

THE EAIE ACADEMY



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Marie Heraughty, Edge Hill University, United Kingdom (Chair)

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Marybeth Gruenewald, Educational Credential Evaluators, USA

Agnes Leyer, Central European University, Hungary

Tayyeb Shah, King's College London, United Kingdom

Angelos Stefanidis, Bournemouth University, United Kingdom

Richard Versmissen, Utrecht University of Applied Sciences, the Netherlands

THANKS TO THE HOST UNIVERSITY



WELCOME TO THE EAIE ACADEMY IN TENERIFE!

I am delighted to welcome you to the 11th EAIE Academy on Spain's largest Canary Island, Tenerife!

In the coming days, you will gain the knowledge and skills to develop your career within international higher education, and build the confidence to push your institution further. Sometimes, the people we meet can be as important as the skills we learn. In the course of this week, we've arranged a variety of networking events to allow you to spend time with fellow international educators and build those all-important contacts

while seeing some of Tenerife's most amazing landscapes.

The EAIE Academy covers the latest developments in international higher education, and provides you with innovative ideas and solutions to implement at your home institution. Make the most of your time here and when it's all over, remember that you have an opportunity to build on this experience at the 2017 Spring EAIE Academy in Marseille, France.

Have a fantastic and productive time in Tenerife!



A handwritten signature in black ink, appearing to be 'Markus Laitinen'.

EAIE PRESIDENT
Markus Laitinen

WHAT'S HAPPENING WHEN

Find your course times and rooms in this schedule overview. Meals and refreshments will be served on the ground floor of the Universidad de La Laguna building. Morning coffee is served daily between 10:30-11:00, the lunch times are between 12:30-13:30 and the afternoon breaks are from 15:00-15:30.

ON-SITE REGISTRATION

Monday 14 November

08:00-09:00

Wednesday 16 November

12:30-13:30

Thursday 17 November

08:00-09:00

MONDAY 14 NOVEMBER			TUESDAY 15 NOVEMBER		
< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >
Make or Break: turning prospective students into enrolled students , Room 15					
The fundamentals of building a strategic internationalisation plan Room 12					
Advising international students: building intercultural competence Room 11					
How to manage an international office Room 14					
Your essential guide to evaluating foreign credentials Room 21					

NETWORKING EVENTS

In addition to training courses, we have an exciting programme of networking events aimed at providing you with ample opportunities to get to know your fellow participants while soaking up Tenerife's amazing culture.

MONDAY 14 NOVEMBER

Welcome reception I

🕒 17:45–19:30

📍 Plaza de la Candelaria, 12, Santa Cruz de Tenerife

Join us for the Welcome reception and experience the largest networking event at the Academy. Get acquainted with fellow course participants and trainers. Enjoy a delicious array of light refreshments, while appreciating views of the beautiful harbour and Plaza de la Candelaria.

A free bus transfer is available, departing at 17:15 from the entrance of the Academy venue. No transport is offered back to the hotels.



TUESDAY 15 NOVEMBER



Walking tour of San Cristobal de La Laguna

🕒 17:30–19:00

📍 Meeting point: Plaza del Adelantado
San Cristobal de La Laguna

Pre-registration required

A free bus transfer is available, departing at 17:15 from the entrance of the Academy venue. No transport is offered back to the hotels.



Dinner at Nivaria Restaurant

🕒 19:30–21:30

📍 Hotel Nivaria, Plaza del Adelantado, 11, 38201
San Cristóbal de La Laguna

Pre-registration and payment required



THURSDAY 17 NOVEMBER

Welcome reception II

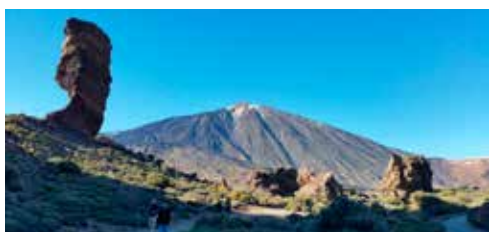
🕒 17:30–19:00

📍 Calle Santo Domingo 7, San Cristobal de La Laguna.

Admire the cloisters of the ancient Santo Domingo convent while enjoying a light informal dinner with fellow participants. The convent was built in the late 1500s and has had a number of different uses, including that of a Dominicans monastery and a theology and academy library. During the dinner, participants will taste delicious Tenerife wines sponsored by Cabildo de Tenerife.

