

# THE EAIE ACADEMY

TALLINN | 18-22 NOVEMBER 2013



**STAY CONNECTED**

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## PROFESSIONAL DEVELOPMENT COMMITTEE

**Peter Kerrigan** (*Chair*), DAAD, USA

**Chantal Barry**, Sciences Po Paris, France

**Jeanine Gregersen-Hermans**, University of Hull, UK

**Kathleen Van Heule**, University College Ghent, Belgium

**Ruth Graf**, EAIE Office, the Netherlands

**Sara López Selga**, Universitat Pompeu Fabra, Spain

## THANKS TO OUR PARTNERS

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# WELCOME TO THE EAIE ACADEMY IN TALLINN!

I am delighted to welcome you to the fifth EAIE Academy in the truly enchanting city of Tallinn!

In addition to the hands-on courses awaiting you, we've created a diverse range of networking opportunities to help you develop those all important contacts during your time at the Academy. So not only will you be gaining top-notch solutions to help you increase the performance of your department and boost your career, you will also have the chance to expand your professional circle in a truly international setting. These networking events will also give you a glimpse of the fairy tale city of Tallinn,

which has a beautiful Old Town and hosts one of the most unique maritime museums in Europe.

Each Academy comprises the very latest developments in international higher education, providing you with innovative ideas and solutions to implement at your own institution. More information on the next Academy, taking place in the Hague, the Netherlands from 7-11 April 2014, can be found on page 15.

I wish you a great time at the Academy in Tallinn!



A handwritten signature in black ink, which appears to read "Hans-Georg van Liempd". The signature is stylized and fluid, with a large loop at the end.

EAIE PRESIDENT

*Hans-Georg van Liempd*

# WHAT'S HAPPENING WHEN

*Here you will find a complete overview of all the courses and networking events taking place during the Academy, so that you can effectively plan your time during your stay in Tallinn. For a detailed daily schedule specific to your chosen course, please consult the folder provided to you upon registration. There you will find details of all the scheduled coffee and lunch breaks throughout each course day.*

## ON-SITE REGISTRATION

|                       |                             |
|-----------------------|-----------------------------|
| Monday 18 November    | 08.00–09.00                 |
| Wednesday 20 November | 12.00–14.00 and 16.30–17.30 |
| Thursday 21 November  | 08.00–09.00                 |

## MONDAY 18 NOVEMBER

|                              |                              |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| <b>M224</b><br>Mare building | <b>M649</b><br>Mare building | <b>M340</b><br>Mare building | <b>M342</b><br>Mare building | <b>M648</b><br>Mare building |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|

|             |             |             |             |             |
|-------------|-------------|-------------|-------------|-------------|
| 09.00–17.30 | 09.00–17.30 | 09.00–17.30 | 09.00–17.30 | 09.00–17.30 |
|-------------|-------------|-------------|-------------|-------------|

How to optimise and maintain an international website

Internationalisation at Home: effecting change in your university

Advising international students

Managing an international office today: issues, challenges and insights

How to overcome the challenges of foreign credential evaluation

### Official Opening & Welcome Reception

🕒 18.00–19.00

📍 Tallinn University Research building (Astra building), Narva road 29

## TUESDAY 19 NOVEMBER

|                              |                              |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| <b>M224</b><br>Mare building | <b>M649</b><br>Mare building | <b>M340</b><br>Mare building | <b>M342</b><br>Mare building | <b>M648</b><br>Mare building |
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|             |             |             |             |             |
|-------------|-------------|-------------|-------------|-------------|
| 09.00–17.30 | 09.00–17.30 | 09.00–17.30 | 09.00–17.30 | 09.00–17.30 |
|-------------|-------------|-------------|-------------|-------------|

