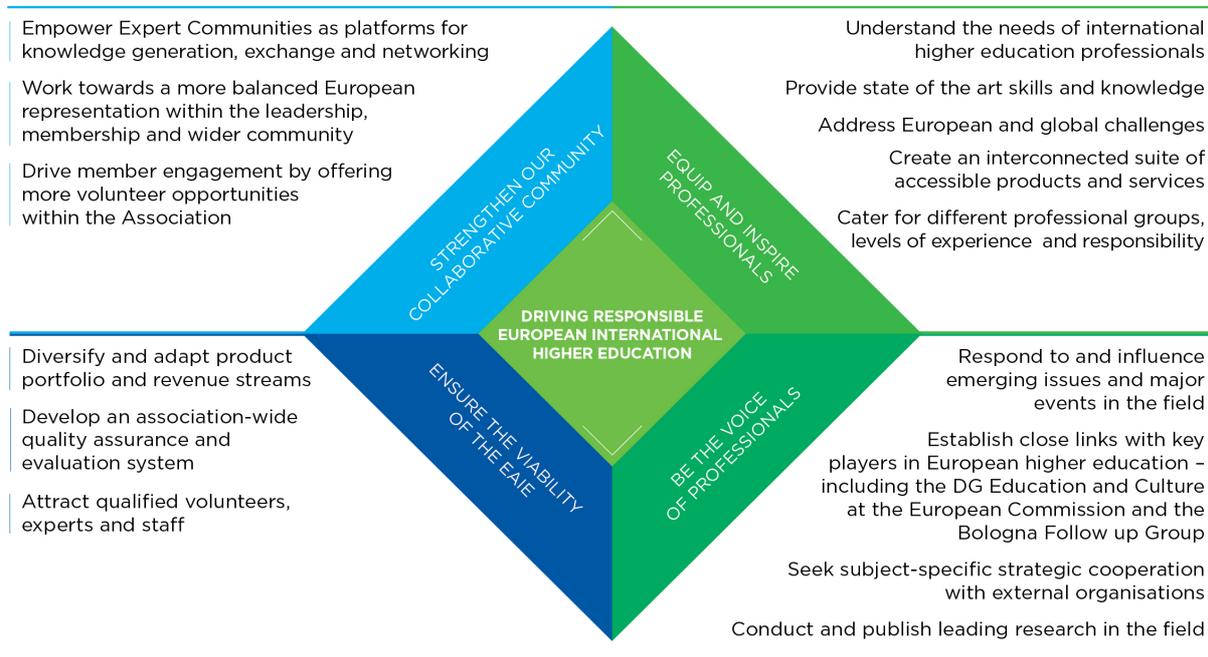


2016–2020 EAIE Strategy



The EAIE: driving responsible European international higher education

The EAIE is the European leader in the internationalisation of higher education. Through our activities, and with the help of our members, we actively seek to shape developments in our field and serve the international higher education community. Our ambition is to advance internationalisation and reach professionals in all parts of Europe.

With the growth of internationalisation and its increasing economic and political importance, we support policies and practices that are based on mutual benefit and recognise the diversity of the global higher education world. We cooperate with all individuals and organisations in Europe and beyond who share our view of international higher education as equitable, ethical, socially responsible, accessible and accountable.

To reach our ambitions we have set four strategic goals that will guide our Association over the next four years (2016–2020). These goals are of equal importance.

Strengthen our collaborative community

The EAIE will strengthen internationalisation and increase mutual understanding by engaging with our members and creating dynamic forums for knowledge creation and exchange. Creating and offering volunteer opportunities within the Association is a key aspect of engaging professionals. Ensuring that individuals throughout Europe contribute to and benefit from the EAIE and our activities is crucial for establishing a truly European community. The EAIE seeks to build active communities focused on specific aspects of international higher education as well as a cooperative transversal community for international higher education professionals.

Equip and inspire professionals

To succeed in their function, international higher education professionals need to be inspired and equipped with the knowledge and skills which address European and global challenges including the need to achieve global sustainable development. By understanding the needs of professionals the EAIE is able to offer products and services that meet those needs. In order to professionalise the field, the EAIE will offer accessible products and serve professionals at different levels of responsibility in various functions throughout Europe.

Be the voice of professionals

The EAIE strives to be a key player and reference point in the field. By establishing close links with core European actors and decision makers, the EAIE can influence the direction of internationalisation. This requires developing a mechanism to respond to emerging political, social and economic issues affecting international education, cooperating with key stakeholder groups, as well as providing solid research to underpin our views on the need for cultivating responsible international higher education.

Ensure the viability of the EAIE

In a rapidly globalising world where international higher education and the needs of professionals are constantly changing, the EAIE will continue to innovate to ensure our services and products remain relevant and of the highest quality. An association-wide quality assurance and evaluation system is crucial in guaranteeing the success of our products and services, as is attracting the right experts and volunteers. In order to act strategically, the EAIE will make use of data on internationalisation and its activities in a systematic manner.