



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2015

European vocational education partnerships

John Mountford, Association of College

Marguerite Hogg, Association of Colleges

Eduardo Dias, British Council

Thalita Crompton, British Council

Anne Cant, Dundee and Angus College

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Association *of* Colleges

Promoting. Representing. Supporting.



Adding Value through EU Funding

Marguerite Hogg, International Contracts Manager

Today's session

- Introduction to new EU programme Erasmus+ (Marguerite Hogg)
- College EU case study (Anne Cant, Dundee and Angus College)
- Group discussion



Opportunities for vocational education and training (VET)

- Key Action 1
- Key Action 2



Jean Monnet

Tempus

Youth in Action

Erasmus Mundus

Lifelong Learning Programme

Comenius

Leonardo

Erasmus

Grundtvig

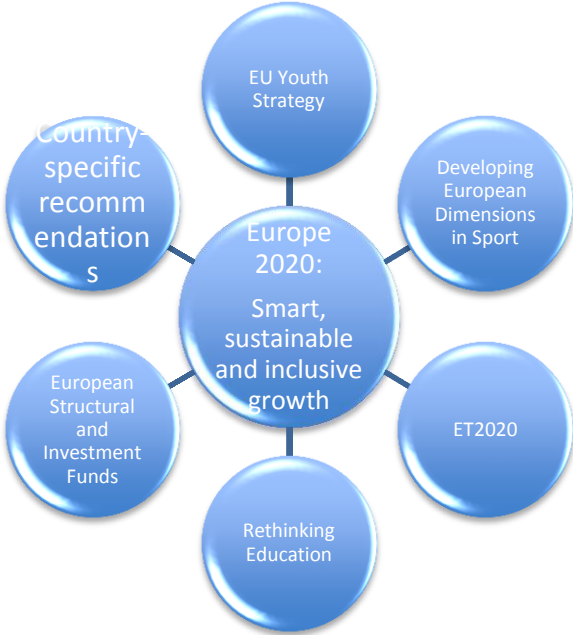
Transversal

Erasmus+

**Jean Monnet
Activities****Key Action 1:**
Learning
Mobility of
Individuals**Key Action 2:**
Co-operation for
Innovation and
Exchange of
Good Practices**Key Action 3:**
Support for
Policy Reform**Sport**

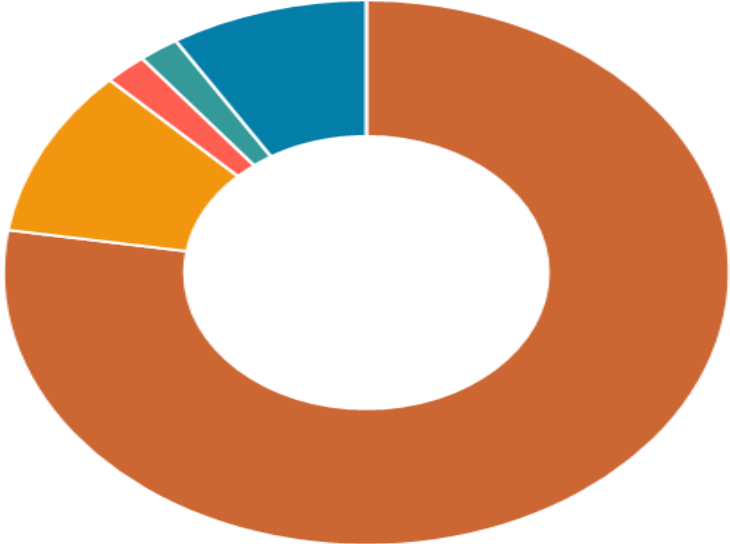
The new programme is for organisations across all sectors actively involved in delivering formal and non-formal education and training, youth and sport activities.

Where does Erasmus+ come from?