How to optimise and maintain an international website

Internationalisation at Home: effecting change in your university

Advising international students

Managing an international office today: issues, challenges and insights

How to overcome the challenges of foreign credential evaluation

### 'Legends of Tallinn' walking tour and dinner (pre-registered participants only)

🕒 19.00–22.30

📍 Meeting point: In the lobby of the Nordic Hotel Forum, Viru square 3, Tel: (+372) 622 2900  
Restaurant location: Tallinn Teachers' House, Town Hall square 14, Tel: (+372) 615 5161

## WEDNESDAY 20 NOVEMBER

**M649**

Mare building

09.00–12.30

Internationalisation at Home: effecting change in your university

**M340**

Mare building

09.00–12.30

Advising international students

14.00–17.30

Developing and managing strategic international partnerships

**M342**

Mare building

09.00–12.30

Managing an international office today: issues, challenges and insights

**M648**

Mare building

09.00–12.30

How to overcome the challenges of foreign credential evaluation

### Welcome and Farewell Reception

🕒 19.00–20.00

📍 The House of the Brotherhood of the Blackheads, Pikk street 26, Tel: (+372) 631 3199

## THURSDAY 21 NOVEMBER

**M340**

Mare building

09.00–17.30

Developing and managing strategic international partnerships

**M342**

Mare building

09.00–17.30

Creating effective promotional materials in English: working with limited time and budgets

**M648**

Mare building

09.00–17.30

International credential evaluation: Russia, Ukraine and Belarus

### Visit to the Seaplane Harbour Museum and dinner at Café Maru *(pre-registered participants only)*

🕒 19.15–22.30

📍 Location: Vesilennuki street 6, Tel: (+372) 620 0550

## FRIDAY 22 NOVEMBER

**M340**

Mare building

09.00–17.30

Developing and managing strategic international partnerships

**M342**

Mare building

09.00–18.00

Creating effective promotional materials in English: working with limited time and budgets

**M648**

Mare building

09.00–17.30

International credential evaluation: Russia, Ukraine and Belarus



Membership advert

# NETWORKING EVENTS

*In addition to the training courses, we have put together a programme of dynamic networking events aimed at providing you with ample opportunities to get to know your fellow participants and make the most of your stay in Tallinn. Enjoy the vibrant international atmosphere!*

## WELCOME RECEPTION

- 🕒 Monday, 18.00-19.30
- @ Tallinn University Research building (Astra building), Narva road 29
- R The Welcome Reception is free for all Academy participants (no registration is required).

Join us for the Welcome Reception and experience the largest networking event within the Academy! Enjoy a delicious array of light refreshments whilst getting acquainted with fellow course participants and trainers. The reception will take place at the Research building (or Astra building) of Tallinn University. This brand new building, which took six years to complete and was opened in 2012, houses several institutes: the Institute of Mathematics and Natural Sciences, Institute of Informatics, Institute of Ecology, Institute of Psychology, Institute of Political Science and Governance, and the Institute of International and Social Studies. Join us for this reception to celebrate the first day of the EAIE Academy.

## WELCOME AND FAREWELL RECEPTION

- 🕒 Monday, 18.00-19.00
- @ Tallinn University Research building (Astra building), Narva road 29
- R The Welcome Reception is free for all Academy participants (no registration is required).

This reception is the perfect way to expand your network and develop existing relationships with fellow participants while you enjoy a glass of wine in the atmospheric House of the Brotherhood of the Blackheads, the only surviving Renaissance building in Tallinn. The house was purchased in 1531 by the Brotherhood of Blackheads and a major reconstruction took place in 1597, when the façade was redesigned in the spirit of the Renaissance architecture from the Low Countries, with its rich ornamentation and carved decorations. The House is one of the most unique buildings in Tallinn, both in terms of its interior, as well as habits and customs practiced therein. Join us for this gathering as we bid farewell to some Academy participants and welcome others.