A free bus transfer is available, departing at 17:15 from entrance of Academy venue. No transport is offered back to the hotels.

WEDNESDAY 16 NOVEMBER



Visit the Teide National Park

🕒 14:00–19:00

Pre-registration required

A free bus transfer is available, departing at 14:00 from the entrance of the Academy venue. The transfer will bring participants back to Plaza del Adelantado, in San Cristobal de La Laguna and Ramblas de Santa Cruz (hotels area) in Santa Cruz de Tenerife.

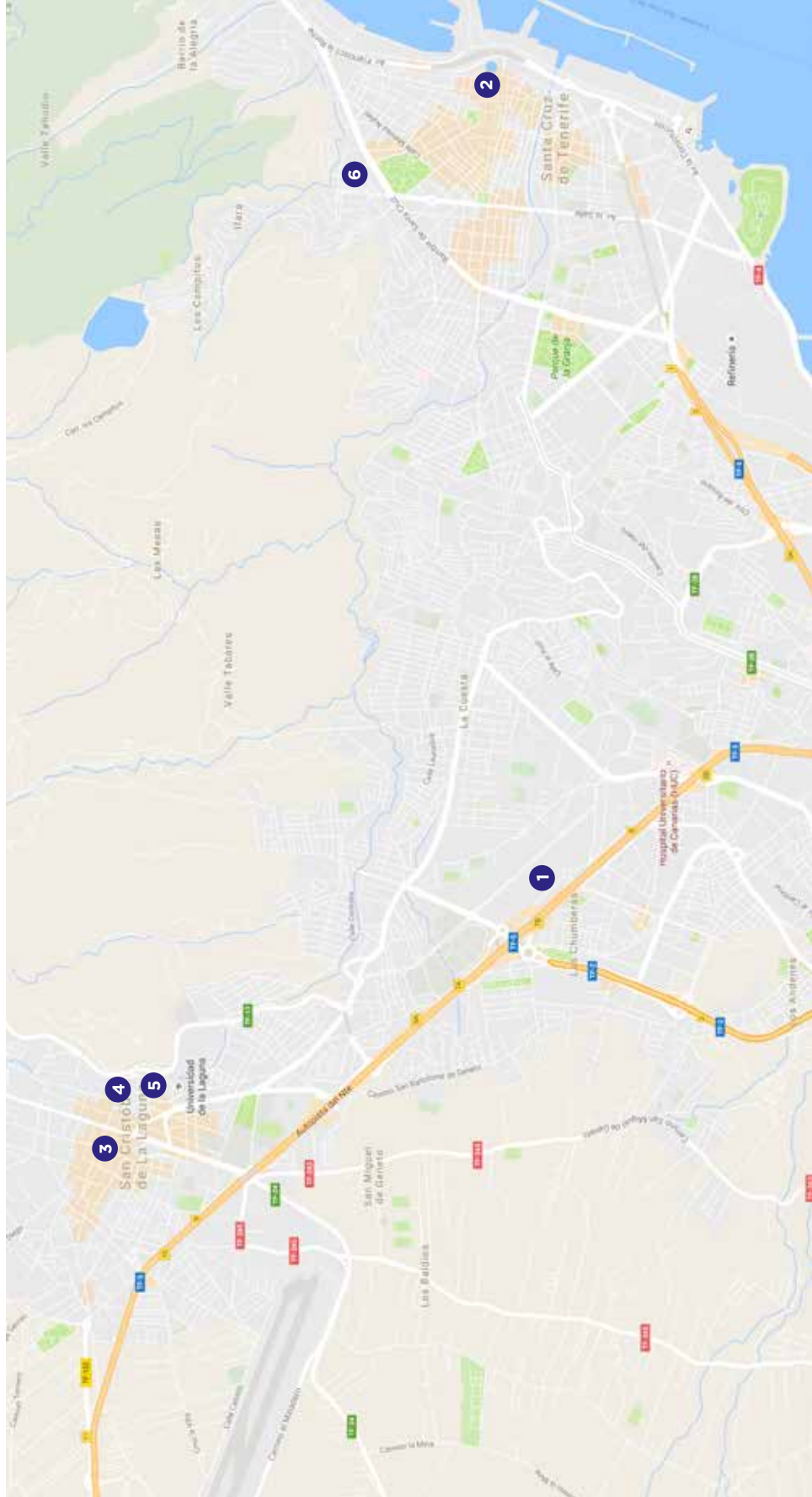
PLEASE NOTE:

For these events, pre-registration is required. On-site registration is not possible.

