

EAIE 2010 |
ANNUAL REPORT

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THE EAIE
ANNUAL REPORT
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MESSAGE FROM THE PRESIDENT

Dear members, partners and staff,

Thank you all for making 2010 such an interesting and rewarding year. 2010 turned out to be very eventful indeed for our Association. We began in January with the recruitment of our new Director, Leonard Engel, who started his work for the Association on 1 April. We proceeded to the election preparations and in June had the results of our first elections within the new governance structure. Since September the new governance bodies have been in place and are finding their working ways.

Despite the economic crisis, we once again had a successful attendance at the conference in Nantes, which was a very pleasant surprise. The exhibition was larger than ever and the evaluations show that we have succeeded in keeping the high quality we are known for. Thank you all for that contribution.

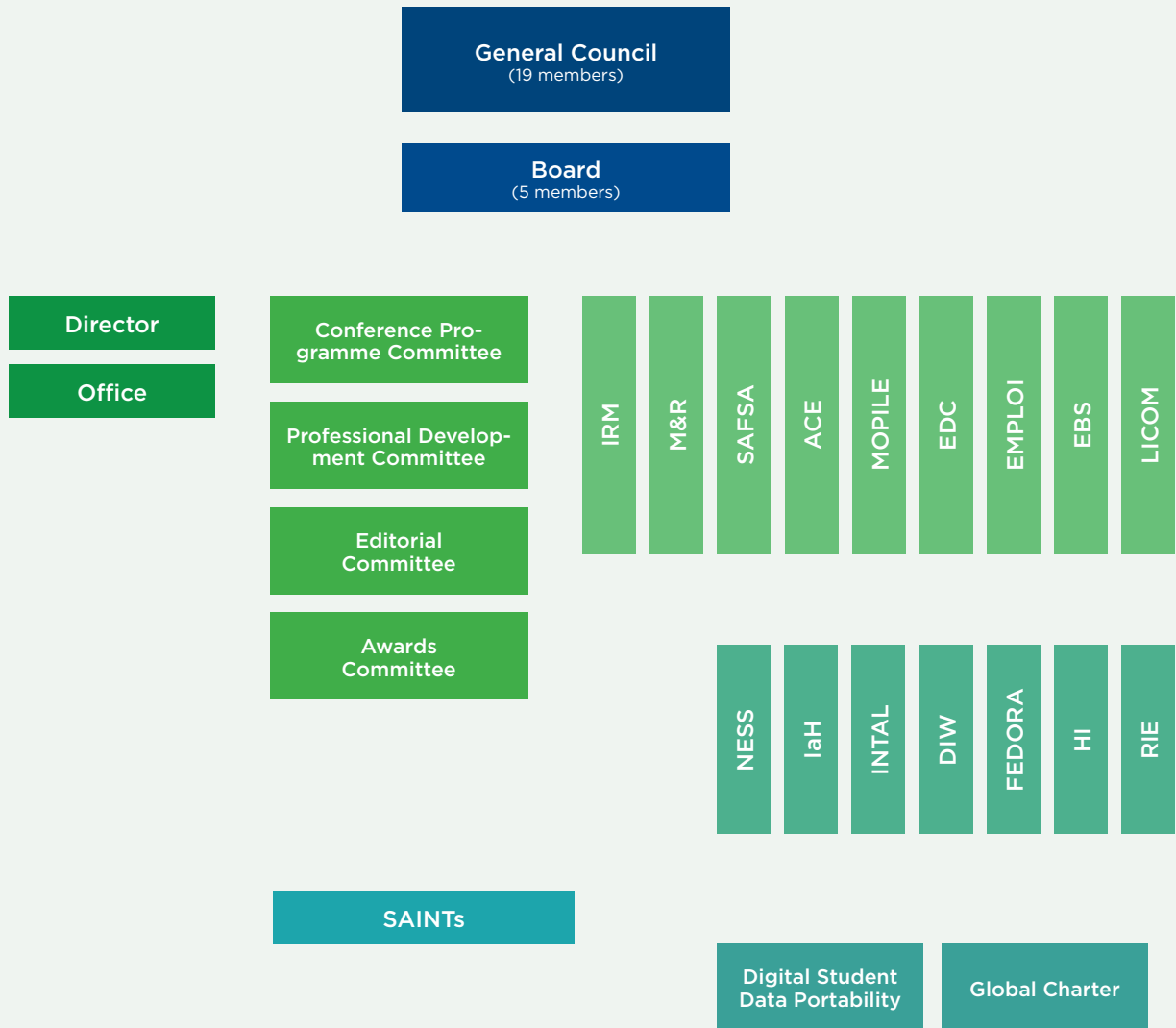
We continued our joint work in the EAIE-FEDORA working groups. A decision about a possible merger will be made in September 2011 by FEDORA to be followed by a decision by EAIE in November 2011.