*For the following networking events, pre-registration and payment of an additional fee were required. If you still wish to attend but have not registered yet, registration on-site is permitted. If you have registered for any of these events, you will have the relevant event code indicated on your name badge. If you have registered for the 'Legends of Tallinn' walking tour and dinner, or for the visit to the Seaplane Harbour Museum and dinner at Café Maru but cannot make it for the tour or visit, you can choose to attend the dinner only.*

### 'LEGENDS OF TALLINN' WALKING TOUR AND DINNER

- 🕒 Tuesday, 19.00-20.15 (City tour)  
20.15-22.30 (Dinner)
  - @ Tour meeting point: In the lobby of the Nordic Hotel Forum, Viru square 3, Tel: (+372) 622 2900
- Dinner:** Tallinn Teachers' House, Town Hall square 14, Tel: (+372) 615 5161

On-site registration is possible.

### VISIT TO THE SEAPLANE HARBOUR MUSEUM AND DINNER AT CAFÉ MARU

- 🕒 Thursday, 19.15-20.00 (Museum visit)  
20.00-22.30 (Dinner)
  - @ Seaplane Harbour Museum, Vesilennuki street 6  
Tel: (+372) 620 0550
- On-site registration is possible.

# TRAINERS

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



**SUZANNE ALEXANDER**, University of Leicester, UK

**Course:** Developing and managing strategic international partnerships

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Suzanne Alexander has been Director of the International Office at the University of Leicester since 2005. From 2001-2005, she was Director Promotions at the British Council, where she was responsible for the provision of services to support UK education institutions in their international marketing activities. In this role she built on experience gained in a career of more than 25 years in higher education management, distance learning and education marketing both in the UK and internationally. Suzanne has a Bachelor's degree in French from the University of Birmingham and an MBA from the University of Warwick. She has extensive experience in delivering workshops and conference sessions on different aspects of international education management and regularly contributes to EAIE training programmes on partnerships and admissions management. Suzanne is a member of various UK national committees and organisations concerned with international education strategies and the international student experience.



**CHANTAL BARRY**, Sciences Po Paris, France

**Course:** Managing an international office today: issues, challenges and insights

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Chantal Barry is International Communications Manager at the Centre for Political Research at Sciences Po (CEVIPOF), Paris. Prior to this, she spent 10 years as an International Relations Manager at Sciences Po with responsibility for the strategic development of the school's international policy. She has taught at Sciences Po at undergraduate and graduate level since 1995. Prior, she taught in the English Department of the University of Caen in Normandy for five years. She has been a member of the EAIE since the mid-90s and served in various functions within the EAIE's leadership structure. She currently serves on the Professional Development Committee. She is a senior trainer at the EAIE and trains on courses such as 'English in the International Workplace', 'Managing an international office' as well as 'Teaching in the international classroom in English: strategies for success'.





**JOS BEELEN**, Amsterdam University of Applied Sciences, the Netherlands  
**Course:** Internationalisation at Home: effecting change in your university

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Jos Beelen is Researcher and Consultant on internationalisation of the curriculum at the Centre for Applied Research on Economics and Management (CAREM), Senior Policy Advisor on internationalisation at Amsterdam University of Applied Sciences, the Netherlands, and Visiting Fellow at Leeds Metropolitan University's Centre for Academic Practice and Research in Internationalisation (CAPRI), UK. Jos is currently doing research into the implementation of the international dimension into higher education curricula in a global perspective, in close cooperation with researchers from Europe and Australia. He has contributed to training courses and conferences in the field in Europe, the US, South Africa and Australia.

Jos Beelen has a Masters' degree in Classical Archaeology from the University of Amsterdam. He was the editor Volume 2 of EAIE's Professional Development series (2007) and has published regularly on internationalisation of the curriculum.



**MARIJKE BLOM-WESTRIK**, Nuffic, the Netherlands  
**Course:** How to overcome the challenges of foreign credential evaluation

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Marijke Blom-Westrik is Senior Credential Evaluator at Nuffic. Marijke has over 10 years of experience in the field of international recognition. Her main responsibilities at 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 has acted as trainer and speaker for several sessions and workshops, including those offered by the EAIE and Nuffic. Marijke obtained a Master's degree from the University of Leiden in the Netherlands for the major Chinese Language and Culture and is an expert on the Chinese educational system.