If you have registered for any of these events, you will have the relevant event code indicated on your name badge.

NETWORKING EVENTS MAP

1. Visit the Teide National Park (Campus de Guajara, Bellas Artes Calle Radio aficionados)
2. Welcome reception I, Casino de Santa Cruz
3. Walking tour of San Cristobal de La Laguna
4. Dinner at Nivaria Restaurant, Hotel Nivaria
5. Welcome reception II, Santo Domingo Convent, San Cristobal de La Laguna
6. Hotels



PRACTICAL INFORMATION

CATERING

Coffee and lunch will be served in the Salon de Actos on the ground floor or in the gardens, depending the weather. The cafeteria is on the ground floor and will be open from 08:30-18:00.

CLOAKROOM

A cloakroom (with a luggage storage facility) is available at the main entrance of the building. The cloakroom opening hours are 08:00-17:30. The EAIE is not liable for any loss or theft.

COMPUTERS FACILITIES

During breaks, you can use computers and printers at the computer room next to the EAIE Office on the third floor.

FIRST AID

Please contact a member of the EAIE staff for assistance at the Information desk on the ground floor or at the EAIE Office on the third floor.

NAME BADGE

Please wear your name badge at all times, including the networking events you have registered for. Without your name badge, you will not be granted access to the venues.

TRANSPORT

The EAIE has organised buses to most networking event venues (see page 6). Following the events, participants will need to find their own way back to their accommodation.

WIRELESS INTERNET

Wireless internet is available throughout the venue.
SSID: **ULL-EVENTOS**
Network type: **WPA2/AES-CCMP**
Password: **EAIE2016**

ACADEMY FOLLOW-UP

Following the Academy you will receive the Power-Point presentations from your course by e-mail.

THE EAIE
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CONVERSATION
#EAIEACADEMY**



TRAINERS

The EAIE trainers are skilled professionals with longstanding experience in the field. Learn from and with them at the EAIE Academy!



GABRIELE ABERMANN, Salzburg University of Applied Sciences, Austria
Course: Maximising the added value of work placements abroad (NEW)

Gabriele is Senior Lecturer at the Salzburg University of Applied Sciences and holds a PhD in English language and literature. Gabriele has been an EHEA expert since 2009 and served as Vice Rector and Director of International Relations. She coordinated the university-enterprise project SKILL2E fostering the cultural competence acquisition in work placements abroad. Gabriele is a member of the EAIE Expert Community *Language and Culture*.



MARIJKE BLOM-WESTRIK, EP-Nuffic, the Netherlands
Course: Your essential guide to evaluating foreign credentials

Marijke Blom-Westrik is Senior Credential Evaluator at EP-Nuffic. Marijke has over 14 years of experience in the field of international recognition. Her main responsibilities at EP-Nuffic include the design and provision of training courses in the field of credential evaluation, international recognition, and the Chinese educational system – as well as the evaluation of foreign credentials. Marijke obtained a Master's degree in Chinese language and culture from the University of Leiden in the Netherlands.



MARINA CASALS, Rovira i Virgili University, Spain
Courses: The fundamentals of building a strategic internationalisation plan

Marina is Director of International Relations at Universitat Rovira i Virgili in Tarragona, Spain. Her Bachelor's degree is in translation and interpreting, her Master's degree is in teaching Spanish as a foreign language. Marina was awarded the Rising Star Award by the EAIE in 2009 in recognition of her contribution to the Association, as well as the Bo Gregersen Award for Best Practice in 2014 as a member of the Green Cockatoo group. Marina is currently a member of the EAIE General Council.



DARLA DEARDORFF, Association of International Education Administrators, USA

Course: Advising international students: building intercultural competence

Darla is Executive Director of the Association of International Education Administrators (AIEA), which is hosted at Duke University, USA – where she is also a Research Scholar in Education. She holds a Master's degree in adult education with a focus on second language acquisition and a PhD in education with a focus on international higher education. She has conducted cross-cultural training for nearly 20 years and has published widely on international education, intercultural competence and outcomes assessment.



