As the following pages will highlight, the EAIE accomplished a lot in 2012: an excellent annual conference, two vibrant EAIE Academies as well as several publications including the new Conference Conversation Starter. Additionally, the EAIE has become involved in strategic projects in Europe and beyond.

One such project is the International Student Mobility Charter. Developed by a working group of international higher education associations and led by the EAIE, the Charter was officially adopted at the 2012 EAIE Conference in Dublin and aims to foster greater endorsement from key stakeholders in international education with the overarching objective of keeping students safe and protected during their study abroad periods. Many organisations worldwide have endorsed the Charter and more will continue to do so.

Another major project known as the ‘Leadership Study’, was a joint initiative of the EAIE and the International Education Association of Australia (IEAA), our sister organisation. In September 2012, Phase I of the study was finished and presented at the EAIE Conference and again in October 2012 in Melbourne at IEAA’s conference. Phase I showed that leaders in the internationalisation of higher education both in Europe and Australia face many challenges in leading the strategic goals of their institution, thus requiring a new set of professional development tools. Phase II of the study will be finished by the summer of 2013, resulting in the joint development of training for both the EAIE and IEAA’s members.

Finally, the EAIE joined as an expert in an advisory group of the fourth Global Survey on International Higher Education, led by the International Association of Universities. Outcomes are expected in 2014.

We also saw significant changes within the EAIE in 2012. Since the EAIE aims to have its governing bodies and Expert Communities reflect the changing landscape of our profession, we set up a taskforce to both reassess the current structure of the Professional Sections and Special Interest Groups and to look at the composition of the General Council. This important taskforce is chaired by Immediate Past President, Gudrun Paulsdottir and is anticipated to achieve resolution by the end of 2013.

With the year 2012 marking the start of a new leadership cycle, I would like to take the opportunity to give enormous thanks to our active members whose terms on the General Council, Board, Committees and Expert Communities ended in September 2012. We thank you and your respective institutions for all of your time, for sharing your expertise and experience and for all the laughter and positive atmosphere you have brought to the EAIE. Without your dedication, the EAIE would not be as it is today.

Continuing to evolve
HANS-GEORG VAN LIEMPD, EAIE PRESIDENT
2012–PRESENT

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2012 Event highlights
Spring Academy
Gothenburg, Sweden
23–27 April

Annual Conference
Dublin, Ireland
11–14 September

Autumn Academy
Porto, Portugal
19–23 November

Participants

105

4211

131

Countries

23

79

25

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After a number of very successful years, the EAIE adopted in 2012 a greater focus on ensuring that the Association remains at the forefront of internationalisation of higher education and continues to provide value to both members and non members. This has been achieved, in part, by taking a more structured and proactive approach to the promotion of internationalisation of higher education. This so-called ‘fourth pillar’ of the Association complements the EAIE’s three key activities (conference, publications and training).

Utilising the knowledge and experience held within the Association enabled us to play a key role in Europe on a strategic and policy level during 2012 as outlined by EAIE President Hans-Georg van Liempd. It is our intention to continue expressing what we are already doing in the field and extending this activity based on research and on the knowledge, expertise and experience of our members.

The year 2012 also saw the start of an intense focus on membership and the foundations were laid for a brand new membership strategy which would ensure that our members truly benefit from the EAIE’s vast knowledge and resource bank. Unique to the EAIE is our highly valued content and the opportunities available for networking. In 2012, we secured free access for all our members to the *Internationalisation of Higher Education Handbook*, an essential publication for all international educators. In terms of networking, we developed an online Member Directory, enabling members to easily connect with colleagues from around the world at any time of the year.

Other activities continued to flourish as well. The EAIE Academy’s success in 2012 proved that the new training concept works very well. We have observed a 47% increase in participation from the very first Academy in Valencia. Furthermore, the number of participants choosing to stay the entire week at the Academy and attend two courses is also rising. Our Annual Conference also remains strong after another successful event in Dublin. Over 4200 participants from 79 countries showed a continued interest to meet, share and learn at the conference. It is a real pleasure to see how the efforts and commitment of so many during the year cumulate in a widely appreciated and content-rich event.

Finally, the launch of our new website was a very significant event for the Association. Complete with an exclusive Member Centre and a blog, we are now better equipped to serve, inform and connect with our members and potential members.

All of the developments in 2012 were made possible due to our sound financial position and we look forward to further enhancing our products and services and broadening the scope of our work in the years to come.
More than 4200 participants attended the 24th Annual Conference in Dublin from 11–14 September for four captivating days of networking and exchanging ideas in an inspirational setting overlooking the River Liffey in the newly built Convention Centre Dublin.

One of the new conference features in 2012 was the publication of the Conference Conversation Starter, a booklet of essays composed by a diverse group of higher education leaders and practitioners. The booklet explored different approaches to the highly topical conference theme ‘Re-thinking education, reshaping economies’ and armed participants with greater insight to fuel discussions throughout the week.