**MEGAN BRENN-WHITE**, The Brenn-White Group, USA  
**Course:** Creating effective promotional materials in English: working with limited time and budgets

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Megan Brenn-White is Director and Founder of The Brenn-White Group, an agency based in New York that helps universities effectively reach international audiences by providing marketing services, particularly editorial, writing, translation, and content strategy. Megan Brenn-White has held senior positions in marketing and content at international websites such as Bolt.com, iAgora.com, and E\*TRADE. She has also served as Deputy Director of DAAD New York (responsible for marketing the German higher education system in North America), Executive Director of the Hessen Universities Consortium New York Office, and Director for International Partnerships at Parsons School of Design. She is a frequent panellist at international education conferences such as NAFSA, Association of International Education Administrators (AIEA), and the Forum on Education Abroad; and has published frequently on international education topics. Megan Brenn-White received a Bachelor's degree from Harvard University and Master's degree from the London School of Economics and Political Science, and has studied and worked in Germany, England, France, and Israel.



**GUNILLA CARLECRANTZ**, Lund University, Sweden

**Course:** Developing and managing strategic international partnerships

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Gilla Carlecrantz is Head of International Relations, Lund University, Sweden. Prior to this, Gilla was Project Manager for International Development at the Vice Chancellor's Office at Malmö University in Sweden. She has been a member of the EAIE since 1995 and a member of the IRM Board since 2004 and Chair since 2008. She is a frequent presenter at the EAIE conferences as well as a workshop and training course trainer. Gilla started working in Higher Education in 1994, at the time at Lund University. She moved to Malmö University when the institution was set up in 1998 to take part in the developing of internationalisation at the newly established university. She spent two years in Australia at La Trobe University in Melbourne working for the global International Network of Universities (INU) as Project Manager until 2007, when she returned to Malmö, and later, Lund University.



**DARLA DEARDORFF**, Association of International Education Administrators, USA

**Course:** Advising international students

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Darla K. Deardorff is Executive Director of the Association of International Education Administrators, a national professional organisation headquartered at Duke University. She has held several national leadership positions with NAFSA: Association of International Educators and with the Forum on Education Abroad. Darla has lived and taught abroad and is part of the Faculty of the Summer Institute of Intercultural Communication, Portland, USA as well as Visiting Faculty at Leeds Metropolitan University. She has conducted cross-cultural training for universities, companies, and non-profit organisations for nearly 20 years and has given invited talks at national and international conferences, including events in Colombia, Tasmania, Qatar, and Azerbaijan. In addition, Darla has published numerous book chapters and articles on international education, intercultural competence and assessment. Her intercultural competence models are used worldwide in a variety of institutions and programmes. She is Editor of the 2009 Sage Handbook of Intercultural Competence and Co-editor of the 2012 Sage Handbook of International Higher Education. Binghamton, USA, and holds a PhD in American Studies. In 2011, Ingrid was a recipient of the Fulbright Schuman Scholarship for International Educators.



**MICHIEL DOETJES**, International Office of Saxion University of Applied Sciences, the Netherlands

**Course:** How to optimise and maintain an international website

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Michiel Doetjes is Marketing & Communications Officer at the International Office of Saxion University of Applied Sciences, the Netherlands. He holds a Bachelor's degree in Communications and specialises in social media, online marketing and web metrics. Michiel is responsible for Saxion's award-winning international website and manages Saxion's social media outlets. His main focus is measuring return on investment and conversions from online marketing campaigns and he has been able to achieve a steady growth in online marketing results over the last couple of years for Saxion. In addition to working for Saxion's International Office, Michiel recently started his own business, helping entrepreneurs measure and interpret results of online marketing and social media campaigns.