A new financial structure was developed during the autumn that will be of great support in our future decision making. The increased requests over the past year for our input, expertise and presence at various events and activities have been considerable and enjoyable. We have deepened our cooperation with a number of partners throughout the Association, which opens up for an interesting future. 2011 has all the potential to become another very successful and busy year for all of us.



Gudrun Paulsdottir,
Mälardalen University,
Sweden

2010-2012:
President of the EAIE
2008-2010:
Vice-President of the EAIE



WHAT IS THE EAIE?

- General Council
- Board
- EAIE Office
- Committees
- Professional Sections
- Special Interest Groups
- Task force
- Network

For a complete list of current EAIE leadership, visit:
www.eaie.org/about/eb.asp

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MESSAGE FROM THE DIRECTOR

In 2010, changes were made in the Office to better accommodate the increasing demands on our expertise and support. In addition to the regular workload, projects were initiated to allow the Office to keep up with an ever-professionalising association: the financial administration was completely overhauled, giving the EAIE leadership insights into financial information necessary for making informed strategic decisions; personnel policy has been professionalised and the Office staff worked on the roles and strategic goals for the Office.

In addition, the decision was made to change to a new database for our membership and conference/events registration. The system is the backbone for EAIE operations and implementation will be effective in 2011. A lot of energy has gone into the creation of the new professional development programme, the EAIE Academy, which will be launched in November 2011. Most of you experienced the Nantes Conference, which could not have been such a success without the extreme team effort of the Office.

As always in an organisation like ours, people come and go. The structure and the people in the Office by year end can be seen in the office organogram.

