

## SWOT analysis of the event

### Fruit of the “Erasmus Week - Tour de Slovensko” (+)

#### Reach

As I didn't have any tool for recording and evaluation of the reach it was quite demanding to put some numbers together. I was not the only one who talked about Erasmus Mundus - we worked as a team and always talked to the people about the program that fitted their actual situation. The following numbers are only actual figures I can provide due to my own experience.

- Presentation at University in Trnava: 20 participants
- Presentation at University in Nitra: 25 participants
- Presentation at University in Kosice: 23 participants
- FB page: 88 likes
- Information due to FB statistics: during the Erasmus Tour the reach was around 8,100, however, I haven't figured out how exactly FB calculated this – probably it is due to the shares through different pages that I asked to promote EM under their own name counting in their audience – that could make sense)
- Distributed flyers: app. 400 pieces

#### Highlights

- Short spot during the prime time (evening news) on the national TV
- Workshop was a very successful activity and had the best impact on understanding of what EM courses aim at
- ESN Slovakia and EMA partnership based on mutual collaboration and with personalized relationships
- Professional video recording (will be available in a near future: <https://www.facebook.com/photo.php?v=4034761384481>)

#### In addition

- Space for personal communication with potential future students
- Networking with university representatives
- Hand-made poster 😊

### Drawbacks (-)

- Event during the exam period which resulted in a low attendance at university presentations

- Posters didn't arrive and couldn't be distributed which resulted in lower awareness
- Communication between ESN Slovakia and Country Rep: absence at the press release table, missing information on EM in the main presentation of Erasmus Tour and some other minor fails
- Current brochure does not offer much information for prospective students

### **What could be done better (?)**

- Communication with ESN as well as SAAIC
- Preparation of materials for a quick introduction is needed from EMA Country Rep side in order to succeed in future activities
- Presentation period needs to be adjusted according to university timetable: I suggest presentations in 2 periods of the year (autumn – Sep/Oct; spring – Feb/Mar)
- Elaborate the evaluation system to record the reach and impact of promotional activities
- Annual basic promotional package should be sent to the Country Representative (including some posters, T-Shirt, flyers if country doesn't have their own, etc.) in order to avoid lack of material when the person is invited to hold a presentation

### **Watch out (!)**

- Personnel changes in ESN Slovakia, SAAIC or on EMA side; therefore the EMA Country Rep "apprentice" system is proposed
- "Erasmus for All" changes in structure and name can interfere with current initiatives
- Erasmus and Erasmus Mundus confusion leading to a perception of a lower quality
- Fear from university side that their students will be taken by EM (activities proposed)
- The common confusion that one has to be a current student in order to participate in the Erasmus Mundus program
- Concerns of some students that there are currently no programs that would fit their study preferences or their bachelor studies (however, this is from my point of view absolutely OK as this system provides specialization in what you really want to do in your master level. The misunderstanding among young people is caused by Slovak university system. Programs are designed in a way that one continues exactly the same program on master level as during the bachelor)
- Another issue raised is a non-acceptance of bachelor students in their last year of studies as their diploma is issued in June and most of the deadlines for scholarships are in December-January.

**Press Release****(photos can be downloaded here****<https://www.facebook.com/media/set/?set=a.229179487185125.33056.216891015080639&type=3>****and here****<https://www.facebook.com/media/set/?set=a.235569156549631.42930.130757593697455&type=3> )**

As we informed you earlier, EMA Country Representative for Slovakia participated in “Erasmus Week - Tour de Slovensko” project in order to promote Erasmus Mundus programs. Tour organized from 7<sup>th</sup> to 11<sup>th</sup> May by Erasmus Student Network (ESN) Slovakia visited 5 most important university cities around the country.

During the entire week presentations, workshops as well as other activities caught the attention of people passing by the stands at squares, in front of shopping centers and at universities. Volunteers from each ESN section operating in involved cities prepared interesting program and ensured a successful organization of Erasmus Week.

Erasmus Mundus was particularly presented to students at universities in Trnava, Košice and Nitra. Besides the presentation, Nitra also hosted a debate about a new eu proposal “Erasmus for All”. Government and university representatives sat on one side of the discussion table while students from ESN Slovakia and EMA on the other side.

City of Banská Bystrica prepared series of workshops, one of them under the name “Effective Education” held by the EMA Country Representative. Workshop’s main aim was to show analogies between student expectations towards their university education and the concept of Erasmus Mundus courses. Active involvement of students helped them better understand what Erasmus Mundus program stands for and what are its main distinctive features.

During the official press release organized by the “House of Europe” representing the European Commission in Slovakia, EMA Country Representative had a great opportunity to talk shortly about Erasmus Mundus in a spot for the evening news on the national TV station.

Besides all mentioned activities there were other complimentary projects run by ESN Slovakia not to be forgotten. “SocialErasmus” or “Gallery of Memories” - a photo competition among former Erasmus students showing what the mobility program represents to them through pictures taken during their study period abroad are just to mention a few.

In the end, the Erasmus Tours was a successful introduction of EMA activities in Slovakia and resulted in many new networks that may help better presentation of Erasmus Mundus in the future.