

Title of the project

EXAMPLE: Promotion of Selected Examples of Attractive European Master's programmes to the Wider WorldAT - Interuniversity Consortium for Agriculture and Related Sciences (ICA)

Duration: 3 years

Summary description

Realising that Utrecht Network is representing European Higher Education in a nutshell, it decided to take up the challenge to act as a partner in the Lisbon strategy ("to become the most competitive and dynamic knowledge based economy in the world"). A project was formulated with the overall aim to contribute to the attractiveness of Europe as destination for non-European, high quality students, that will later contribute to the knowledge-driven economy.

The objectives of the project are to:

- Promote selected examples of attractive European Master's programmes to the wider world.
- To increase the attractiveness by offering summerschools as preparatory and added European experience
- To increase the attractiveness by offering European exchanges within the Utrecht Network mobility scheme.
- Increase the number of enrolled, non-European Master's students at the participating universities.
- Increase the number of European alumni and ambassadors for Europe in the wider world.
- Integrate joint European promotion activities in the regular activities of the Utrecht Network after the funding period.

It is expected to increase the number of non-EU students enrolled at Utrecht Network Master's programmes with 30%- 50% during the project, and to reach a sustainable growth rate of about 10% per year at the end of the project.

The following types of activities will take place:

1. Development of a Utrecht Network marketing strategy.
2. Development of a Utrecht Network Mundus Summer School offer.
3. Development of a Utrecht Network exchange offer.
4. Development of a Utrecht Network communication plan.
5. Development of Utrecht Network Master's web site.
6. Development of Utrecht Network Master's brochure.
7. Visits to international fairs in Thailand, India and Mexico.
8. The production of a 'dissemination report' for use by other European university networks.

Beneficiary

Universiteit Utrecht, The Netherlands

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Partners

30 members of Utrecht Network

Grant:: 240 000 €