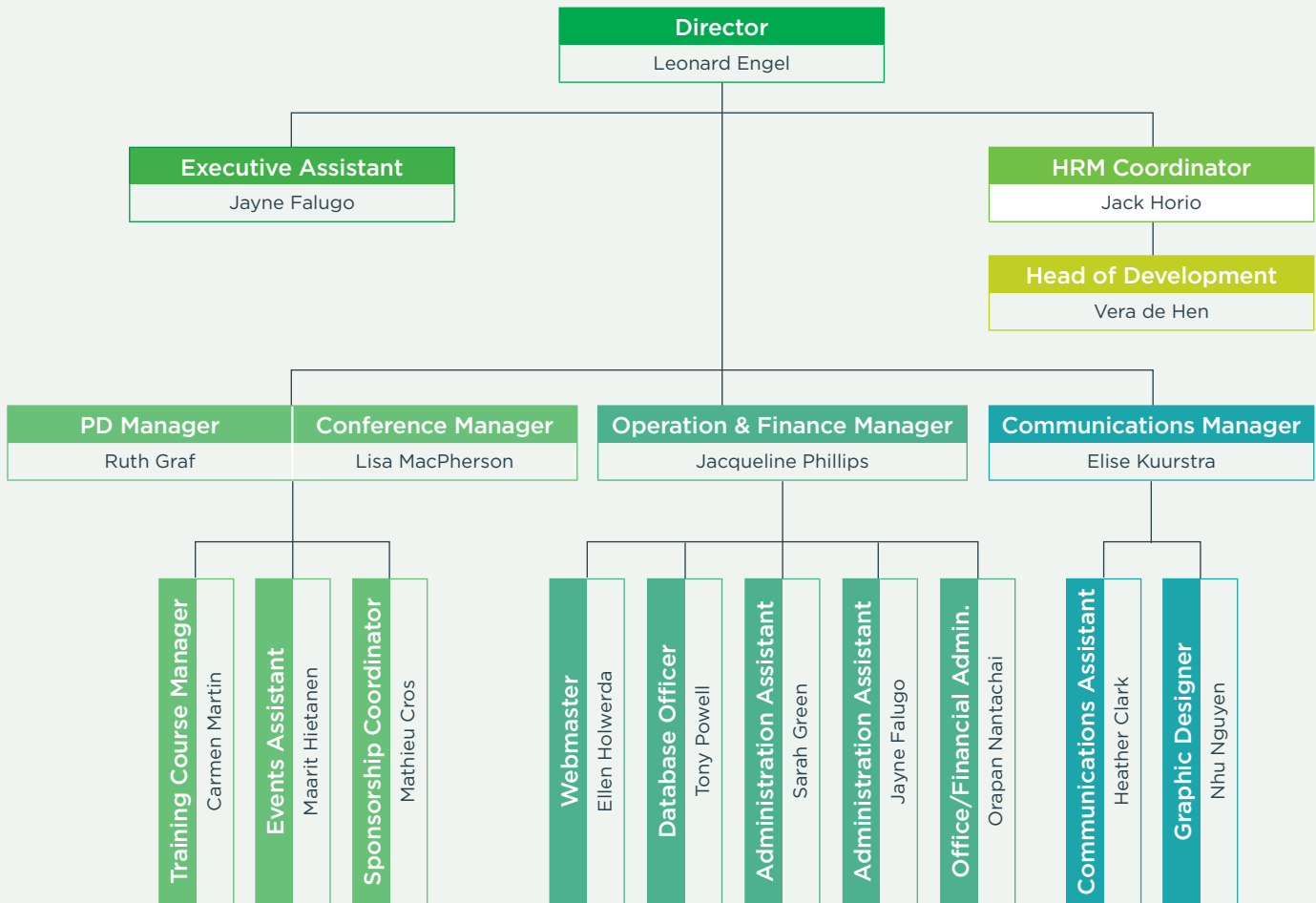
The coming year will hopefully reflect the results of this year's extra efforts. Communications will be an important focus point in 2011, with a complete overhaul of the EAIE website as the most noticeable result.

I want to thank the Office staff for their open mindedness, their flexibility and their unequalled commitment to the Association.



Leonard Engel

April 2010 - Present:
Director of the EAIE



EAIE OFFICE
ORGANOGRAM ON
31 DECEMBER 2010

- Events team
- Operations team
- Communications team

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CONFERENCE NANTES 2010

— Lisa MacPherson

Over 3500 participants from 82 countries came together in Nantes for the 22nd Annual EAIE Conference. During four days, participants networked, shared ideas and developed new and old partnerships. While the record attendance of 2009 was not surpassed, the conference offered more sessions and workshops and a wider range of topics than ever before, as well as the largest EAIE Exhibition to date (over 1700 m²). The programme featured visits to 13 surrounding institutions of higher education and three high-level seminars. Many aspects of the programme focused on the relationships between higher education institutions and enterprises.

The conference, organised in collaboration with the Conférence des Grandes Ecoles Pays de la Loire, made a significant impact on the city of Nantes and was the largest conference ever to be held at the venue.

Participants were treated to a powerful keynote address by Leymah Gbowee, Founder of the Women Peace and Security Network Africa (WIPSEN-Africa). The screening of her documentary *Pray the Devil Back to Hell* and Q&A session brought tears to many eyes while her keynote address called the EAIE and its participants to action.

The Closing Plenary featured a keynote of a lighter nature by François Delarozière, Artistic Director of French company La Machine. Participants enjoyed a surprise visit by his giant elephant during the EAIE Dinner.

The EAIE is working hard with its 2011 University Partner, the Copenhagen Business School, to bring the largest expected number of participants to Copenhagen from 13-16 September and offer an even stronger programme.



