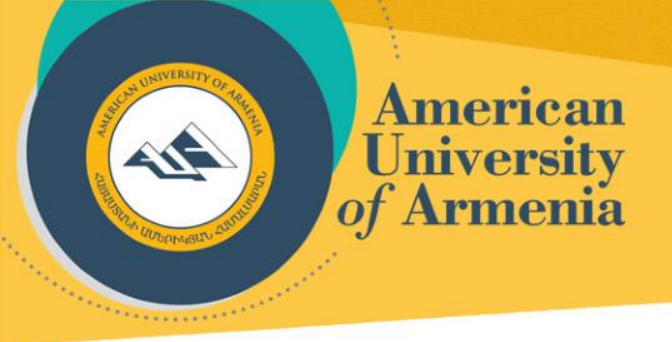




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BOOST: Boosting Strategies and Marketing for Internationalization of Higher Education in Armenia



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Outline of the Session

- Need for the Project
- Internationalization as a Development Priority for Armenian HEIs
- Objectives and Outcomes
- Project in Progress





The Need for the Project

HEIs of Armenia

- 16 State
- 29 Private
- 4 International partnerships
- Different level of involvement in international credit mobility and capacity building projects since 2005
- Existence/absence of international relations offices.

Challenges

- Establishment of communication and partnership,
- Lack of knowledge on internationalization strategies,
- Absence of standardized practices and procedures.



To support the Armenian institutions to further enhance their international integration into European educational space through:

- Set up a national platform for internationalization of HE,
- Develop online tools for mapping and benchmarking the internationalization processes.



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Project Main Objective

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To foster and promote international dimension of the Armenian Higher Education (HE) through development of national and institutional policy framework and tools for internationalization consistent with the recommendations set forth in Yerevan Communique and European Higher Education Area (EHEA) Mobility Strategy 2020.



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Internationalization as a Development Priority for Armenian HEIs

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EUROPEAN
Higher Education Area



EHEA
ministerial
conference
YEREVAN 2015

- Integration into EHEA and the management of the higher education system according to ECTS,
- Mutual recognition of qualifications,
- Development of the national education strategy.
- Enhancement of the quality and relevance of learning and teaching,
- Implementation of structural reforms,
- Development of governance and working methods of the EHEA to meet the challenges.



Specific Objectives and Outcomes

Objective: To develop national policy framework and tools for facilitating internationalization practices in Armenian HEIs.

Outcomes:

- Benchmarking analysis on internationalization practices,
- Development of policy framework and tools,
- Comprehensive 5-year internationalisation strategy,
- National model for the description of study programs (at every study cycle) of Armenia & guidelines to HEIs with internationalized profile.



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Specific Objectives and Outcomes

Objective: To create a National Platform for internationalisation in Higher Education and online tools for mapping & benchmarking the internationalisation processes.

Outcomes:

- Set of indicators to measure and compare the performance in HEIs for internationalisation,
- Reports on focus-group discussions in each Partner HEI,
- Case-studies,
- Website with an integrated National Platform (linked to the project website).



Specific Objectives and Outcomes

Objective: To build capacities of International Cooperation Office (ICO) staff of HEIs, MoES and social partners on strategic management, marketing and cross-cultural challenges and implementation of credit mobility.

Outcomes:

- Training plan on strategic management, marketing, cultural challenges & implementation of credit mobility,
- Trainings for ICO staff of Partner Institutions:
 - on strategic management of international cooperation in EU,
 - on marketing and cultural challenges of HEIs,
 - on the implementation of credit mobility in Partner HEIs,
- In-house trainings at each Partner institution for ICO staff of HEIs outside of the Project Consortium.



Specific Objectives and Outcomes

Objective: To create ICO resources and service-oriented centers at the Armenian HEIs.

Outcomes:

- Study tours to Program Country ICOs,
- Findings on functions, services provided and internal communication organization,
- Concept paper for operationalization of ICOs and service-oriented University centers,
- Plan for marketing and promoting attractiveness of Armenian HEIs.



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Project in Progress

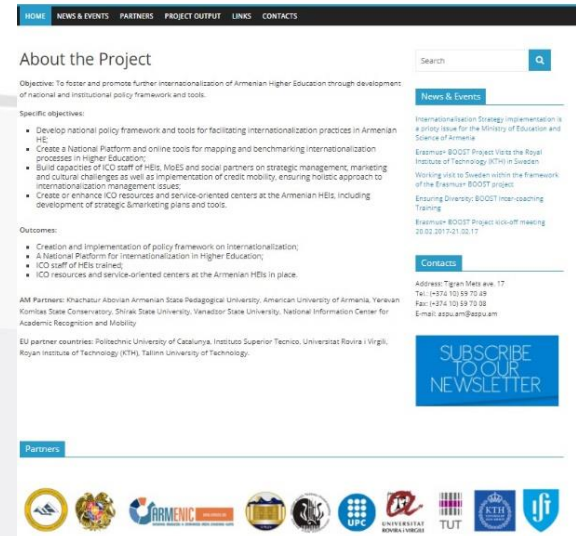
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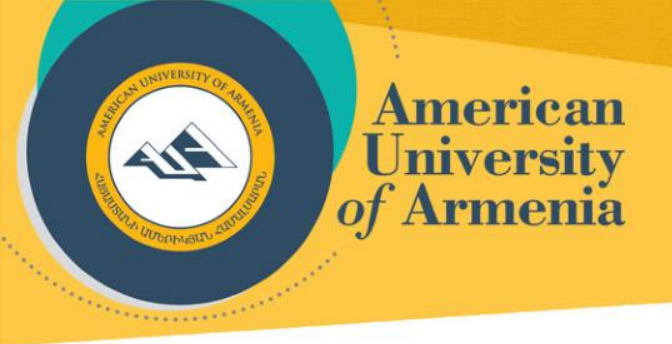


- Study tour to KTH (Sweden)
June 7-9, 2017:
 - Benchmarking analysis of international best practices
 - Consideration of “HARMONY” project’s findings
- Project website:
<http://boost.aspu.am/>
- Development of national internationalization strategy

BOOST
BOOSTING
ARMENIAN
UNIVERSITIES
INTERNATIONALIZATION STRATEGY AND MARKETING

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Thank you!



Please feel free to contact with questions.

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