Erasmus+ budget 14.7 billion euros

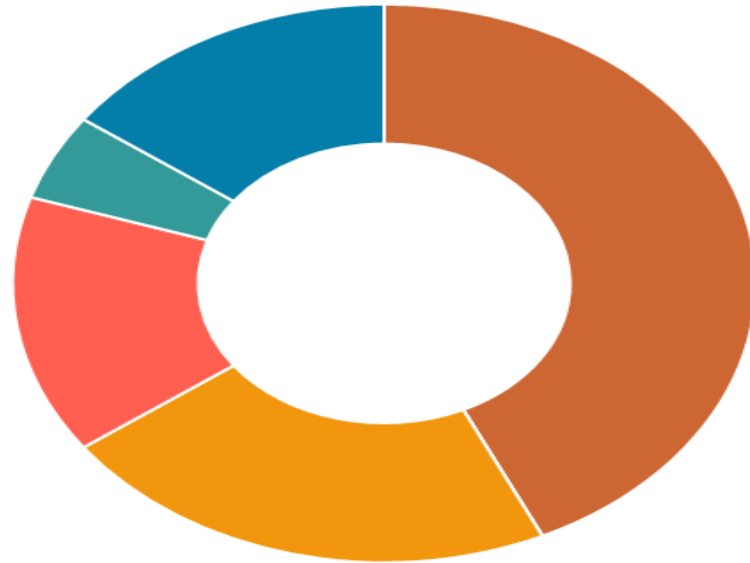
- Education and training (77.50%)
- Youth (10%)
- Jean Monnet (1.9%)
- Sport (1.8%)
- Other (8.8%)





Education and Training Budget

- Higher Education (43%)
- VET (22%)
- Schools (15%)
- Adult Education (5%)
- Unallocated (15%)



Who manages Erasmus+?

National
Agencies



Education,
Audiovisual and
Culture Executive
Agency
(EACEA)

UK National Agency

- British Council with Ecorys are the UK National Agency
- Phone/email support
- Webinars
- Advice sessions and personalised feedback
- Written information and guidance to support your application

Who can take part in Erasmus+?

- Organisations

- Active in education, training, youth and sport

- Countries

- Programme countries
- Partner countries



Erasmus+ Programme countries

Member States of the European Union (EU)*			
Austria	Estonia	Italy	Portugal
Belgium	Finland	Latvia	Romania
Bulgaria	France	Lithuania	Slovak Republic
Croatia	Germany	Luxembourg	Slovenia
Cyprus	Greece	Malta	Spain
Czech Republic	Hungary	Netherlands	Sweden
Denmark	Ireland	Poland	United Kingdom
Non-EU Programme Countries			
Former Yugoslav Republic of Macedonia		Norway	
Iceland			
Liechtenstein		Turkey	

Erasmus+ Partner countries

All other countries are partner countries

Participation is limited and dependent on:

- Key Action
- Field (sector)

Full details published in the Call for Proposals



Benefits

Organisational

- Training and career development for staff
- Better opportunities for engaging learners
- Share and discover good practice
- Improve provision

Individual

- Personal and professional development
- Increased skills and employability
- Broaden cultural horizons
- Boost confidence
- Develop language skills

2016 Call for Proposals

- **Call for Proposals** document sets out the deadlines and activities
- **Programme Guide** contains detailed application information, priorities, project and activity durations and funding amounts



Erasmus+ Timetable

November 2015

Call for Proposals published

2 February 2016

Key Action 1 deadline

31 March 2016

Key Action 2 deadline

Programme



Actions



Projects

Decentralised Activities

Key Action 1:
Learning Mobility
of Individuals



Mobility for
Learners and Staff

Mobility for learners and staff

Organisations apply for funding to provide mobility opportunities

Two target groups:

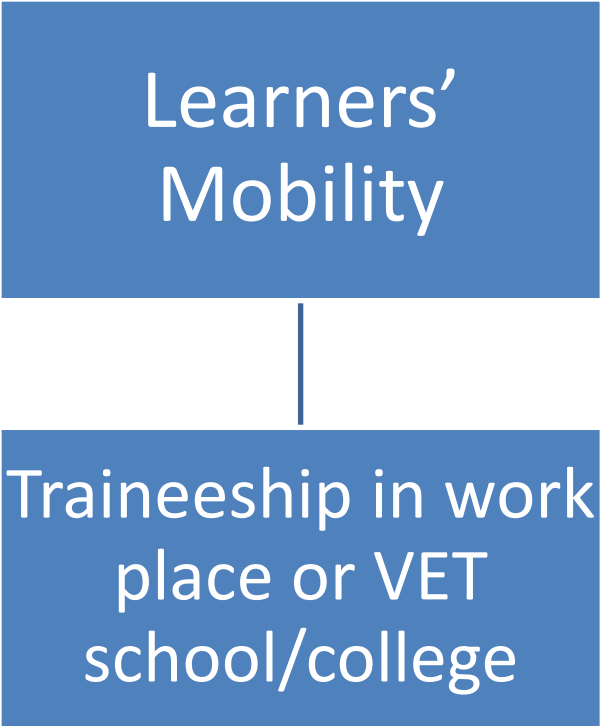
- learners/young people including apprentices, learners in initial vocational education and training (IVET) and those in continuing vocational education and training (CVET)
- Staff for training and/or teaching/training assignments

Duration: 2 weeks to 12 months (learners)

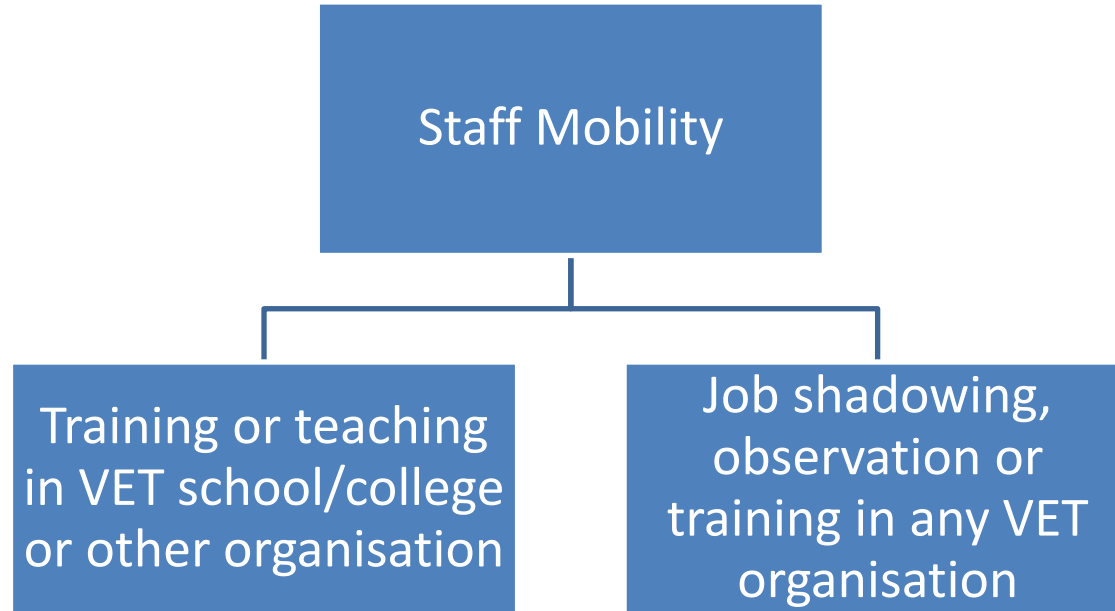
2 days to 2 months (staff)