Photos from Nantes 2010,
by Pascal Kyriazis

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PROFESSIONAL DEVELOPMENT PROGRAMME 2010

— *Ruth Graf*

Professional development for our membership, and international education professionals at large, is one of the main aims of the EAIE. Our programme offers international educators unique opportunities to learn from colleagues/experts/peers in various fields such as international relations, admissions and credential evaluation, students services, marketing and recruitment. Our aim is to offer high quality training activities facilitated by highly experienced course leaders and ensure that participants and their institutions receive added value, thanks to:

- the European and international context and audience;
- the opportunity to benchmark one's own institutional experiences with that of others;
- direct access to the latest information on developments of Higher Education in Europe and worldwide, and its impact on individual institutions.

In 2010, the number of events on offer remained stable, whereas overall participation numbers declined slightly, presumably due in part to budget cuts at higher education institutions. To ensure innovation within our programme and create a more attractive learning environment for international educators, we have developed the EAIE Academy. Offering a number of parallel activities on various topics within one week and at one location, the Academy will offer participants additional viewpoints, expertise and networking opportunities besides the content and activities of the training course(s) they attend. We hope that many of you will join us for our first Academy in November 2011. Welcome!



EAIE trainers at 'Train the Trainer' programme in October 2010, Brussels

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MEMBER SERVICES

— *Elise Kuurstra*

Servicing our members and professionals in the field of international education is at the heart of the EAIE's mission. 2010 marked the first stage of a year-long project to overhaul our website and online services. Our goal is to provide you with the state of the art tools that you need to exchange ideas, network with fellow professionals and find the latest information about developments in the field.

As we continue to professionalise, we look for new opportunities to share with you the extensive range of expertise among our membership. In May 2010 we were approached by Raabe Academic publishers to become the sole Editor of their *Handbook Internationalisation of European Higher Education*, beginning in 2011.

In addition to these new endeavours, we continue to offer our members informative publications. In 2010 we were pleased to conduct a number of interviews for our member magazine, *Forum*: Alex Olde Kalter, who reflected on his decade-long leadership of the Association as Director of the EAIE; Emmanuel Davidenkoff, one of France's most influential education professionals and Groupe l'Etudiant's Editor-in-Chief; and Leymah Gbowee, keynote speaker at the Nantes Conference and leader of the women's movement that ended the 14-year civil war in Liberia.

The fourth volume in the EAIE Toolkit series was published in the summer of 2010. *Internationalisation and Quality Assurance*, edited by Adinda van Gaalen, was also restyled, bringing it in line with the current EAIE branding.



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01. Spring *Forum* 2010

02. The EAIE's fourth toolkit

EAIE 2010 |
FINANCES

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THIS YEAR IN FIGURES

— Balance sheet on
31 December 2010

ASSETS (EUR)	2010	2009
FIXED ASSETS		
Tangible fixed assets	53,490	63,883
CURRENT ASSETS		
Receivables		
Debtors	42,986	14,791
Taxes and social securities	5,045	-
Prepaid expenses	87,123	13,203
Other receivables	15,276	10,279
	150,430	38,273
Cash	1,363,839	920,661
	1,363,839	920,661
Total current assets	1,514,269	958,934
Total assets	1,567,759	1,022,817
EQUITY AND LIABILITIES (EUR)		
EQUITY	1,252,744	885,809
CURRENT LIABILITIES		
Creditors	55,608	59,711
Taxes and social securities	39,686	24,984
Other liabilities	219,721	52,313
	315,015	137,008
Total equity and liabilities	1,567,759	1,022,817

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THIS YEAR IN FIGURES

— *Income and
Expenditure Statement
on 31 December 2010*

INCOME (EUR)	2010	2009
ACTIVITIES		
Conference, seminars, exhibition, training courses, workshops	2,879,173	2,737,942
MEMBERSHIP SERVICES		
Publications and electronic services, promotional and recruitment services	308,129	409,543
OTHER INCOME	8,957	12,498
Total income	3,196,259	3,159,983
EXPENDITURE (EUR)		
ACTIVITIES		
Conference, seminars, exhibition, training courses, workshops	1,172,843	1,612,199
MEMBERSHIP SERVICES		
Publications and electronic services, promotional and recruitment services	67,581	99,656
OVERHEAD COSTS	1,588,900	1,395,018
Total costs	2,829,324	3,106,873
OPERATING INCOME	366,935	53,110
Other expenses and losses	-	35,397
RESULT	366,935	17,713