MAJKA DREWITZ, Educational Credential Evaluators, Inc., USA

Course: The credential evaluator's toolkit: an adventure through MENA and Iran (NEW)

Majka is a Senior Evaluator and Research & Knowledge Management Evaluator at Educational Credential Evaluators (ECE). She received her Bachelor's degree in English and linguistics from the University of Wisconsin, USA. Majka's areas of specialisation cover Eastern and Western Europe, the former Soviet Union, China, Canada, India, Latin America and Syria, focusing on francophone systems of education, document authenticity and forensics. Majka authored *ECE Insights: Evaluation Tools for Russian Credentials* and co-authored the third volume of *ECE's Education in the Commonwealth Caribbean* series.



JOACHIM EKSTRÖM, Uppsala University, Sweden

Course: Make or break: turning prospective students into enrolled students

Joachim has worked within marketing and communications for over 20 years and is currently a project manager responsible for the strategic development of international marketing and recruitment at Uppsala University, Sweden. Before joining the university, he worked in B2B marketing for clients in the life sciences industry. He is now focused on the development of marketing and communication models suitable for the academic environment. Joachim is Chair of the EAIE Expert Community *Marketing and Recruitment* and a frequent presenter at the Annual EAIE Conference.



STEPHANIE GRIFFITH, King's College London, United Kingdom

Course: Addressing mental health concerns and crises among international students (NEW)

Stephanie is Head of Counselling at King's College, London. She studied English and Education at Goldsmiths University, Psychology at Birkbeck University, and Guidance and Counselling at Reading University. Stephanie has developed a programme with the aim of enabling home and international students, academics and frontline administrative staff to be trained in the psychological pressures that they may encounter. In 2015, Stephanie embarked on a study trip to Fudan and Shanghai Jiao Tong Universities, to understand the presentation and treatment of mental health issues amongst students in China. She aims to bring a better focus to psychological work with this group of international students.

EXPERIENCE SUBSTANTIAL
SAVINGS
ON NEXT YEAR'S EVENTS



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FRANK HABER, Jacobs University Bremen, Germany

Course: Addressing mental health concerns and crises among international students (NEW)

Frank works as a Psychological Counsellor and Intercultural Education Officer at Jacobs University Bremen, Germany. He received a Master's degree in psychology from the University of Bremen and received postgraduate training in cognitive-behavioural. Frank is the author or co-author of various conference papers and publications on intercultural competence and mental health in higher education. In 2015 Frank received the EAIE Rising Star Award. Frank is Chair of the EAIE Expert Community *Guidance and Counselling*.



ANDRÉ HESSELBÄCK, The Swedish Council for Higher Education, Sweden

Course: Your essential guide to evaluating foreign credentials

André works as a Senior Credential evaluator at ENIC-NARIC, Sweden. Previously, he worked at the Student Affairs and Academic Registry Division at Uppsala University, Sweden where he was responsible for the admission of foreign students to the University's various Master programmes. He is also a member of a group appointed by the Association of Swedish Higher Education to establish national guidelines for admissions to Master programmes in Sweden. In 2001, André earned a PhD from the Department of Finno-Ugric Languages at Uppsala University.



KARIN KLITGAARD MØLLER, EDU, Denmark

Course: Advising international students: building intercultural competence

Karin is Manager of Student Advising and International Relations at EDU Denmark, a consultancy that represents international universities in the Danish market. Karin holds a Master's degree in English. She has worked in the field of international education for more than 18 years, having previously been head of internationalisation at the University of Copenhagen's Faculty of Life Science. She has served as Chair of the EAIE Expert Community *Mobility Advising* and is now currently a member of the EAIE General Council.



ESKO KOPONEN, University of Helsinki, Finland

Course: Teaching in English: from institutional strategy to language support

Esko Koponen is International Education Adviser in the Rector's Office of the University of Helsinki. His main responsibility is the strategic management of international academic affairs, including the development of programmes in English. He has 25 years of experience in international education, having previously worked in the Centre for International Mobility with European co-operation programmes. He was part of the steering group of the EAIE Expert Community *Mobility Advising*. Esko has run several sessions and workshops on the subject of teaching in English, including the Annual EAIE Conference.