**SIEBELIEN FELIX, Zoom Consulting, the Netherlands**

**Course:** Internationalisation at Home: effecting change in your university

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Siebelien Felix works as Director, Consultant and Executive Coach at Zoom Consulting and has been active as a trainer, consultant and coach for more than 15 years. She has been a consultant for both profit and non-profit organisations, including universities, in the Netherlands and abroad. Siebelien specialised in complex situations in organisations and on the role of the individual professional within the organisation. She is an experienced trainer of trainers and coaches and has been active for the EAIE in that role. She has worked in a range of European countries, the US and Asia. In addition she is Executive Trainer in MBTI for OPP and is supervising intervision groups for the top civil servants of the government. She is also a part-time PhD researcher at the University of the West of England, Bristol. She is researching the impact of semi-privatisation of the health care sector on professionals in the sector.



**ANDRÉ HESSELBÄCK, Uppsala University, Sweden**

**Course:** How to overcome the challenges of foreign credential evaluation

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André Hesselbäck is a senior officer at Uppsala University, Sweden. A Credential Evaluator and analyst at the Student Affairs and Academic Registry Division for more than ten years, André is also working with the admission of foreign students to Uppsala University's various Master Programmes and is member of a group appointed by the Association of Swedish Higher Education to establish national guidelines for admissions to Master programmes in Sweden. He is also a founding member of the EAIE task force called DSDP, Digital Student Data Portability. Before taking up a position as a credential evaluator and analyst, André completed his PhD in the Department of Finno-Ugric Languages, Uppsala University in 2001. During his postgraduate studies, André participated actively in work related to quality issues at the faculty.



**KARIN KLITGAARD MØLLER, EDU, Denmark**

**Course:** Crisis management: the international dimension

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Karin Klitgaard Møller is Manager of International Relations at EDU, an agent representing international universities in the Danish market and offering comprehensive support for Danish students looking for international study opportunities. Karin has a Master's degree in English and Minority Studies. During her studies she focused on intercultural communication issues and has since focused on intercultural aspects of advising and communication. She has worked in the field of international education for more than 14 years. Karin was Head of Internationalisation at the Faculty of Life Science, University of Copenhagen until accepting her current position. Prior to that she was in charge of the section for incoming students at the University of Copenhagen's International Office. She has been an EAIE trainer since 2006 and has served as a board member of the EAIE Professional Section Study Abroad and Foreign Student Advisers (SAFSA) since 2004 and is the current Chair of SAFSA.



**ANN KOENIG**, AACRAO International Education Services, USA  
**Course:** International credential evaluation: Russia, Ukraine and Belarus

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Ann Koenig is Associate Director of Credential Evaluation with AACRAO International Education Services, headquartered in Washington DC. She holds degrees in music and German from institutions in Milwaukee, USA, and she studied at three universities in Germany: Freiburg, Frankfurt/Main, and Berlin (Freie Universität). In her 25 years in international education, Ann has worked at several institutions, in undergraduate, graduate and international admissions, student records management, and academic advising. She has given numerous presentations and written published materials on country educational systems, best practices in international admissions and credential evaluation, and academic credential fraud, for AACRAO, EAIE, NAFSA and other US and European organisations. As a specialist in evaluating credentials from the Eurasia region, Ann has presented on Russia, Ukraine and Belarus at recent AACRAO and NAGAP conferences. She is a co-author of the 2008 AACRAO publication *The Educational System of the Russian Federation*.



**WESSEL MEIJER**, Radboud University Nijmegen, the Netherlands  
**Course:** Managing an international office today: issues, challenges and insights

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Wessel Meijer is an all-round international relations manager with 25 years of experience in the internationalisation of higher education, both as a manager and a specialist. He is currently Deputy Director of the International Office of Radboud University Nijmegen, responsible for strategic and general management issues. Next to his own projects, he leads a team that is responsible for European projects, scholarship programmes and corporate partnerships. As Head of the IO of Fontys University of Applied Sciences, he was managing a team of 15 staff at three locations. At Utrecht University his responsibilities were the Erasmus programme and the development and implementation of the international marketing strategy. He started his career at the Utrecht School of Arts, in the early days of student mobility. Wessel is involved in several other international project activities as a trainer, speaker and expert in assessing projects at the EACEA in Brussels and auditing international courses.