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PROFESSIONAL SECTIONS

ACE

Admissions Officers and Credential Evaluators

ACE is actively seeking representation in 'old' and 'new' networks. Starting in 2009, ACE succeeded in being admitted as an observer to the annual ENIC-NARIC network meeting; a vantage point to learn about new upcoming European Commission (EC) and Council of Europe (CoE) policies geared towards recognition. As for new networks, ACE has been sought out by European Consortium on Accreditation (ECA) as representing body for the admissions and evaluation sector in its current EC funded projects on joint programmes and joint degrees, most recently JOQAR (Joint programmes: Quality Assurance and Recognition of degrees awarded). Authenticity has become one of the key sectors of ACE expertise. Each Annual EAIE Conference now includes ACE workshops and sessions on these topics, plus a training course. These consistently receive high evaluations. Building upon the expertise in authenticity, ACE has also stimulated the debate on Digital Student Data Portability (DSDP). ACE is now nurturing DSDP as a Task Force with association-wide relevance.

EBS

Economics and Business Studies

EBS had a highly successful conference in Nantes, with the most ever sessions. It offered four workshops, seven sessions, the Café Connect in its Opening Session and a superb dinner at Le Rive Gauche. EBS satisfies a niche group of business school participants, which the workshops on website design and strategic partnering clearly demonstrate. EBS has a new and eager Board and has made a 'generation transition' with the old Board taking up other posts within the EAIE.

EDC

Educational Cooperation with Developing Countries

For EDC, the Annual EAIE Conference in Nantes was the highlight of 2010. There were two EDC workshops and 10 EDC sessions. The workshops and EDC dinner were fully booked and the Opening Session was packed. This shows an increasing interest among participants in topics related to cooperation with the higher education sector in developing countries. The EDC Board was pleased to experience so many participants being touched by the keynote speech and documentary by Leymah Gbowee from Liberia. The EDC Board feels an obligation to follow up on this enthusiasm in the coming years.

EMPLOI

Employability skills, graduate careers and international internships

2010 was a busy year for EMPLOI. With over 60 proposals for sessions, we developed a broad and rich track for the conference in Nantes. We also had our biggest and best reception ever, sponsored by Petrus Communications. The contest generated great ideas for topics to cover in the future. The other big success of 2010 was our work on the merger with FEDORA. Nieke Campagne from Leiden joined us as a resource person from FEDORA, as did Ignacio Sanchez Garcia Abril from Valladolid. FEDORA Employment and Career Guidance Group (FECG) members contributed to sessions in Nantes and more proposals from FECG members will be included in Copenhagen. We hope this will lead to further cooperation and a full merger by the end of 2011.

IRM

International Relations Managers

IRM (sponsored by six institutions) joined up with M&R and organised a very successful reception in Nantes for over 350 members. During the conference, IRM also organised a brainstorming breakfast with new IRM members in order to better understand the wishes of its membership and provide a forum for interaction. IRM continues to work on strategic initiatives in order to engage new members and regions.

LICOM

Languages for Intercultural Communication and Mobility

For LICOM, 2010 was a year of change. After having been Chair of the PS for eight years, Christian Timm handed the leading role of LICOM over to Sabine Pendl. Timm is the author of several articles for EAIE publications and constantly promoted the EAIE and LICOM's goals in sessions and workshops at conferences such as NAFSA or TESOL. Within the last few years, he managed to foster the issue of languages within the organisation and to keep it closely connected to intercultural communication. Although no longer Chair, Timm will remain involved as LICOM's Vice-Chair.

M&R

Marketing and Recruitment

M&R looks back on 2010 with great satisfaction. The section organised three successful and training courses (Marketing in the Digital Age; International Recruitment 101; Working with Recruitment Agents) in Amsterdam, Barcelona and Berlin respectively, and the evaluations of the courses were very positive.