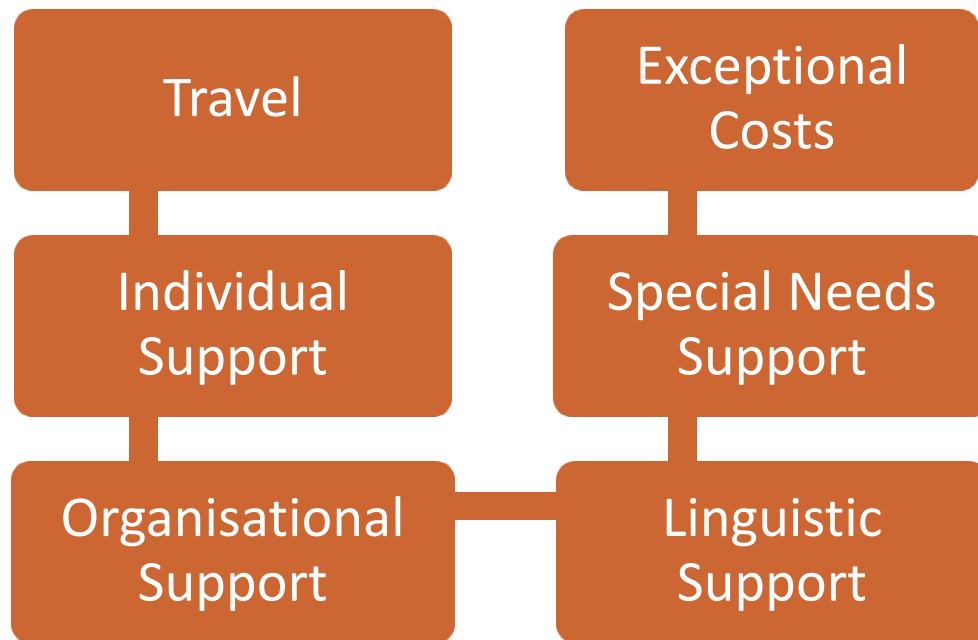
Mobility for Vocational Education & Training



Mobility for Vocational Education & Training



Budget – Key Action 1 (mobilities)



Decentralised Activities

Key Action 2: Co-operation for Innovation & Exchange of Best Practices



Strategic Partnerships

Activities of Key Action 2 - VET

Two kinds of partnership are available:

- Strategic Partnerships supporting innovation or;
- Strategic Partnerships supporting exchange of good practices

Range of Activities around:

- Exchange of practices
- Development, testing and roll out of innovative practices
- Improving provision for learners

Activities

- Curriculum/course development
- Learning, teaching, youth work methods, approaches and tools
- Collaboration and peer learning
- Capacity building and networking
- Information, advice and guidance activities
- Surveys, evidence gathering, case studies
- Development of standards and profiles
- Improvement of qualification frameworks
- Teaching, training and learning activities

Key Action 2 - Eligibility Criteria

- Per deadline, the same consortium of partners can submit only one application and to one National Agency only
- Needs to be transnational and involves minimum 3 organisations
- VET & Adult Ed projects can last from 1 to 3 years:



Key Action 2 - Budget



Key Action 2 - Funding

Up to maximum of €150,000 per year
(dependent on size of project)



Key Action 2 – Key Points

- Innovation
- Sharing good practices
- Flexibility in terms of size and scale of the consortium
- “Cross-field” projects are also possible
- Targeted and wide dissemination of results
- Dissemination should be proportional to the objective and scope of the project

AoC EU projects

- Part of former EU Lifelong Learning programme:
Leonardo Transfer of Innovaton - Edison
(Entrepreneurship Education – NL, UK, IT, AT, ES,
IE)

Teaser Edison II.mp4
- Erasmus + (Key Action 2): Partnership project
looking at Higher Skills (led by NL + 7 other
member states)

Erasmus+ - more info

<https://www.erasmusplus.org.uk/>

Or more general EU guidance from:

Marguerite Hogg (AoC)