HANS-GEORG VAN LIEMPD, Tilburg University, the Netherlands

Course: The fundamentals of building a strategic internationalisation plan

Hans-Georg is Managing Director at the Tilburg School of Social and Behavioral Sciences at Tilburg University, the Netherlands. He previously held the positions of director of the International Office, senior programme manager for internationalising the campus and corporate social responsibility, and director of strategy and policy. He was involved on a one-year project for the Romanian government for internationalising strategy at 21 Romanian universities. Hans-Georg has served as Vice-President and President of the EAIE, and was a member of the General Council.



WESSEL MEIJER, Radboud University Nijmegen, the Netherlands

Course: How to manage an international office

Wessel has 25 years of experience in the internationalisation of higher education; he is currently Deputy Director of the International Office of Radboud University Nijmegen. Next to his own projects, he leads a team that is responsible for European projects, scholarship programmes and corporate partnerships. Wessel is involved in several other international project activities as a trainer, speaker and expert in assessing projects at the EACEA in Brussels.



INEZ MEURS, Utrecht University of Applied Sciences, the Netherlands

Course: How to plan and run a summer school successfully

Inez works for Ziggurat, a company that supports universities and governments on local, national and international levels with higher education strategy and management. Inez received her Master's degree in literature from Utrecht University in the Netherlands. She has worked in international higher education for almost 25 years, with a focus on internationalisation, educational innovation and quality assurance through cooperation with industry. She has chaired and presented at many international conferences. Inez is currently a member of the EAIE Board, and was Chair of the EAIE Expert Community *Summer Schools*.



SABINE PENDL, University of Graz, Austria

Course: How to manage an international office

Sabine is Director of the Office of International Relations at the University of Graz, Austria and the current EAIE Vice-President. She is president of the Utrecht Network and works for the German Rectors' Conference as auditor for the project 'Internationalisation of Universities'. Sabine has been active in the field of internationalisation for over 20 years and is an author of articles on international topics such as benchmarking and teaching in English. She has participated actively in conferences around the world. Sabine was Chair of EAIE's Expert Community *Language and Culture*.



MARIA TABUENCA-CUEVAS, Universidad Católica de Murcia, Spain

Course: Maximising the added value of work placements abroad (NEW)

Maria is an associate professor at the Universidad Católica de Murcia, Spain. Previously, she worked at the Faculty of Education at the University of Alicante. Maria received her Bachelor's degree from the University of Toronto, Canada and her PhD degree in Education from the University of Alicante, Spain. She has participated in several European projects in the field, the latest on student mobility and transferable skills. Maria is an active member of the EAIE Expert Community *Access and Diversity*.



JEROEN TORENBEEK, Utrecht Summer School, the Netherlands

Course: How to plan and run a summer school successfully

Jeroen is Director of the Utrecht Summer School and owner of Ziggurat, a consultancy. He has been involved in international relations since 1986 and was director of the Utrecht University's International Relations Office for 15 years. Jeroen was the editor of the first volume of the EAIE Professional Development Series for International Educators, *Managing an international office*, as well as the most recent volume, *How to run your summer school successfully*. He was president of the Utrecht Network and has been a member of the EAIE since the beginning. He has served on the EAIE Board, the Conference Programme Committee and was EAIE President from 2003-2004.



Wafa TRIEK, ENIC-NARIC France, France

Course: The credential evaluator's toolkit: an adventure through MENA and Iran (NEW)

Wafa is Head of Processing Unit at the French ENIC-NARIC. She holds a Master's degree in International Cooperation in Education and Training from the University Paris V, as well as a Master's degree in languages and international economic affairs, management and international projects from University of Paris III: Sorbonne Nouvelle. She has participated as an expert of foreign educational systems in several projects, including the implementation of the MERIC centre in Algeria and Syria and a comparative study on the (potential) use of National Qualifications Frameworks (NQFs). Wafa is a trainer in a wide range of educational topics particularly French higher education and MENA higher education. She is a member of EAIE Expert Community *Admission and Recognition*.