The existence of a healthy demand for knowledge sharing and best practices in the field of international marketing and recruitment was further confirmed at the Nantes conference, where the four M&R workshops were sold out and all of the sessions were well attended and were rated highly. The joint M&R/IRM reception also drew a record number of affiliates.

MOPILE

Management of Programmes in Lifelong Education

2010 was a year of reflection and change for MOPILE. Not only was there a change in Board members, an action plan has been developed and served as food for thought regarding MOPILE's objectives. As international mobility and European project management remain essential topics for international educators, in and outside Europe, a transparent and efficient communication of both objectives will be the next step for 2011. In order to develop a strong link with the colleagues at the European Commission and the Executive Agency, several of these colleagues were invited to the MOPILE dinner in Nantes. The basics for more efficient cooperation have been developed and will be fine-tuned in 2011.

SAFSA

Study Abroad and Foreign Student Advising

According to the affiliation numbers, SAFSA is one of the EAIE's largest Professional Sections. Concerned about whether we still meet the needs of our growing membership and eager to anticipate members' expectations for the future, an online questionnaire was sent out to 1063 SAFSA affiliates in the summer of 2010. It focused on three main areas of interest: who are our members, what are their main responsibilities as advisors, and in what way do current training courses and conference topics relate to their needs and expectations in terms of variety, quality and scope. Many interesting statistics and comments were gathered and in general we were advised to "be more open to newcomers and provide services to experienced practitioners."

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SPECIAL INTEREST GROUPS

DIW

Disability Issues Worldwide

DIW continued to increase its network and activities in 2010. We participated in the 7th International Conference on Higher Education and Disability in Innsbruck, where we strengthened connections with colleagues from Slovenia, Belgium, Spain, Ireland and the Czech Republic. At the Annual EAIE Conferences we supported, among other presentations, a successful workshop on mental health issues in study abroad programmes and screened a film promoting disability rights. We also began an examination of the distribution of the Erasmus 'special needs grant' across Europe and will meet with the European Commission in early 2011 to further this work and discuss broader questions affecting the participation of students with disabilities in the Erasmus programme.

FEDORA

European Forum on Student Guidance

In order to explore possibilities of a future merger, FEDORA (Forum Européen de l'Orientation Académique/ European Forum on Student Guidance) became a preliminary SIG in the EAIE as of February 2010. Working groups between subsections of both organisations met to look into the options for a merger. A steering group, consisting of Board members from both associations, monitored the process. FEDORA events in 2010 included: Careers Guidance & Employment Group Conference 'Unlocking the potential - The role of Higher Education Careers Advisors and Recruiters in equipping students for a European labour market' in Bordeaux, 3-4 June and the Psyche-Group (Psychological Counselling in HE) conference 'Transitions' in Alicante, 17-19 November.

HI

Health Internationalisation

The Open Session and the HI dinner at the Annual EAIE Conference were a success. After an interesting session, also attended by many new participants, a lively discussion took place regarding topics for future sessions. During the dinner, participants were asked to move seats after each course, which created an informal atmosphere and enabled further networking. There were also some changes in the Board: Margit Sivirsky and Simone Hoogakker stepped down but stayed on as advisors and Evelien Hack became the new contact person.

IAH

Internationalisation at Home

There were two highlights for IAH at the Nantes conference: the first was the signing of the Memorandum of Cooperation (MOC) between IAH and the special interest group Internationalisation of the Curriculum of International Education Association of Australia (IEAA). The MOC is aimed at joint research and joint activities. The second of these was the delivery of IAH's first pre-conference workshop, which was both well attended and well received. As usual, the conference sessions on Internationalisation at Home were attended by many.

INTAL

International Alumni Relations

INTAL has had a successful year. The number of the EAIE members affiliated with INTAL has been steadily growing: as of 2011, more than 120 individuals have chosen INTAL as their primary affiliation with the EAIE, in addition to more than 200 members who are interested in INTAL as a professional area. Six quality sessions and workshops at the Annual EAIE Conference, as well as a professional training module, made this growth sustainable. INTAL has ambitious plans for the future and is ready for the next stage of development, possibly by becoming a Professional Section, as per the new EAIE regulations.

