

Markus Laitinen, EAIE President

EAIE: THE CHANGE AGENT IN EUROPEAN INTERNATIONAL HIGHER EDUCATION

Points of Departure 1/2

- Internationalisation is more important than ever
 - Demographic changes
 - Increased interdependency of HEIs/HE systems
 - Political developments
 - Rankings
 - Finances
 - Global competition for talent, Etc Etc
- HE internationalisation is unequally distributed in Europe
 - EAIE Barometer, mobility flows, ERC grants etc.
 - The gap seems to be widening, or at least not narrowing

Points of Departure 2/2

- Internationalisation is much more complex than before
 - Moved much beyond student mobility
 - Continuous development necessary
- Internationalisation needs increased professionalism, staff training, effective networking
- International Offices are not (or should not be) the only places supporting and being involved in internationalisation

What is the EAIE?

The EAIE is the European centre for expertise, networking and resources in the internationalisation of higher education.

We are a non-profit organisation serving individuals actively involved in the internationalisation of their institutions.

The EAIE's activities



Conference &
Exhibition



Training



Resources



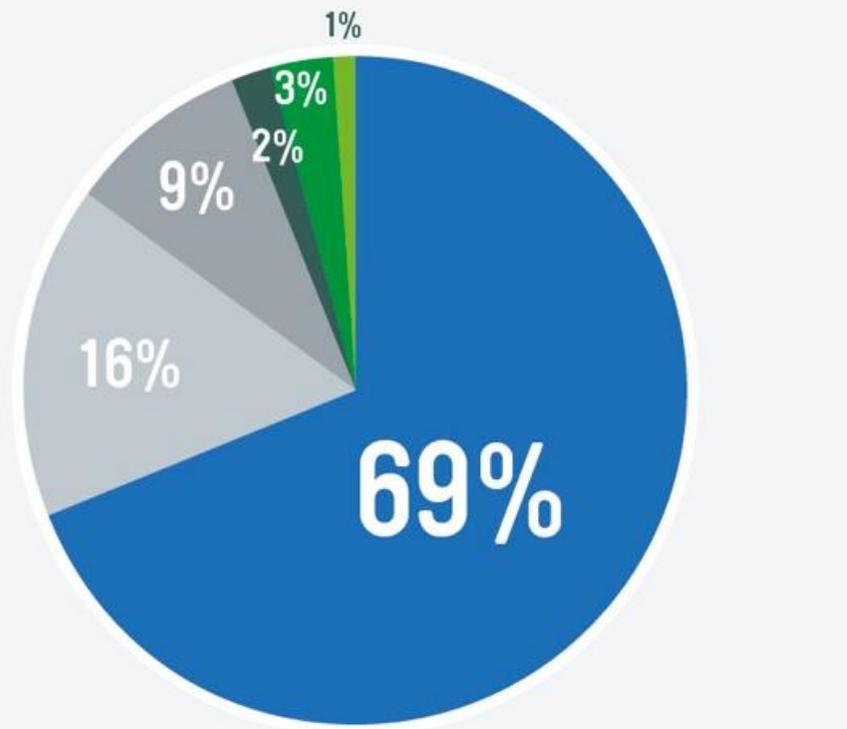
Projects &
advocacy

Our members' area of expertise include:

- Access and Diversity
- Admission and Recognition
- Alumni Relations
- Business Education
- Cooperation for Development
- Employability
- European Programme Management
- Guidance and Counselling
- Health and Welfare Education
- Internationalisation at Home
- Joint Programmes
- Language and Culture
- Marketing and Recruitment
- Mobility Advising
- Strategy and Management
- Summer Schools

The EAIE's audience (conference 16)

INTERNATIONAL REACH, EUROPEAN FOCUS



TOP COUNTRIES

1. United Kingdom
2. Netherlands
3. Germany
4. France
5. USA
6. Sweden
7. Finland
8. Norway
9. Japan
10. Denmark
11. Turkey
12. Spain
13. Canada
14. Belgium
15. Australia

The EAIE structure: working towards a shared vision



EAIE 2020: driving responsible international higher education



Annual Conference and Exhibition



- Largest international education conference and exhibition in Europe
- 6000 participants
- 95 countries
- 200+ sessions and workshops
- 250+ Exhibition stands
 - Including Study in Hungary