Marguerite_hogg@aac.co.uk

Tel: 07825805842

Anne Cant

Head of International

D&A College



- Formed by merger of Dundee College and Angus College in 2013
- 16,000+ students over three campuses
- c800 staff
- 13 Academic Centres
- FE and HE curriculum
- Strategy aligned Regional Policy
- Highly Visible, Accessible, Easy to Do Business With; Sector Leading



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The International Team - Enablers



Part of External Relations Group

- ✓ International/European Strategy to 2020
- ✓ Heavily engaged European projects
- ✓ Trans-national projects
- ✓ International Commercial
- ✓ International Recruitment
- ✓ Work in Collaboration with Internal stakeholders, Partners; Industry; Businesses; Government; National Agencies
- ✓ Enrich and Diversify Curriculum

Everything we do is aligned to our ROA

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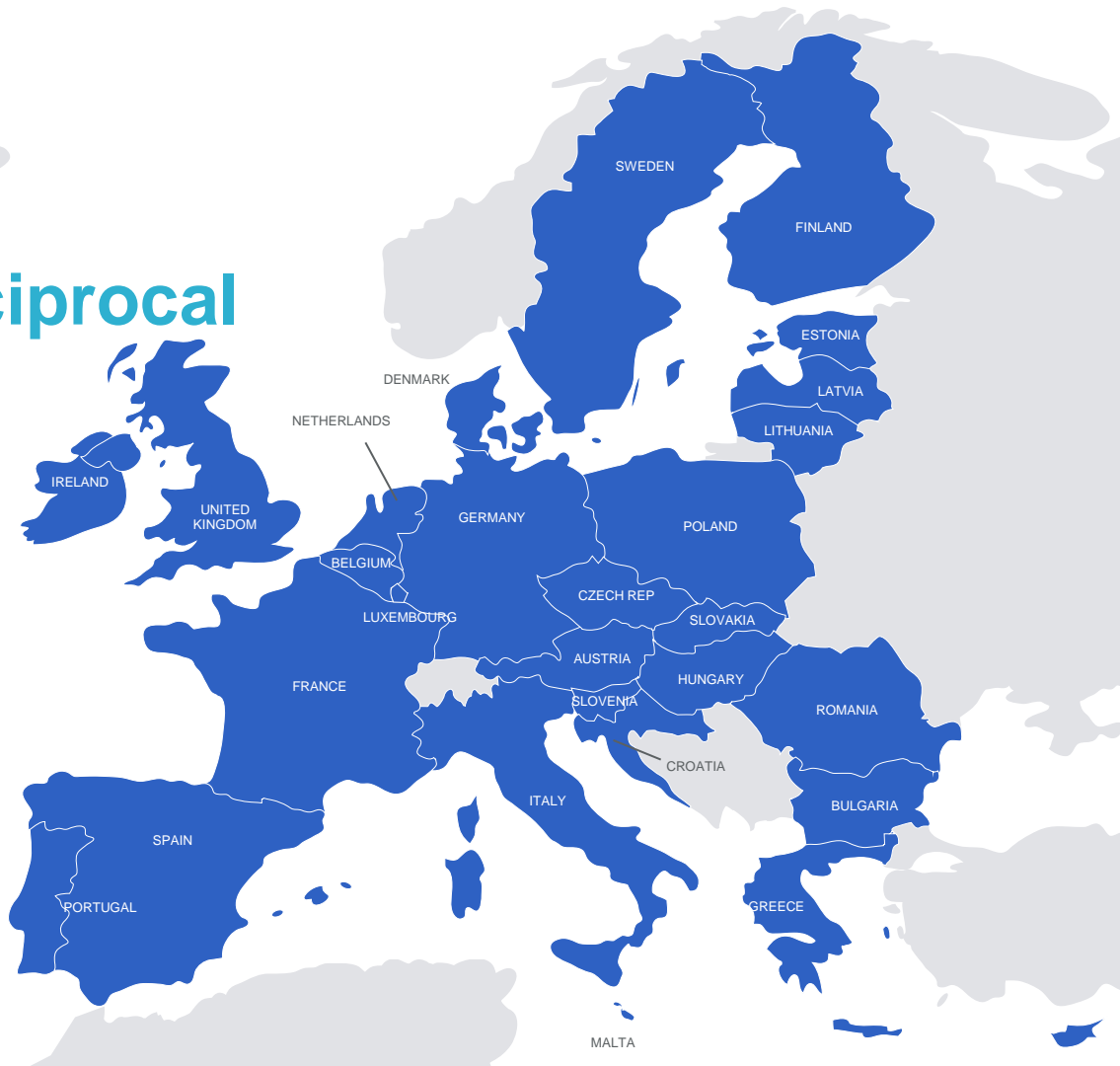
Inward/Outward - Reciprocal

