

EMA Promotion Team

Proposed Agenda for Activities through 2008

The promotion team's main purpose is to engage in promotion of the Erasmus Mundus program to prospective students, the public, and employers through a variety of methods and mediums. Initially, to increase the number of qualified applicants to the program, the focus will be to **create awareness** of the EM program in the top universities around the world.

To accomplish this goal, the promotion team has set out to develop a list of the top academic institutions on a by country basis as a target market for the distribution of promotion materials. This list is currently made up only of student **survey results** completed by members of the EMA Launch Committee; however, we are planning to soon submit the survey to all EMA members for their input.

Once we have a list of target universities, promotional materials will be mailed. Initially these materials will probably consist of a large EM information poster listing available degrees, the amount of the student stipend and participating European universities. We hope that at least some or possibly all of this information can be translated into the respective country's primary language. We will try to send the posters to university career and administration centers with a request to display them as permanent fixtures in areas of high visibility (think Fulbright adverts). The recruitment of student union assistance may also be an option. In addition, once the EMA magazine has entered publication, a copy may be sent along with the posters to provide interested students with more program information and alumni success stories.

Another promotion idea that has received popular support from students is to design and issue **Erasmus Mundus Alumni T-shirts** to all EM graduates. The details of the actual design, quality, and cost of these shirts has not been decided, however, I think it is realistic to expect costs of somewhere in the range of 10-15 Euro/shirt. We envision the shirts to be paid for with EMA funds and given to students as a graduation gift upon completion of their degree.

Looking toward the longer-term, several **promotional ideas** were discussed and include the following:

- Increasing employer awareness of EM by mailing program information directly to companies advertising our students. This information could be presented in the form of a specially designed brochure or annual magazine profiling EM graduates. I think it should be issued by the European Commission and not the EMA so as to give it more legitimacy.
- The placement of EM advisements in prominent international print media that may be read by both potential students as well as employers (ex. The Economist). Advertisements could also be published in university newspapers and educational magazines. This would also help address the problem of reaching prospective students who have limited internet access.
- Increasing media coverage of EM through periodic press releases issued by the EMA or the European Commission.

- Internet search engine optimization for EM so that when students search for graduate scholarships EM information will rank high in their results. This can be a very expensive process and will likely require several thousand euros to achieve effective results.
- The establishment of EM alumni contact persons in each country who could be available to answer student questions, organize information seminars/lectures, and attend promotional events such as education fairs. These people would probably have to be paid a salary and treat the position as a part-time job to induce quality work.
- Creation of EMA merchandise available for purchase including such things as, pens, stickers, bags, frisbees, etc.
- Contact all program professors and encourage them to share EM information with as many of their colleagues and students as possible.
- Explore ways to collaborate with the yet undecided organization that is awarded the large 2m euro European Higher Education tender in the coming weeks.