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## Studying in Europe: Changing Policies, New Opportunities

*Laura E. Rumbley*  
*Deputy Director*

Thinking Outside the Hexagon  
Association des Programmes  
Universitaires Américains en France (APUAF)  
Strasbourg ~ 16 March 2012

## Agenda

A word about ACA

The evolving landscape of European higher education: key issues

1. Degree structures
2. Language
3. Partnerships
4. The mobility agenda
5. The student experience
  - internationalization

What does this mean for American students?

- Opportunities
- Challenges

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## A word about ACA

- **Membership organisation**

21 full members

3 associate members

national-level agencies supporting internationalisation

- **'Think tank'**

Publications (*reports and studies*)

Monthly newsletter (*ACA Newsletter – Education Europe*)

European Policy Seminar series (*4/year*)

Annual conference (*Helsinki, June 2012*)

- **Secretariat**



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## Evolving landscape of European higher education: key issues

1. Degree structures
  2. Language
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- internationalization

Bologna Process/EHEA  
 Complementary tools and mechanisms  
 Rise of the master's degree



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## Evolving landscape of European higher education: key issues

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ACA study (2007): *English-Taught Programmes in European Higher Education*

3x growth (2002-2007) in ETPs but not "massification"

Predominantly at Master's level and fee-based

Uneven offer across Europe



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## Evolving landscape of European higher education: key issues

1. Degree structures
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Erasmus Mundus

Increasingly...  
common

institutionalized

diversified

strategic



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## Evolving landscape of European higher education: key issues

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Mobility = Good  
More mobility = GREAT

ACA study (2011): *Mapping  
Mobility in European Higher  
Education*

ACA study (2012): *European  
and National Policies and  
Practices on Mobility*

## Evolving landscape of European higher education: mobility

EU	EHEA
<p>Council conclusion (November 2011):</p> <p><b>Benchmark for learning mobility:</b> <i>By 2020, an EU average of 20% of higher education graduates should have had a period of higher education-related study or training (including work placements) abroad; minimum 15 ECTS or 3 months.</i></p>	<p>Mobility Strategy 2020 draft (August 2011)</p> <p><b>Mobility target from 2009 (Leuven/Louvain-la Neuve) affirmed:</b> <i>By 2020 at least 20% of graduates in the EHEA have undertaken a study or training period abroad, with the achievement of at least 1 ECTS credit</i></p>
<ul style="list-style-type: none"> <li>• Language competences to enhance mobility</li> <li>• Eastern dimension of youth participation and mobility</li> </ul>	<ul style="list-style-type: none"> <li>• Final document to be ready for Ministerial adoption in Bucharest, April 2012</li> </ul>

## Evolving landscape of European higher education: mobility

ACA study (2011): *Mapping Mobility in European Higher Education*

### General considerations: student “mobilities”

- **Type:** degree versus credit (non-degree, temporary, exchange)
- **Direction:** inbound versus outbound
- **“Nature”:** vertical versus horizontal
- **Level:** bachelor, master’s, doctoral
- **Measurement method:** yearly basis (census-type statistics) versus “event” of mobility in the course of study (surveys)
- **Mechanism:** structured programmes versus “free movers” (self-organised and self-funded)



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## Evolving landscape of European higher education: mobility

ACA study (2011): *Mapping Mobility in European Higher Education*

### Selected findings: incoming international students

- 50.9% of world’s mobile students in 2006/07 were in Europe 32 countries
- From 1998/99 to 2006/07, Europe 32 group slightly increased the percentage of the world’s mobile students it hosts
- From 1998/99 to 2006/07, Europe 32 group grew its international student population by well over 50% (may be closer to 80%); non-Europe 32 students fuelled much of this growth
- Foreign nationals as a proportion of total enrolment in Europe 32 countries grew from 4.5% to 6.9%
- **Almost 2/3 of all international students in the Europe 32 countries were enrolled in just 3 countries: UK, Germany and France**



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## Evolving landscape of European higher education: mobility

ACA study (2012): *European and National Policies and Practices on Mobility*

### Selected findings

1. Few countries have a **fully-fledged mobility policy or strategy** in place
2. Generally, **less 'enthusiasm'** in the national mobility discourse than is seen at the European level, but sometimes more ambitious targets
3. Top **priorities** = outgoing credit mobility + incoming degree mobility
4. Quantitative targets often **need further specification**



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## Evolving landscape of European higher education: mobility

ACA study (2012): *European and National Policies and Practices on Mobility*

### Selected findings (continued...)

5. At times, gaps between discourse, objectives and actual measures
6. "**Unintended consequences**" of mobility?
7. **Unclear link** between "good policies" and more mobility
8. Some **convergence**



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ACA study (2010):  
*Enhancing Attractiveness  
through International  
Student Services (ENATIS)*  
student survey (N=1,280)  
  
6 country case studies  
  
Services and (services  
reputation) matter

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## Evolving landscape of European higher education: key issues

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  - **internationalization**

Squarely on the agenda  
  
Uneven development  
  
New strategy, impact and  
quality (QA) concerns  
  
Indicators for Mapping and  
Profiling Internationalisation  
(IMPI)

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## What does this mean for American students?

### 1. Opportunities

- Striking field of new options for study in Europe
- Much capacity has already been achieved
- Clear momentum to achieve “more”
- Americans are largely “desirable”

### 2. Challenges

- Making sense of the many options
- Getting a handle on the complexity and diversity of “Europe”
- Affordability
- “Authentically local” versus more “generically international” experiences
- Translating the experience “home”
- Longer-term, unintended consequences

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*Thank You!*

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*Merci!*

[laura.rumbley@aca-secretariat.be](mailto:laura.rumbley@aca-secretariat.be)  
<http://www.aca-secretariat.be>

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