Conference participants also had access to a ‘My Conference’ section on the EAIE website where they could build their own agendas, connect with other conference participants, and download conference resources. The addition of a new Speaker Ready Centre at the conference ensured that all presentations were successfully collected during the conference and made available to participants on the EAIE website in a timely manner.

Networking is one of the biggest aims of conference participants and easily accessible networking space is a key requirement. In anticipation of this need, we set up a ‘Networking Zone’ in a marquee outside the conference centre. Eleven networking events (not including the Expert Community dinners and receptions) provided even more opportunities to mingle outside of sessions and workshops.

Sugata Mitra’s opening keynote speech roused participants for the week ahead, as he humorously challenged our perceptions about learning and shared with us his ‘Hole in the Wall’ experiment, showing that children are extraordinarily capable of learning through their own curiosity. Caroline Casey closed the conference with a very motivating speech that called on us to rethink the education model in terms of disability access.

Once again, the Exhibition was very successful, with space selling out well in advance of the conference. Having 381 organisations and institutions represented at the Exhibition, it provided an excellent channel for developing new partnerships, with 75% of conference survey recipients having formed new partnerships as a result of the Exhibition.

We are already looking ahead to next year’s milestone conference in Istanbul, marking 25 years of EAIE conferences, where we hope to offer an even more compelling programme.
This was an important year for the Professional Development Programme, marking the first complete, successful year of training through the EAIE Academy.

Designed to provide cutting-edge information and practical solutions to participants in a flexible and personalised programme, the Academy is a bi-annual training event that takes place in the spring and autumn of each year at one location, over one week and offers a wide range of courses led by our international, expert EAIE trainers.

Having launched the new training format in the autumn of 2011, this was the first time we ran two Academies within one year. With a grand total of 19 courses, eight of which were brand new, participants had plenty to choose from. The University of Gothenburg in Sweden welcomed Spring Academy participants in April 2012 with new courses such as ‘Crisis Management: the international dimension’. The most recent Autumn Academy was hosted by the University Fernando Pessoa in Portugal in November 2012 and featured new courses including ‘Tools for evaluating educational credentials from Asian countries’ and ‘How to optimise and maintain an international website’.

The popularity of the Academy has grown steadily, with an increasing number of participants choosing to stay for the whole Academy week and attend two courses.

In 2013, the EAIE Academy will be hosted by the cities of Birmingham and Tallinn and will feature brand new courses on such topics as developing strategic international partnerships and managing transnational placements.

**The EAIE Academy is thriving**
Publications and online services

Improving the EAIE’s web presence was a major priority in 2012 and a brand new website was developed to assist us in our mission of actively serving all those involved in the internationalisation of higher education. The new content-rich site contains a number of features including a dedicated Member Centre, a blog and a much more user friendly site navigation. The new Member Centre provides members with greater access to many of the EAIE resources and gives them the option to connect with any other member at any time. The new EAIE blog provides readers with useful news, tips and insights across all aspects of internationalisation. In 2012 we had a total of 42 blog posts, averaging around one post per week.

Our printed publications also received considerable attention in 2012. A new thematic approach to Forum magazine was incorporated, allowing for a multifaceted exploration of a specific topic through a variety of articles within each issue. The first thematic issue, published in December 2012, explored the topic of ‘employability’ with regard to international higher education. The number of authors submitting articles to the magazine since adopting the new, structured approach has more than doubled and we look forward to continuing this approach in 2013.

A further development with regard to EAIE publications was the printing of the final volume of the Professional Development Series (toolkits), International Summer Schools, edited by Jeroen Torenbeek and Inez Meurs, was the fifth toolkit to be published and marks the end of the series which was launched in 2005. The EAIE continues to offer a range of avenues for authors wishing to publish their work, including Forum magazine, the Occasional Papers, the Internationalisation Handbook and the EAIE blog.
The final accounts show that 2012 was an extremely financially successful year for the EAIE. This is due in part to the substantial growth of the annual conference and the exhibition, which have been unexpectedly greater than in previous years despite the financial crisis. Additionally, the EAIE’s costs have been significantly lower than budgeted as a result of good financial management and strict budgetary control.

