

# Erasmus Policy Statement

Brunel University London has been awarded the Erasmus Charter for Higher Education for the Erasmus+ programme 2014-2021. This Erasmus+ Policy Statement sets out the institution's strategy in relation to the Charter.

Our Strategic Vision 'Brunel 2030' identifies Global Impact as one of the University's five distinctive areas of focus. The University benefits hugely from the diversity of its students and staff, with students from 110 different countries, representing all continents of the world. We wish to build on this achievement, and improve the quality of our education and research by consolidating current partnership activities, as well as being open to new and exciting opportunities in areas of the world where we currently do not have a presence.

In line with the Brunel 2030 vision, the University seeks to build strategic partnerships with overseas universities and develop innovative ways of delivering education across the globe. We aim to establish Brunel as a leader in Study Abroad activities, enhance the student journey and develop sustainable recruitment channels for Brunel's Study Abroad, Student Exchange and mobility programmes. We will raise profile and reputation through partnerships to improve brand recognition, performance in rankings and access to research funding.

We recognise that the greatest value comes from partnerships that cut across both education and research, and are looking to be more strategic in our collaborative activities to make sure that we have the capacity to engage with our partners in a meaningful way.

Our International Partnerships Strategy aims to build and sustain International partnerships to enhance Research, Education and Business engagement. Globalisation has affected the supply and demand of international higher education, creating an increasingly competitive marketplace. Developing stable and sustainable revenue streams is imperative.

To meet the demands of an ever-changing world, the International Partnerships Strategy aims to build a diverse portfolio of partnerships, and an agile approach, to ensure Brunel is well placed to respond to new and emerging opportunities.

The International Partnership Strategy adopts a joined-up approach to partnership development ensuring that activities across the institution are coordinated, strategic and impactful.

The Study Abroad Strategy aims to grow and develop Brunel's Study Abroad and Student Exchange programmes to provide unique mobility options for students, generate new revenue streams and raise the University's profile.

The Study Abroad Strategy will deliver on Brunel's commitment to increase the number of students participating in outbound mobility by providing a wide range of options, to encourage participation from a broad range of backgrounds, and financial support where needed.

The core objectives of the Study Abroad Strategy are to;

- Establish Brunel as a leader in Study Abroad activities and develop

sustainable recruitment channels for Brunel's Study Abroad and Exchange programmes;

- Enhance the student experience through the provision diverse mobility offers and comprehensive and high-quality service throughout the student journey;
- Ensure an efficient, streamlined and joined-up approach to Study Abroad and Exchange programme development and delivery across the University; and
- Actively engage students, partners and key stakeholders both on and off campus to showcase Brunel and maximise educational opportunities and learning outcomes.

As job opportunities are increasingly global, we will provide our students with outstanding and distinctive opportunities for personal development, ensuring success and employability, to support them in their future careers. This will enable students to thrive wherever they choose to live or work in the world. The University's objectives of engaging with mobility programmes are to:

- Develop innovative mobility programmes and targeted marketing strategies to maximise impact;
- Establish and maintain effective relationships with partners to increase student mobility for both incoming and outgoing students;
- Ensure comprehensive and high-quality service provision and proactive student engagement throughout the student journey;
- Embed high quality service and support standards into the student journey;
- Facilitate and maximise access to funding opportunities and support to increase participation in mobility opportunities; and
- Maximise learning outcomes and showcase educational opportunities at Brunel through proactive engagement throughout the student journey.

Our world-leading research will focus on those areas in which we can integrate academic rigour with the needs of governments, industry and the not-for-profit sector, delivering creative solutions to global challenges and bringing economic, social and cultural benefit. Our Research Institutes and Research Centres will pioneer world-leading research inspired by an ambition to address society's most pressing challenges, in collaboration with partners from across the globe. We will strengthen our research culture, seeking to attract, develop and retain exceptional academic staff and forge long-lasting partnerships in the UK and internationally to accelerate the impact of our research on the people, societies and economies that will benefit the most.

The University's strategic alignment of both, the International Partnerships Strategy and Study Abroad Strategy, will focus on and include:

- Developing and furthering the international footprint of the institution;
- Facilitating access and progression routes to Brunel programmes;
- Expanding opportunities for postgraduate study at Masters and doctoral levels;
- Enhancing the student learning experience by sharing good practice and by enriching the curriculum with global perspectives;
- Encouraging research and business links, in line with the University's position as a research-intensive institution;

- Enhancing staff development both at Brunel and at partner institutions; and
- Supporting diverse income streams for the University.

The expected impacts of Brunel's participation in the Programme are:

- Promote Brunel through short-term programmes with the aim to attract students back for further studies (long-term recruitment strategy);
- Attract and retain domestic students to Brunel by providing unique mobility options;
- Provide international learning opportunities for students and staff;
- Raise the University's profile and reputation both nationally and internationally;
- Develop innovative programmes and mobility options;
- Forward-plan staffing, resource and service needs to coincide with growth;
- Identify, develop and engage strategic partners; and
- Develop a recognisable sub-brand and creative marketing strategy to promote inbound/outbound mobility.

During the last mobility period, Brunel University London has established a Global Opportunities fund, to incentivise and support students who wish to participate in Outbound Mobility Programmes. In addition to this, the University continues to support campaigns which aim to increase the number of UK-domiciled students who study, work or volunteer abroad during their degrees.

Participating in the programme will ensure we can continue to support the aspirations of students at all levels, improving their prospects for employment and providing life-long skills, including languages. Our strategies aim to integrate our activities and provide opportunities for those least likely to engage.