JENNIFER VALCKE, Karolinska Institutet, Sweden

Course: Teaching in English: from institutional strategy to language support

Jennifer is Educational Developer and Senior Lecturer for the Unit for Medical Education (UME) at Karolinska Institutet (KI) in Stockholm, Sweden, where she trains teaching staff. Jennifer received her Bachelor's degree in modern languages from Université libre de Bruxelles, ULB, Belgium and her Master's and PhD degrees in film studies from University of Edinburgh, Scotland. In 2014, Jennifer was recognised as the 2014 EAIE Rising Star for her work as a Steering group member of the Expert Community *Languages and Culture* that she now chairs. She has published extensively on CLIL in higher education and was a CLIL adviser and researcher at ULB.



JESSICA WINTERS, Utrecht University

Course: Make or break: turning prospective students into enrolled students

Jessica has 18 years of experience in international higher education. She is currently Head of International Student Recruitment at Utrecht University, the Netherlands and previously was head of marketing at the University of Groningen, the Netherlands. She specialises in online and social media marketing. Jessica also provides marketing and communication consultancy services specifically for higher education institutions and organisations. Jessica is a Steering group member of the EAIE Expert Community *Marketing and Recruitment*.



GUEST SPEAKERS

ALICIA BERLANGA, UNESCO Chair of Higher Education Management,
Technical University of Catalonia

Course: The fundamentals of building a strategic internationalisation plan

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steer your way through internationalisation**

