

## **Welcome on the Erasmus+ Staff Exchange Week at the University of Jyväskylä!**

Join us in networking, benchmarking and sharing knowledge, expertise and experiences with Erasmus partners and colleagues from universities around Europe!

University of Jyväskylä welcomes administrative and academic staff on **the first multidisciplinary Erasmus staff exchange week organized at JYU on 1-5 June 2015**. The week's program consists of four individual parallel tracks and joint social program for all participants.

The four parallel tracks are:

### **International student recruitment and marketing**

Focus: the challenges of successful international student recruitment and the planning of effective online and offline marketing activities, as well as communication strategies to keep students engaged throughout the admissions process.

See more: [www.jyu.fi/yliopistopalvelut/str/en/staff\\_exchange\\_week\\_at\\_JYU/track\\_1](http://www.jyu.fi/yliopistopalvelut/str/en/staff_exchange_week_at_JYU/track_1)

### **Student Life: paving the path for student success**

Focus: the research-based development of methods and instruments to support study ability and wellbeing with special focus on competence oriented progress in and alongside studies; development of working life orientation and competencies; new models for guidance and counseling; student integration and engagement as well as the impact assessment of these methods and instruments.

See more: [www.jyu.fi/yliopistopalvelut/str/en/staff\\_exchange\\_week\\_at\\_JYU/track\\_2](http://www.jyu.fi/yliopistopalvelut/str/en/staff_exchange_week_at_JYU/track_2)

### **Data and analysis in strategic planning and development**

Focus: the role of data and analysis in strategic planning, development and decision making at universities, national steering systems for universities, performance indicators and funding models, internal and external reporting, quality management as well as international university rankings.

See more: [www.jyu.fi/yliopistopalvelut/str/en/staff\\_exchange\\_week\\_at\\_JYU/track\\_3](http://www.jyu.fi/yliopistopalvelut/str/en/staff_exchange_week_at_JYU/track_3)

### **Supporting excellence in research**

Focus: the assessment and state of research both on national and institutional level; the utilization current research information systems; the structures and organization of doctoral training with special focus on the professional development of doctoral students and researchers.

See more: [www.jyu.fi/yliopistopalvelut/str/en/staff\\_exchange\\_week\\_at\\_JYU/track\\_4](http://www.jyu.fi/yliopistopalvelut/str/en/staff_exchange_week_at_JYU/track_4)

Please go to [www.jyu.fi/yliopistopalvelut/str/en/staff\\_exchange\\_week\\_at\\_JYU](http://www.jyu.fi/yliopistopalvelut/str/en/staff_exchange_week_at_JYU) for the full program, application form and practical information about travel and accommodation options.

Application round is open until **28 February 2015** and selected participants will be informed by **16 March 2015**. Please note that participation is free of charge and that a minimum of five participants is required for a track to be organized.

Hope to see you in Jyväskylä in the summer of 2015!

**Should you have any questions do not hesitate to contact us:**

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