**LAURA MONTGOMERY**, The Brenn-White Group, USA  
**Course:** How to optimise and maintain an international website

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As Senior Consultant at The Brenn-White Group, Laura Montgomery draws on an extensive professional background in communications and international education in both the private and non-profit sectors. She has worked as Director of the North American liaison office for RWTH Aachen University, one of Europe's leading universities, where she established strategic bilateral exchange agreements and created new international mobility programmes for students, faculty and administrators. Through this and her prior work for the German Academic Exchange Service (DAAD), Laura gained particular expertise in international science and engineering education as well as bi-national short-term programme models. Previously, she honed her writing and editing skills as an editor for Europe's largest language-education magazine and a project director for a global translation services agency. Laura lived and worked in Europe for several years and has degrees from Vassar College and the Graduate Center of the City University of New York, USA.



**LOUISE STANSFIELD**, Helsinki Metropolia University of Applied Sciences, Finland

**Courses:** Creating effective promotional materials in English: working with limited time and budgets

Tony Lee works for INTO University Partnerships Ltd, UK developing digital and social media strategies for eight high profile university brands, including Oregon State, Exeter, Newcastle, University of East Anglia and others. Tony has 10 years' experience promoting and marketing to youth audiences. He was involved in one of the world's first TV to web enterprises and was the marketing manager for a UK youth-based TV channel. Tony became the commercial manager of OEPLC, overseeing the international rollout of this media organisation and has created and managed two previous start-up companies. He became the runner up in Channel 4's national search for an internet entrepreneur, the 'E millionairess Show'. Tony was one of the founders of University Choice TV and went on to create the Global Campus site. Tony is a guest speaker at the EAIE and CASE conferences and a trainer for the British Council for Digital



**GUNNAR VAHT**, Estonian Academic Recognition Information Centre (Estonian ENIC/NARIC), Estonia

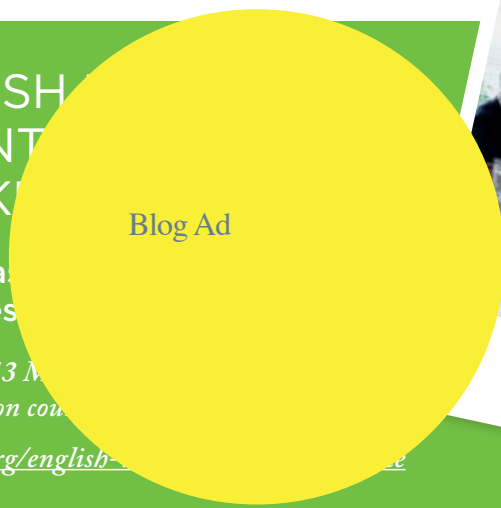
**Course:** International credential evaluation: Russia, Ukraine and Belarus

Gunnar Vaht has been Head of the Estonian Academic Recognition Information Centre (Estonian ENIC/NARIC) since 1997. He was President of the ENIC Network from 2003 to 2005, and has been President of the Lisbon Recognition Convention Committee since 2013. He is a member of several international and national working parties and committees of the Bologna process, higher education developments and recognition policies. Gunnar has more than 15 years of experience in credential evaluation, specialising in the countries of the former Soviet Union (Russian Federation, Eastern Europe, Central Asia and South Caucasus). He has organised several international training courses on the higher education systems of these countries, and acted as trainer and speaker for many workshops.