These favourable results are very positive in view of the intention to further increase the EAIE equity to ensure that the Association remains financially sound and can reinvest in providing our members with products and services to meet their needs.
Irish presenter, Noel Davidson. The network-Event on social networking featuring guest Scout project, as well as a packed Openingation and transnational education, but also’traditional’ topics of international accredit-school professionals. These included the at the EAIE Conference in Dublin on topicsEbS enjoyed another successful year, having organised two workshops and six sessions at the EAlE Conference in Dublin on topics relevant, current and particular to business school professions. These included the ‘traditional’ topics of international accreditation and transnational education, but also admissions best practice and the Open Scout project, as well as a packed Opening Event on social networking featuring guest Irish presenter, Noel Davidson. The networking- Reception and Dinner at the Gibson Hotel had 110 participants, the largest ever, and was well received by all and included an

Irish dancing intermission. The EBS Board endeavoured to engage further with the membership in 2012, and indeed observed tremendous growth in EBS affiliation, as was reflected in the number of participants attending the Opening Event, the Reception and Dinner in Dublin.

EDC Educational cooperation with Developing Countries

In 2012, EDC has significantly increased its number of actively contributing affiliates and strengthened its Board with the addition of three Resource persons, giving the group more capacity for activities outside the Annual EAIE Conference. Having been instrumental in the EAlE’s outreach to Africa initiative, EDC participated in meetings with partner organisations in Africa throughout the year and was represented at the annual conference of the African Network for Internationalization of Education (ANIE) in Pretoria. EDC was also in dialogue with the Academic Cooperation Association and the European University Association on joint activities relating to development cooperation. A highlight from the 2012 EAIE Conference was the Dialogue, ‘Beyond development cooperation: Europe and Africa internationalizing together’, which attracted a large audience and included a lively discussion.

EMPLIO’s most important undertaking in 2012 was the first International University-Employer Forum, organised during the Annual EAIE Conference. The Forum created a communication platform for employers and higher education professionals. During panel discussions they shared expertise and views on recruitment strategies, internship development and cooperation between companies and universities. Having been very well received and highly evaluated, the second edition of the event has been planned for EAIE Istanbul 2013 as part of the conference programme.

IRM International Relation Managers

For the EAIE Professional Section International Relations Managers (IRM), 2012 was a very fruitful year. Not only were the sessions at the conference well visited, but all workshops and training courses were completely filled up. Being an election year, IRM was proud that even though both the Chair and Vice-Chair left the Board, all elected positions were contested and two new Resource persons came on board for the following year, demonstrating the group’s success in attracting new members to become active in IRM and the EAIE. Although these additions increased costs at Board meetings, IRM managed to finish 2012 with a healthy financial surplus that was produced by the sponsorship of the IRM reception at the EAIE Conference. Finally, this year additionally marked successful initiation of two EAIE outreach projects in Turkey and Africa, in which IRM Board members actively participated.

M&R Marketing and Recruitment

For M&R, 2012 was a year of change. The Board Chair, Feite van Dijk, stepped down due to a new position at his institution and Arnold Persoon became the new Chair. The rest of the Board also went through significant changes with two additional Board members (Chris Price and Andy Nicol) also stepping down due to new job obligations after many years of service. Additionally, three Resource persons became new Board members. M&R also revised their Action Plan to provide a stronger focus on further professionalisation of training courses, quality control, innovation as well as the use and coverage of new developments in social media. They actively contributed in strategic dialogue about EAIE governance and discussed ideas for pilot online courses with the Professional Development Committee. They paved the way for more focus on interdisciplinary areas such as enrolment management to provide the M&R membership with relevant and up-to-date topics and content.
THE IMPORTANCE OF DATA COLLECTION IN CONNECTION WITH THE EUROPEAN HIGHER EDUCATION AREA MOBILITY STRATEGY AND THE EUROPEAN COMMISSION POLICY FRAMEWORK FOR STUDENT AND STAFF MOBILITY

The importance of data collection in connection with the European Higher Education Area mobility strategy and the European Commission policy framework for student and staff mobility provided the focus of the MOPILE Opening Event during the Annual Conference. In this occasion, MOPILE additionally offered sessions about joint programmes and international programmes, topics they consistently give attention to. The second part of the year was distinguished by changes in the composition of the MOPILE Board, following the election period.

PSYCHE

Psychological Counselling in Higher Education

In 2012, PSYCHE became the newest EAIE Professional Section. PSYCHE's aim is to bring the content and the spirit of (psychological) guidance and counselling into more focus inside and outside the EAIE. The group has already been highly involved, having contributed to a new training course at the Spring Academy: 'Crisis Management: the international dimension', as well as a workshop and sessions at the EAIE 2012 Conference. PSYCHE additionally published an article in the spring edition of Forum that dealt with mental health issues in higher education, and a paper on counselling international students in the Internationalisation Handbook.

SAFSA

Study Abroad and Foreign Student Adviser

In 2012, SAFSA continued to serve a substantial need for information and knowledge sharing in the broad realm of advising, especially to those providing services and guidance to foreign students and scholars, advising students about study abroad opportunities or promoting study abroad programmes at their institutions. This demand was reflected in the high attendance at SAFSA events at the EAIE Conference in Dublin and was well catered for by the ample number of workshops and sessions that SAFSA offered to participants. With their Opening Event, SAFSA responded directly to the rising attention to the link between international education and employment, having collaborated with the International Education Association of Australia and the QS Intelligence Unit to present a cutting-edge report on the vast number of employers – over 10,000 globally – who are placing value on international education when recruiting. Additionally, SAFSA offered two successful training courses in 2012 at the third Academy in Porto: Advising International Students' and 'Intercultural Competency: making internationalisation work on campus'.