21 Projects
(36 Partners; 22 Countries)

Erasmus+; Interreg; Incompass
NESSIE; Vocol; Symbols; Pixel;

Creative & Digital; Care; Dance; Hospitality
Travel & Tourism; Hospitality; Sport and
Supported Education

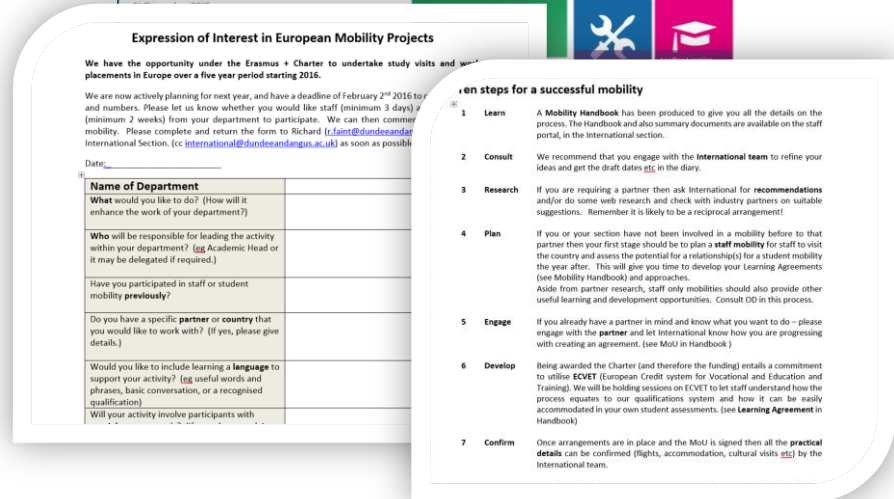
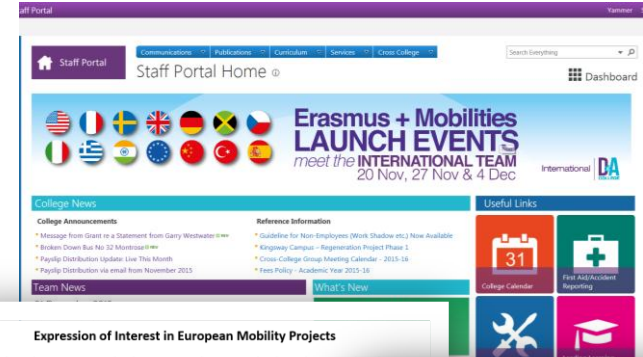
ALL STAFF/STUDENTS



International Mobilities Journey

- Everything we do MUST fit with Strategic Direction of the College
- Use Core Team Methodology - LEAD
- Aligned with 13 Academic areas
- People/processes/Systems
- Database Partners – colour coded
- Mobility Handbook
- Expression of Interest form (On-line) Open to all
- Promotional ‘roadshows@D&A’

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Mobilities Journey

Two colleges – separate projects/processes/learnings

Consolidate Phase

- MOU/T&C's (pre-during-post)
- Project/Communication Plan (tracking/monitoring)
- Risk Assessments; Logistics (travel, duration etc)
- Assess; Evaluation; Disseminate learnings;
- Embed learnings into curricula
- Recognition:

Vocational Certificate – Europass

Staff - CPD



Things to consider....