NESS

Network of European Summer Schools

2010 was a significant year for NESS. It was the year in which Sarah Ormrod stepped down as contact person after having been active for more than 10 years. She was replaced by Edith Sepp and Inez Meurs. 2010 was also the first year in which NESS offered – besides a very successful workshop – three sessions and a social event at the EAIE conference, all of them attracting large crowds and leading to enthusiastic evaluations. The NESS training course 'How to run your Summer School successfully' was organised in Italy for a full group of participants.

RIE

Researchers in International Education

RIE's biggest achievement in 2010 was coming into existence. We kicked off at the Nantes conference where our keynote speaker for the round table was Professor Jeroen Huisman from the University of Bath. The presence of over 50 participants confirmed the strong interest in the combination of practice and research by EAIE members. This was also reflected in the large presence at the first RIE Opening Session, where a lively debate on the importance of research and the need to exchange information, sources, databases and expertise took place. RIE is tangible proof that an increasing number of practitioners are involved in Master and PhD research on the internationalisation of higher education.

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THANK YOU TO
THE FOLLOWING
INDIVIDUALS AND
ORGANISATIONS
FOR THEIR CON-
TRIBUTION AND
SUPPORT TO THE
ASSOCIATION
IN 2010

2010 CONFERENCE HOST COMMITTEE:

Grandes Ecoles Pays de la Loire

2010 MAIN CONFERENCE SPONSORS:

IELTS
UNAM
City University of Hong Kong
University of Cambridge ESOL Examinations
ETS
Study in Catalonia
QS
French Ministry of Higher Education

2010 PROFESSIONAL DEVELOPMENT VENUES:

Rovira i Virgili University
University College Dublin
University of Girona
University Pompeu Fabra
University of Amsterdam
German Academic Exchange Service
Universita Cattolica del Sacro Cuore
Universidad de Granada
University of Copenhagen
University of Maastricht Campus Brussels

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Gudrun Paulsdottir (*Vice-President & President**), Mälardalen University, Sweden

Hans-Georg van Liempd (*Vice-President**), Tilburg University, the Netherlands

Bettina Nelemans, Universiteit Utrecht, the Netherlands

Dan Ole Faaborg*, University College of Northern Denmark, Denmark

Marina Tesauo, Università degli Studi di Roma 'Tor Vergata', Italy

Rositsa Bateson*, University of Abertay Dundee, UK

Timo Ahonen*, Lahti University of Applied Sciences, Finland

PROFESSIONAL SECTION BOARDS

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Duncan Hamshere (*Co-Chair**), Higher Education Solutions, Spain

André Hesselbäck, Uppsala University, Sweden

Margit Schatzman, Educational Credential Evaluators, Inc, USA

Stephen Orme, Leiden University, the Netherlands

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Michael Rosier (*Chair**), University of Hertfordshire, UK

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Jelly Offereins*, HU Business School, Utrecht, the Netherlands

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Marleen Triebiger*, EBS Universität Für Wirtschaft u. Recht, Oestrich-Winkel, Germany

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Marina Tesauo, Università degli Studi di Roma 'Tor Vergata', Italy

Marit Egner*, University of Oslo, Norway

Marjo van der Valk-Kuijpers, Technische Universiteit Eindhoven, the Netherlands

* Newly elected member and/or newly obtained position within the EAIE governing body since the September 2010 election.

Mervin Bakker*, University of Amsterdam, the Netherlands

Michael Rosier*, University of Hertfordshire, UK

Piet Van Hove*, University of Antwerp, Belgium

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Timo Ahonen, Lahti University of Applied Sciences, Finland

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Elke van der Valk*, Casa De La India, Valladolid, Spain

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Bruno Woeran, DANUBE European Training, Research & Technology, Austria

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Duleep Deosthale (Co-Chair*), Manipal University, India

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Kevin Murphy*, CEA Global Education, Firenze, Italy

Lea Senn*, Università Cattolica del Sacro Cuore, Milan, Italy

THANK YOU TO
THE FOLLOWING
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ASSOCIATION
IN 2010

SPECIAL INTEREST GROUP *(contact persons)*

Adele Browne (*DIW*), University of Sussex, UK
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