

# **Stimulating Internationalisation of Higher Education through New Media.**

A possible UNICA project  
Vrije Universiteit Brussel  
DOZ & IRMO  
[jpdgreve@vub.ac.be](mailto:jpdgreve@vub.ac.be)

# What?

## Subject:

- Training, Stimulating, and Enhancing the Use of Video-conference Media (VC) to Stimulate Internationalizing the University Education and Teaching.
- Including:
  - **Determination** of the quality requirements of the offers and demands, to be placed on the Virtual O&D Market.
  - **Analysis of the cost elements** in the services delivered and in the services taken. The analysis should result in a framework to allow partners to deal with eventual financial issues.

# Why?

- **Overload of work** of teaching staff prevents efforts for new initiatives with extra work
- Setting it up requires input from colleagues, from technicians in both universities, room scheduling etc, again requiring a **serious time investment**
- A joint project with an offer-and-demand area, and **brokering assistance** can enhance the use of VC modules in teaching

# Start

- **Inventory** of available, compatible equipment, and of existing recurrent VC events in higher education.

# Core: Virtual Offer-and-Demand Market (Virtual O&D Market)

## Offers

- seminars and lectures from individual professors.
- complete subject lecture series from institutions
- (topical seminars from captains of industry and high level specialists in the corporate world)

## Demands

- topical seminars or a whole subject lecture series from individual professors.
- a topical seminar, a lecture, or a whole subject lecture series from institutions.
- from a program director: a similar program with the aim to jointly organize VC modules serving both programs.
- for a specialist seminar (or several) from a program director, or for a specialist seminar (or several) from a specific area in the corporate world.

# Stimulating by the example

- **Training sessions** by well-experienced professors and staff in institutions with less experience.
- Realization of a few **famous lectures** and seminars through central brokering and support, followed by **efficient communication**
- Wide distribution of **stimulating practices**.

# Managing the Virtual O&D Market

- Broker function through UNICA coordination, assisted by the IROs, or dedicated staff.

# Three levels or phases in the project

- Training
- Development of the Virtual O&D Market and brokering of offers and demands and implementation of the activities within the universities involved.
- Multiplication of initiatives.



# Round tables to exchange experiences and to explore new opportunities using VC

- Enhancement of presentations by international captains of industry
- Introducing the work floor in the classroom
- **International Master classes** for excellent students
- Supporting institutions in less developed countries and in TEMPUS-countries
- The particularities of the Sciences (Chemistry, Physics, ...)
- **Language** barriers
- **Quality** control & evaluation

# After the project

- Quality framework, derived from the realized cases
- Financial models with costs from the services.
- Rules to allow partners to deal with eventual financial issues.
- Wide availability of the Offer & Demand Market, and repeated communication campaigns.

# Contact

[jpdgreve@vub.ac.be](mailto:jpdgreve@vub.ac.be)

Prof. Jean-Pierre De Greve

Deputy-rector International Relations

Vrije Universiteit Brussel

Belgium