatronics Systems (EU4M)

Event: Mechatronic Karlsruhe Conference

May 2010

Karlsruhe, Germany

<http://www.em-a.eu/home/news/article/mechatronics-karlsruhe.html>

**Liang SU (China)**

EMMC: Molecular nano- and bio-photonics for telecommunications and biotechnologies (MONABIPHOT)

Event: The role of the European Union in the World, WorldExpo 2010

May 2010

Shanghai, China

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**LIM, Hui Ling (Malaysia)**

EMMC: International Cooperation and Urban Development

Event: Festival "New Orleans meets Luxembourg"

May 2010

Luxembourg, Luxembourg

[http://www.em-a.eu/home/news/article/field-report-new-orleans-meets-luxembourg-luxembourg-city-may-21-23-2010.html?tx\\_ttnews\[backPid\]=43&tx\\_ttnews\[pS\]=1280536292&cHash=46c9832263](http://www.em-a.eu/home/news/article/field-report-new-orleans-meets-luxembourg-luxembourg-city-may-21-23-2010.html?tx_ttnews[backPid]=43&tx_ttnews[pS]=1280536292&cHash=46c9832263)

**Mofizur Rahman (Bangladesh)**

EMMC: Marine Biodiversity and Conservation (EMBC)

Event: International ECSA Symposium

May 2010

List, Germany

<http://www.em-a.eu/home/news/article/field-report-ecsa-symposium-the-wadden-sea-changes-and-challenges-in-a-world-heritage-site.html>

**Amaranta Alfaro Muirhead (Chile)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: Creative and Risky

June 2010

Bielefeld, Germany

<http://www.em-a.eu/home/news/article/creative-and-risky-youth-media-work-symposium.html>

**Shiella C. Balbutin (Philippines)**

EMMC: Media, Communication and Cultural Studies (COMUNDUS)

Event: International Communication Association (ICA) 60th Conference

June 2010

Singapore, Singapore

[http://www.em-a.eu/home/news/article/singapore-hosts-the-60th-conference-of-ica.html?tx\\_ttnews\[backPid\]=6&cHash=4968ed04fd](http://www.em-a.eu/home/news/article/singapore-hosts-the-60th-conference-of-ica.html?tx_ttnews[backPid]=6&cHash=4968ed04fd)

## Plans for next year: 2010-2011

Plans for the next fiscal year include the continuation of the Field Reporter project, the introduction of new channels of communication to better reach the EMA Community, and the publication of the newsletter every month.

### New communication channels

#### via Course Representatives

Reports and important news will be emailed to Course Representatives as suitable. It will be requested from the representatives to share the information with the students/alumni of their programme. This is because members may be more likely to check an email from a person they know (their Course Representative) than from an email address such as newsletter@em-a.

#### via Social Media

The IC team is planning to set up a Facebook page that will publish EMA news regularly as Status Updates. The team believes this would be a good addition to the existing methods of communication (Website, Newsletter, Emails) given the amount of time many people spend on Facebook.

Similarly, a Twitter account for EMA will be created to allow members to “follow” EMA news activities in real-time.

A YouTube channel will be created where videos of the different events will be uploaded and shared.

### Monthly newsletter

For the year 2010-2011 the Internal Communication team is planning to send the newsletter monthly instead of every 6-8 weeks as in previous years.

The newsletter will be sent out on the first Tuesday of every month, with the deadline to submit articles for review and editing being on Wednesday the previous week, namely:

Tuesday 6 July 2010	- Deadline to submit articles: Wednesday 30 June 2010
Tuesday 3 August 2010	- Deadline to submit articles: Wednesday 28 July 2010
Tuesday 5 October 2010	- Deadline to submit articles: Wednesday 29 September 2010
Tuesday 2 November 2010	- Deadline to submit articles: Wednesday 27 October 2010
Tuesday 7 December 2010	- Deadline to submit articles: Wednesday 1 December 2010
Tuesday 4 January 2011	- Deadline to submit articles: Monday 27 December 2010
Tuesday 1 February 2011	- Deadline to submit articles: Wednesday 26 January 2011
Tuesday 1 March 2011	- Deadline to submit articles: Wednesday 23 February 2011
Tuesday 5 April 2011	- Deadline to submit articles: Wednesday 30 March 2011
Tuesday 3 May 2011	- Deadline to submit articles: Wednesday 27 April 2011
Tuesday 7 June 2011	- Deadline to submit articles: Wednesday 1 June 2011