- Partners:
- Treat each mobility as discrete Project
- Apply Rigour
- Planning – (include language skills)
- Logistics
- Scheduling
- Financials (Travel & Subsistence)
- Evidence/Documentation
- Regulations and Compliance
- Assessment and Certification (Europass; CPD)
- Work closely with National Agency
- Build on the experience
- Recognition, life long learning



Student/Staff – Case Studies

- Tenerife
- Spain
- Czech Republic
- Italy
- Sweden
- Finland
- Hospitality
- Travel & Tourism
- Hair and Beauty
- Creative & Digital
- Care
- Co-operative Learning

Tenerife

- LdV project - 2012
- Hairdressing, Beauty & Hospitality
- 19 students and 3 staff
- Partner with local institutes
- Mix classroom/practical
- Cultural/Social
- Linked to relevant unit (HNC)
- Duration 2 weeks



Spain

COMCAT Project

(Creating Opportunities for Mobility in Catering)

- 9 hospitality students 16-19 years - NC Level
- Baeza, Spain
- Host - Escuela de Hosteleria y Turismo

1. Improved employment and employability skills
2. Increased vocational skills through new knowledge of the catering and hospitality industry
3. Increased knowledge of food, recipes, cooking methods, service, employment opportunities
4. Increased cultural awareness
5. Acquired basic language skills

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Czech Republic

COMCAT Project

(Creating Opportunities for Mobility in Catering)

- Hospitality viewed as a Profession not career stop gap
- 10 Students from NC Hospitality
- 16 - 21 years old
- Hronv Vocational & Secondary School of Hospitality and Travel Ltd.
- 4* Ski Resort (Hospitality college + hotel)
- Worked as Chefs (Cookery & Kitchen Mgt)
- Improved knowledge food, recipes, cooking methods, services; International Cuisine; Hygiene; and H&S
- Soft Skills – Raised Confidence/Aspirations
- Trained in groups/pairs
- First time out of Scotland

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Florence

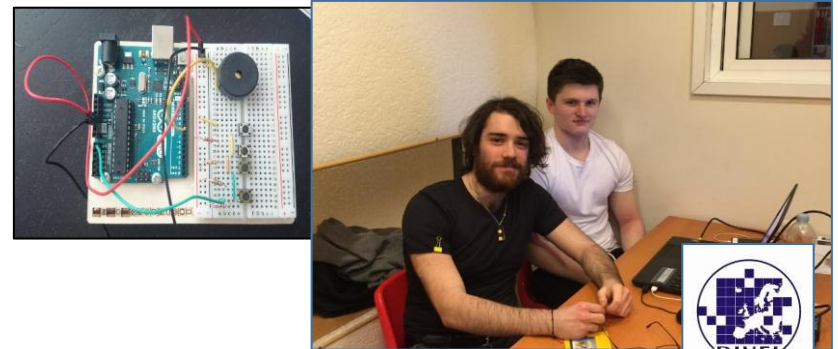
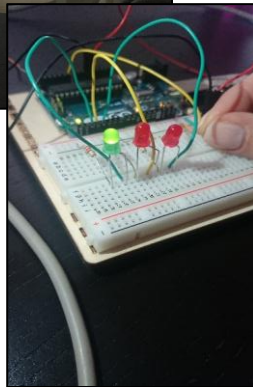
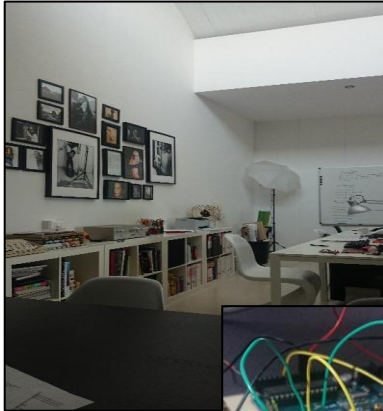
Partner: Pixel (training institute with 500 partners)