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ACADEMY VENUE

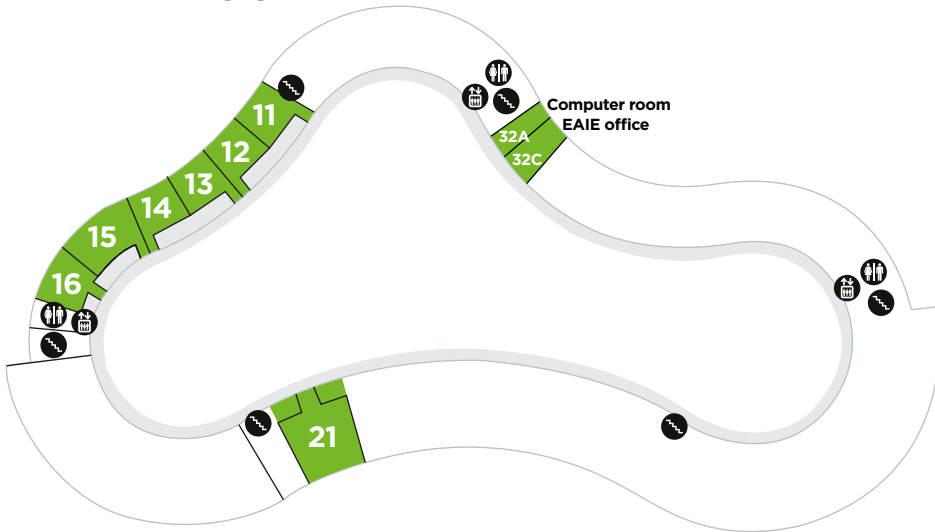
UNIVERSIDAD DE LA LAGUNA

Campus de Guajara, Bellas Artes

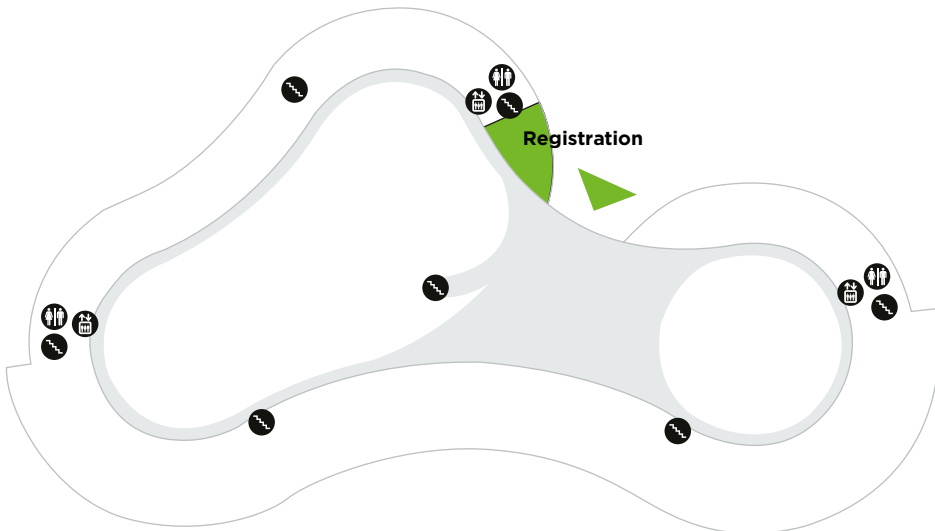
Calle Radio aficionados S/N

38320, San Cristobal de La Laguna Tenerife, Spain

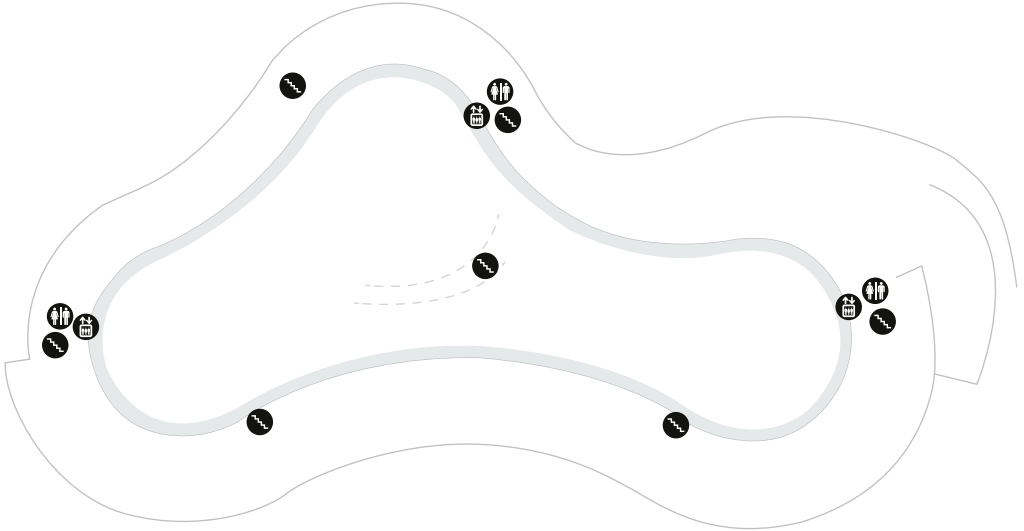
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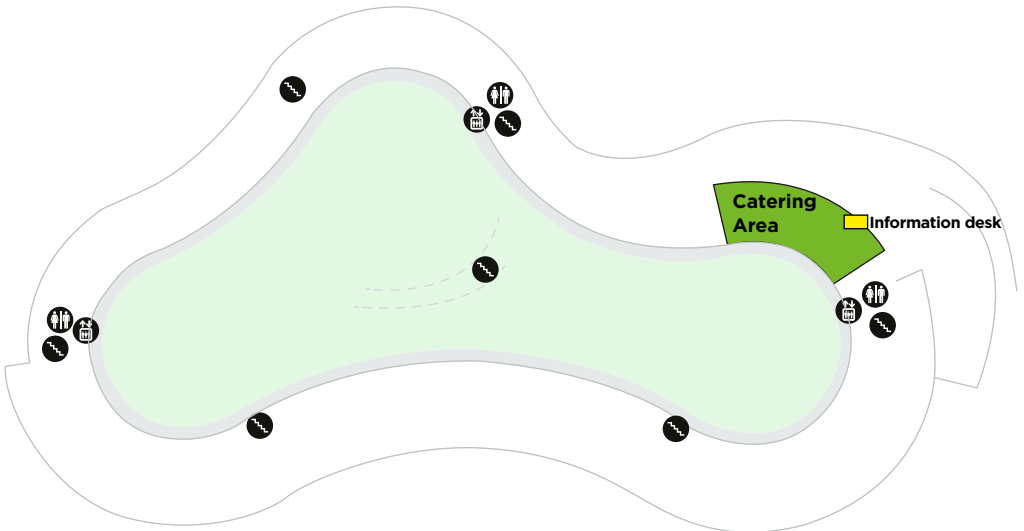
SECOND FLOOR



FIRST FLOOR



GROUND FLOOR





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