ACCESS

Access and Inclusion

ACCESS had a remarkable year in 2012, with disability issues high on the agenda at the Annual Conference in Dublin. Attendance at ACCESS workshops and sessions was very strong, indicating that international officers are getting serious about including students with disabilities and are increasingly looking for information about how to be inclusive in how they do their jobs. The highlight of the year had to be the keynote address delivered by Caroline Casey at the conference’s Closing Plenary. A dynamic individual who has dedicated her life to promoting inclusivity in the business sector, Caroline challenged participants' assumptions about people with disabilities, encouraging disability access in the education system and spotlighting ACCESS' efforts to increase the participation and improve the experience of students and staff with disabilities in international higher education.

HI

Health Internationalisation

The success of HI’s Opening Event at the 2012 EAIE Conference was largely due to input from HI members throughout the year. Having distributed a questionnaire about the Erasmus programme among members in the spring of 2012, HI was well equipped to deliver a session that produced heated discussion and offered best practice solutions to challenges in the field of health internationalisation. The topic will definitely return in future HI sessions. The other session and the annual HI dinner were also successful, both events having been very well attended as a result of the Contact person and those providing support to her attracting many different interested participants to HI events. This was the first year that HI was truly an international Special Interest Group, allowing for more opportunity to reach out to different groups of people within the EAIE who were unfamiliar with HI.

IAH

Internationalisation at Home

For the Special Interest Group Internationalisation at Home, the year 2012 saw strengthened ties with like-minded groups. IAH continued its cooperation with another special interest group, Internationalisation of the Curriculum, of the International Education Association of South Africa (IEASA), in August in Cape Town. Overall, interest in Internationalisation at Home is steadily growing, with universities and networks in Spain and Latin America now including the topic in conferences and training courses, developing their own approaches to curriculum internationalisation and sharing experiences with European universities. This was reflected in the training course Internationalisation at Home: reflecting change in your university, originally introduced in 2011 and repeated at the EAIE Academy in Porto in November 2012.

INTAL

International Alumni Relations

The year 2012 marked yet another period of growth for INTAL. Membership within INTAL’s social media platforms has grown over the last year and now accounts for more than 300 active members. Quality sessions and workshops at the EAIE Conference as well as professional training modules at the
EAIE Academy have helped to make this growth sustainable. Several INTAL experts and trainers have recently published on international alumni relations. These include articles in EAIE Forum magazine by Phil Conroy and Sandra Rincon, chapters in the Internationalisation Handbook by Andrew Shaindlin and Serge Sych, as well as contributions to the EAIE blog. A few active INTAL LinkedIn discussions on surveying alumni, usage of social media and alumni relations in business and NGO sectors have been initiated. Phil Conroy and Sandra Rincon led an INTAL branded workshop at NAFSA. Founding INTAL member Kirsten Williamson stepped down in 2012, while Sandra Rincon was recruited from the INTAL advisory group.

NESS
Network of European Summer Schools

The year 2012 was a very good year for NESS. In addition to being able to run the training course ‘How to run your Summer School successfully’ as part of the EAIE Academy in Gothenburg, and offering a number of well-received sessions at the conference in Dublin, there was a strong increase in EAIE membership interest in summer school developments. The NESS reception organised during the conference was a great success, with a high number of participants using the opportunity to network and exchange ideas in an informal setting. The final instalment of the Professional Development Series, International Summer Schools, was presented and distributed to the EAIE membership at the conference. The success of the reception and the publication revealed a rise in the number of universities offering or wanting to offer summer schools, and the high-level professional approach that is being taken to achieve this.

RIE
Researchers in International Education

The 2012 highlight for RIE was the organisation of its first doctoral training seminar at the Centre for Higher Education Internationalisation (CHEI) at the Università Cattolica del Sacro Cuore in Milan. It was a truly international event with 21 participants from eight countries (Canada, Norway, Palestine, South Africa, Spain, the Netherlands, USA and Italy) who followed lectures on the globalisation of internationalisation and took part in a workshop on critical reading and writing skills. The purpose of the seminar was not only to provide training but also to create a sense of belonging to a community of practitioner researchers embarking on their doctoral studies. Judging by the amount of interaction that went on both during the seminar and at the social events, it is safe to say that the community was successfully founded. RIE looks forward to its next two seminars planned for 2013.

Thank you

Thank you to the following individuals and organisations for their contribution and support to the Association in 2012

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