



*Towards incoming international university communities*



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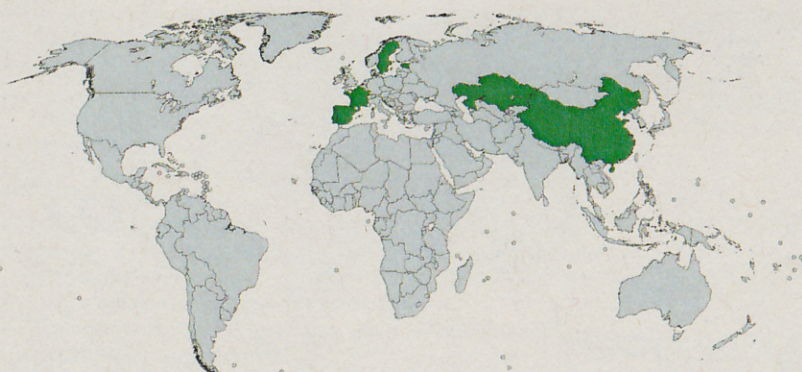
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**Partners**



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### European Partners



**KTH** VETENSKAP OCH KONST

**TALLINN UNIVERSITY OF TECHNOLOGY**

**TÉCNICO LISBOA**

**UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH**

**UNIVERSITAT ROVIRA I VIRGILI**

**UPVD** Université de Perpignan *Via Domitia*

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### Kazakh & Chinese Partners



**НАРХОЗ** УНИВЕРСИТЕТ

**КазУЭФМТ** КАЗАХСТАН РЕСПУБЛИКАСЫНЫҢ ЭКОНОМИКАСЫ АЯСЫНДАҒЫ ҚАЗАҚСТАН РЕСПУБЛИКАСЫ АРНАУЛЫҚ БІЛІМ АЛҒАШҚЫ АЖАРАТЫ

**EURASIAN NATIONAL UNIVERSITY**

**北京航空航天大学** BEIHANG UNIVERSITY 1952

**同济大学** TONGJI UNIVERSITY 1907



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## Main objectives of the WELCOME project

Enhance the international dimension of Kazakh and Chinese higher education institutions by defining and implementing strategic and marketing methodologies to facilitate and increase incoming foreign students, professors and researchers

- To carry out a study on the level of internationalisation of universities, incoming university stakeholders indicators and marketing actions.
- To create a portal of Kazakh & Chinese universities for internationalisation
- To establish service-oriented international relations offices
- To train the international relations managers and staff
- To carry out and implement Strategic & Marketing plan for internationalization at institutional level



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## Associated KPIs

- % of HEIs that participate in the online Platform for Internationalization
- Increase of Kazakh and Chinese HEIs internationalisation
- Increase of incoming students/teachers/researchers
- Increase of MoUs with Kazakh and Chinese HEIs for welcoming students/teachers/researchers
- Benchmarking study published
- % of HEIs participating in the report
- online International Platform created and tools offered
- Number of good practices in internationalisation (>10 per partner)
- Number of international relations managers, academic and technical staff trained from each partner university (24 people per partner institution=144).
- % of effectiveness and satisfaction of the trainings
- In-house trainings at each university, after each international training (5 per partner=30 in-house trainings)
- % of HEIs participating in the In-house trainings (40%)
- % of effectiveness and satisfaction of the trainings
- International service-oriented centers created (6)
- level of use of the centers
- Quality manual procedures for internationalization (6)
- Strategic plan for internationalisation (1)
- Marketing plan for internationalisation (1)

### Study on the level of internationalisation of universities, incoming university stakeholders figures and marketing actions

- 1.1 Review the internationalisation practices & policy framework
- 1.2 Benchmarking analysis on internationalisation practices in partner countries



### Portal of Kazakh & Chinese universities for internationalization

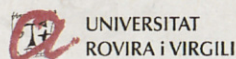
- 2.1 Website with information and tools from each partner country and institution regarding internationalization





### Service oriented international relations centers

- 3.1 Organization and promotion of international cooperation and mobility
- 3.2 IT experts trained of each partner institution in the use and update of the platform site.



