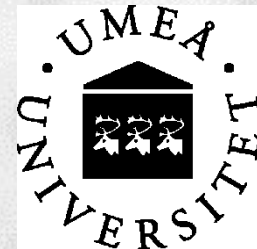




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# EMREX Stakeholder Forum 2015



Copenhagen 27 October 2015 – Anders Bøgebjerg Hansen



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# Agenda

9.00: Welcome, agenda, practicalities and short presentation

9.15: Business Case and Success Criteria

10.00: Short break

10.15: Communication and dissemination

11.00: After the Project

11.45: Wrap-up and next meeting

12.00: Lunch

12.45: Leaving for sightseeing

13.30: Sightseeing start

14.30: Program ends



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## Why we are here?

To ensure that the EMREX field trial will be constantly aligned with other similar initiatives and even more importantly with the needs of the Higher Education Institutions a Stakeholder Forum will be set-up. To the Forum will be invited Heads of Student Administration from selected universities and also other stakeholders. The Stakeholder Forum will meet at least annually for a workshop to review the project progress and plans and to provide insight into the actual impact of the proposed policy actions on the students.



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# Communication and dissemination

Main target groups:

- Higher Education Institutions
- Students (mainly via the HEI's)
- International organisations/projects/initiatives:  
Groningen declaration, EUNIS, EAIE, GEANT,  
Erasmus Without Papers, FAIR etc.
- Relevant ministries (part of the steering group)
- National organisations related to higher education



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## Ways of communicating

- [www.emrex.eu](http://www.emrex.eu) (For everyone)
- Internal wiki-pages (projectinternal mainly)
- Presentations for HEI-representatives in field-trial participating countries
- Showcasing on websites: Groningen, ...
- Attending and addressing conferences
- Involving the HEI's directly – working groups etc.



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# Communication phases

## Target groups

- Phase 1 (2015): Pre-Field trial (developing the system)
- Phase 2 (2016): Field trial
- Phase 3 (2017): After Field trial (evaluation phase)
- Phase 4 (2018): Emrex in production - upscaling



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## Next tasks communicationwise

- Making more detailed communication plan for the project and for each country, documenting communication.
- Attending these conferences (hopefully): NUAS-meeting 2015, Groningen 2016, EUNIS 2016, EAIE 2016, ERACON 2016
- Keep updating website
- Social Media?



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## Questions

- A. How much should we focus on social media in this project?
- B. Should we enhance cooperating with other similar initiatives? Which?
- C. Who should the website focus on?
- D. Ideas for website improvements
- E. Other conferences to attend?
- F. Other important communication channels we have missed?
- G. How about newsletters and dissemination packages – are they important