Placements with Italian Digital and Media Companies

- ❖ *Weekend in Italy - tourism and e-commerce*
- ❖ *Noe Multimedia – business apps, medical and scientific, transport / mobility sector*
- ❖ *Soe Wire - web design agency*
- ❖ *SoWhat - communications agency , social media*
- ❖ *WeBag - web design, web marketing and e-commerce*
- ❖ *Connectis - internet applications for public authorities in the field of tourism*



Florence



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Reciprocal Arrangements

Incoming students

- Sweden
- Finland
- USA
- Malaysia



LEARN Project

Providing CPD opportunities for 36 staff through the undertaking of one week study visits to share best practice in curriculum innovation in a range of subject areas.

- **Spanish Partner** – HETEL (Engineering, Business and Admin, Building Construction)
- **Swedish Partner** – Bollnas (Sport, Enterprise, Health Care, Performing Arts, Supported Education)



Value to Students

“On behalf of every student in the group, we would like to thank anyone and everyone who made it possible for us to visit Florence and have the experience of a lifetime. It was a trip that had far too many highs to count and not many lows.

What made the experience more special were the people around us. Friends were made and relationships were created, all in the amazing surroundings of a beautiful city.”



Value to Students

I found Tenerife a brilliant experience and really enjoyed it, enjoyed meeting new people, and learning Spanish. I feel I learnt a lot more once I got there and started speaking to Spanish people – it's just a different world and I loved it!



Value to Staff

- Learn from other educational systems
- Industry placements
- Develop international skill base
- Gain qualifications to compete in a global market



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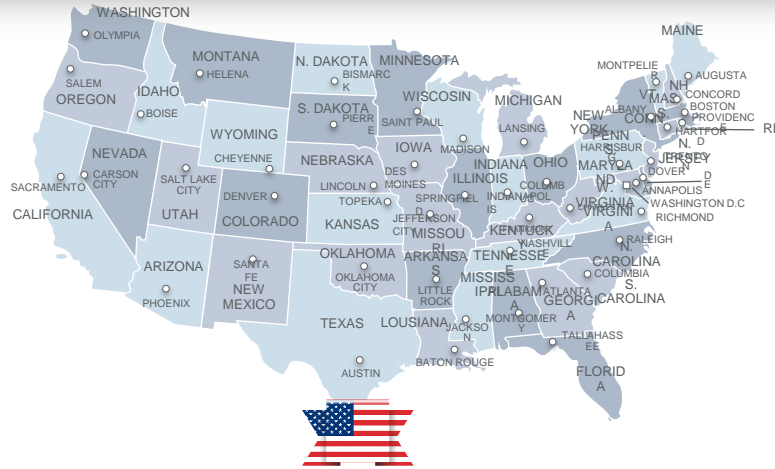
Value to Students

For me this scholarship really did create the trip of a life time, I had always dreamed of going to USA but never thought I'd ever get to go. Now that I am home I feel more confident in both my work and in class. I have realised that I enjoy and excel more in the creative side of my course, and will make my University choice based on this.'

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Best selfie ever! D&A College student, Jordan Poland couldn't resist capturing on camera her trip to the White House.



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Value in Mobilities

- Individual (Staff; Students)
- Host Organisation
- Supports industry; economy
- Sustainability workforce
- Think Global



Value in Mobilities

- Individual (Staff; Students)
- Host Organisation
- Supports industry; economy
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- Think Global



Building on Success – Mobility Charter



Erasmus+

Awarded October 2015

395 students and
97 staff

to participate in EU
mobilities over the
next 5 years



The Future

- Build on our Success
- Do More
- Sector Leading
- Highly Visible
- Accessible
- Easy to Do Business with
- Ensure our Students have the skills, knowledge and expertise required to meet needs of industry
- Think Global not Local
- Share learnings

Mobilities need time and effort but are well worth it.

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International



Thank You