Training



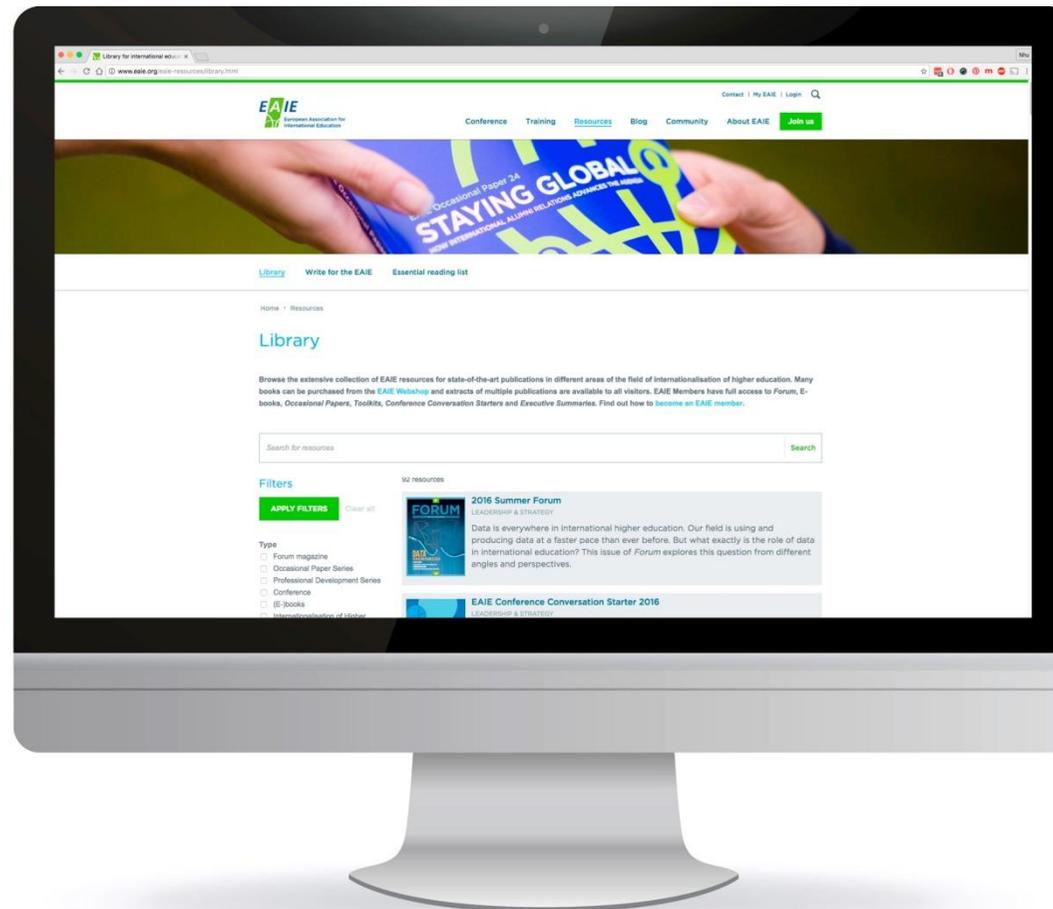
THE EAIE ACADEMY

- In the city
 - 11/2017 Warsaw
 - 4/2018 Prague
- Webinars
- In-house training

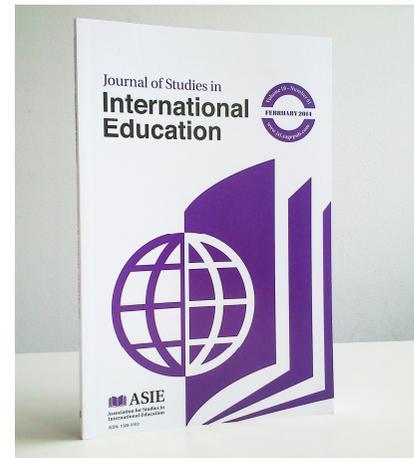
Training portfolio

- Admissions and accreditation
 - Learning, teaching and curriculum
 - Management
 - Marketing and recruitment
 - Learning and strategy
 - Partnerships and networking
 - Student experience
-
- Courses in other areas are being developed

Resources (EAIE.ORG)



Publications



EAIE active in the field



- EAIE Barometer:
internationalisation in Europe
 - 2nd barometer to be launched
10/2017
- Global Dialogue Declaration
- Research on IHE
- EU projects
- Advocacy
 - Erasmus+ midterm review

EAIE and Hungary

- Hungary is one of the three priority countries for EAIE 2017-2020
 - Increased membership, conference attendance, etc.
- Conference attendance
 - 2015: 34
 - 2016: 40
 - 2017: 49
- Membership
 - 2015: 12
 - 2016: 11
 - 2017: 16

Opportunities for Hungarian Universities

- Encourage and facilitate international officers, and other experts to become members
- Attend and send experts to the Annual Conference
- Attend and send experts to receive training at the Academy, and later become trainers
- Request in-house training from EAIE
- Attend and send experts to Spotlight Seminars
- Write articles/blog posts
- Make your international efforts effective + professional and connect globally!

Köszönöm!

Contact details

Social media

- www.linkd.in/eaiegroup
- www.twitter.com/theeaie
- www.facebook.com/eaie.org

Website

- www.eaie.org

Blog

- www.eaie.org/blog