### Training experts on internationalisation and create Strategic & Marketing plans

- 4.1 Training plan and materials for the partner HEIs staff on strategic management, marketing, cultural challenges and implementation of credit mobility created
- 4.2 Training for the high and mid-level staff engaged in internationalisation processes on strategic management of international cooperation in EU (KTH)
- 4.3 Training in EU for academic, technical and administrative staff on marketing and cultural challenges of HEIs (TTU)
- 4.4 Training in EU for technical and administrative staff on the implementation of credit mobility in Partner HEIs (UPVD)
- 4.5 In-house trainings at each Partner HEI with participation of other higher education institutions
- 4.6 Strategic & Marketing plan for Internationalisation (URV-UPC)



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WP5

## Dissemination plans

- 5.1 Project Website creation (UPC)
- 5.2 Leaflet, roll-ups, posters
- 5.3 Open conferences (in-house, national, international)



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WP6

## Management

- 6.1 Project meetings
- 6.2 Financial management



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Individual mobility  
reports

Staff conventions

Contracts

Guidelines for the use of  
the grant

Unit cost

Reporting

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WP7

### Quality evaluation

- 7.1 Quality Plan
- 7.2 Quality evaluation reporting and indicators follow-up

ifc TÉCNICO LISBOA

strongly agree   
Agree   
Disagree   
strongly disagree

PEER REVIEW

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WP8

### Sustainability

- 7.1 Meeting national authorities
- + .....

НАРХОЗ УНИВЕРСИТЕТ

**Workplan**

**2017**


Activities		March	April	May	June	July	August	September	October	November	December
<b>1</b>	<b>Study on the level of internationalisation of universities, incoming university stakeholders figures and marketing actions</b>										
1.1	EU HEIs to review the internationalisation practices & policy framework										
1.2	Benchmarking analysis on internationalisation practices in partner countries					Libon					
<b>2</b>	<b>Portal of Kazakh &amp; Chinese universities for internationalisation</b>										
2.1	Website with information and tools from each partner country and institution regarding internationalization										
2.2	IT experts trained of each partner institution in the use and update of the platform site.										
<b>5</b>	<b>Dissemination</b>										
5.1	Project Website creation										
5.2	Leaflet, roll-ups, posters										
5.3	Open conferences										Shanghai
<b>6</b>	<b>Management</b>										
6.1	Project meetings										Shanghai
6.2	Financial management										
<b>7</b>	<b>Quality control</b>										
7.1	Quality Plan		Barua								
7.2	Quality evaluation reporting and indicators follow-up										
<b>8</b>	<b>Sustainability</b>										
8.1	Meeting National Authorities										

**Workplan**

**2018**

Activities		January	February	March	April	May	June	July	August	September	October	November	December
<b>3</b>	<b>Service oriented international relations centers</b>												
3.1	Creation of the international centers												
3.2	Structuring the international centers												
<b>4</b>	<b>Training experts on internationalisation and create Strategic &amp; Marketing plans</b>												
4.1	Training plan and materials												
4.2	Training on strategic management of international cooperation					KTH							
4.5	In-house trainings at each Partner HEI with participation of other higher education institutions					KZ	CH						
4.3	Training on marketing and cultural challenges for internationalisation										TTU		
4.5	In-house trainings at each Partner HEI with participation of other higher education institutions											KZ	CH
<b>5</b>	<b>Dissemination</b>												
5.1	Website update												
5.2	Leaflet, roll-ups, posters												
5.3	Open conferences												Astana
<b>6</b>	<b>Management</b>												
6.1	Project meetings												Astana
6.2	Financial management												
<b>7</b>	<b>Quality control</b>												
7.2	Quality evaluation reporting and indicators follow-up												
7.3	Peer review by experts and interproject coaching												
<b>8</b>	<b>Sustainability</b>												
8.1	Meeting National Authorities												



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**Workplan**

**2019**

Activities		January	February	March	April	May	June	July	August	September	October	November	December
Ref.nr/ Sub-ref nr	Title												
4	<b>Training experts on internationalisation and create Strategic &amp; Marketing plans</b>												
4.1	Training plan and materials for the partner HEIs staff on strategic management, marketing, cultural challenges and implementation of credit mobility created												
4.4	Training on implementation of credit mobility				UPV D								
4.5	In-house trainings at each Partner HEI with participation of other higher education institutions					KZ, CN							
4.6	Strategic & Marketing plan for Internationalisation					UPC- URV							
5	<b>Dissemination</b>												
5.1	Website update												
5.2	Leaflet, roll-ups, posters												
5.3	Open conferences												TBC
6	<b>Management</b>												
6.1	Project meetings												TBC
6.2	Financial management												
7	<b>Quality control</b>												
7.2	Quality evaluation reporting and indicators follow-up												
8	<b>Sustainability</b>												
8.1	Meeting National Authorities												

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Obrigada      merci

Рақмет сізге      謝謝

Tack      Aitäh

Gràcies

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**UNIVERSITAT POLITÈCNICA DE CATALUNYA**



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