

# EMA Newsletter Team

## EMA Newsletter planning 2007/ 2008

The EMA Newsletter Team focused their attention on the following issues:

### Target Audiences

- Main target: Students and alumni.
- Secondary target: Course coordinators.

Here we did not include the 'outsiders', but once the issues are online, the ones interested may get the information.

### Sections

As following, there are several sections which we suggest to be included in the coming newsletters. Some of those may already included in the first edition, some of them were partially fulfilled, and there are also some new ideas, and the new suggested sections we also propose that they should be included permanently. There also will be some temporary sections (e.g. the promotion of the Job and Placement Team calling for information and articles needed for the magazine and etc.)

- Continuous information about Erasmus Mundus.(already included)
- Information about EMA and its work, activities and services. (already included)
- Information about policies in Europe, which are relevant to Erasmus Mundus Students. (E.g. change in EU visa policies which could be important for some Erasmus Mundus Students). Here, the information only refers to the top layer and important ones. (partially included)
- Information about jobs, internships, PhD's, projects and traineeships. After the discussion with the Job team we agreed that they are responsible of gathering and providing this information to ACA. In the next edition of the newsletter (coming out in 2 weeks) the Job team will provide an announcement to encourage students, alumni and coordinators to contribute with such information.(new)
- Short news and external links about Erasmus Mundus students and alumni achievements. (new)
- Activity calendar including activities such as: conferences, seminars, job fairs, etc. (new)

### Organization

In the first edition of the work document, one editor is suggested to be hired. But, concerning the present condition, hiring skilled EM student(s) could be more practical.

- One editor.
- Students, alumni and course coordinators should be encouraged sending in activities for the activity calendar.
- Students, alumni and course coordinators should be encourage to send in a couple of lines on extraordinary student's achievements (e.g. awards, prizes, satellite launch)

- Students, alumni and course coordinators should be encouraged sending in jobs, PhDs offers, etc to the Job team.

### **Platform**

Newsletter should be only electronic, both on web page and in e-mail. And it is proved that as the first edition, a hyperlink format is general preferable.

### **Frequency**

- Optimum: Every month.
- Alternative: Every sixth weeks

Some of the feedback indicated that every each month is too frequent. But concerning the consensus we still will suggest the newsletter should be released every month or at least every sixth week. And also once it is decided, a fixed date should be also determined.

### **Graphics**

We suggest that we should hire one graphic designer and preferable the same one with webpage and magazine graphic designer to make them consistent. It still can be the skilled EM student(s). But to make sure the qualification is crucial.