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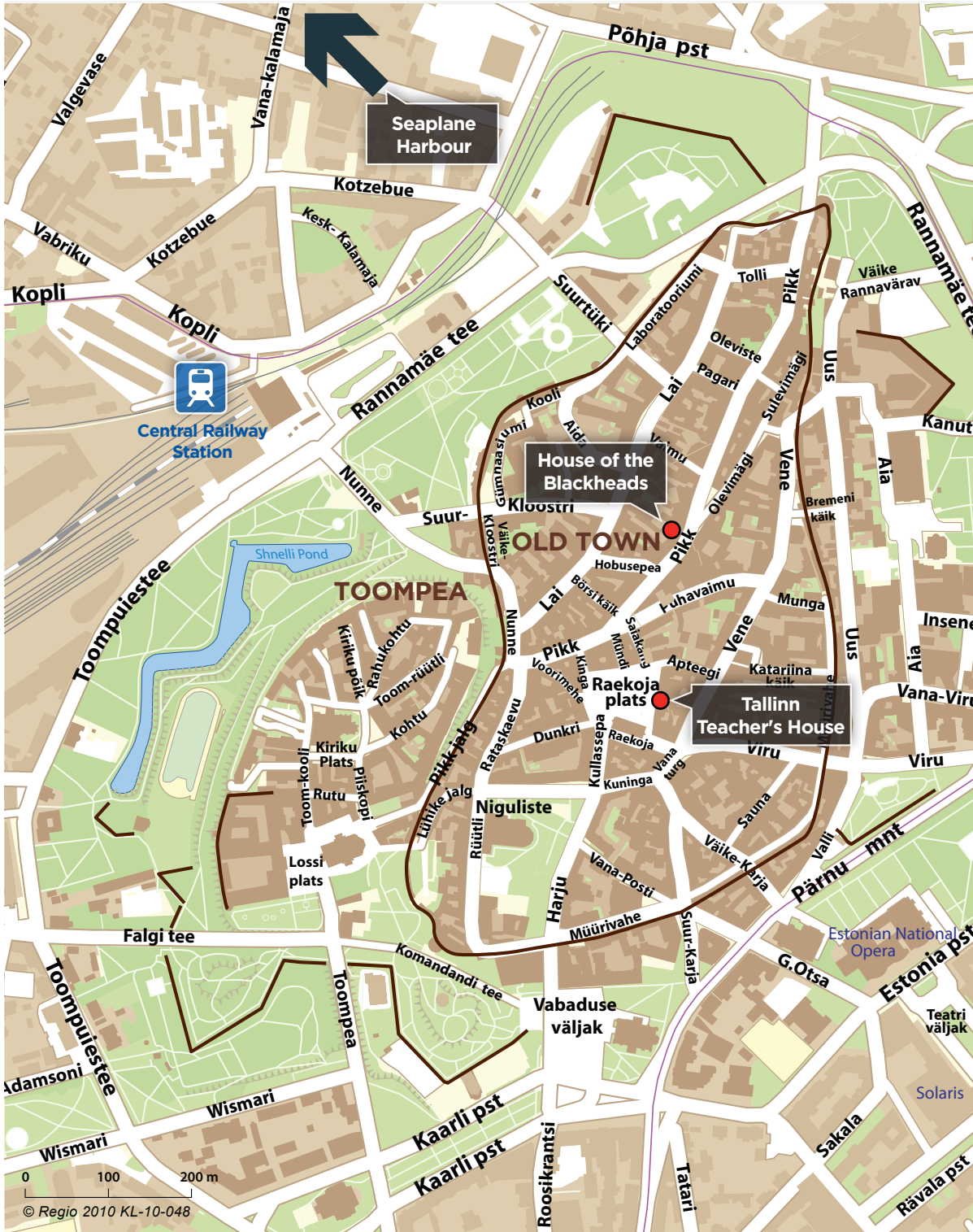
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[www.eaie.org/english](http://www.eaie.org/english)





Academy Ad



Seaplane Harbour

Central Railway Station

House of the Blackheads

Tallinn Teacher's House

OLD TOWN

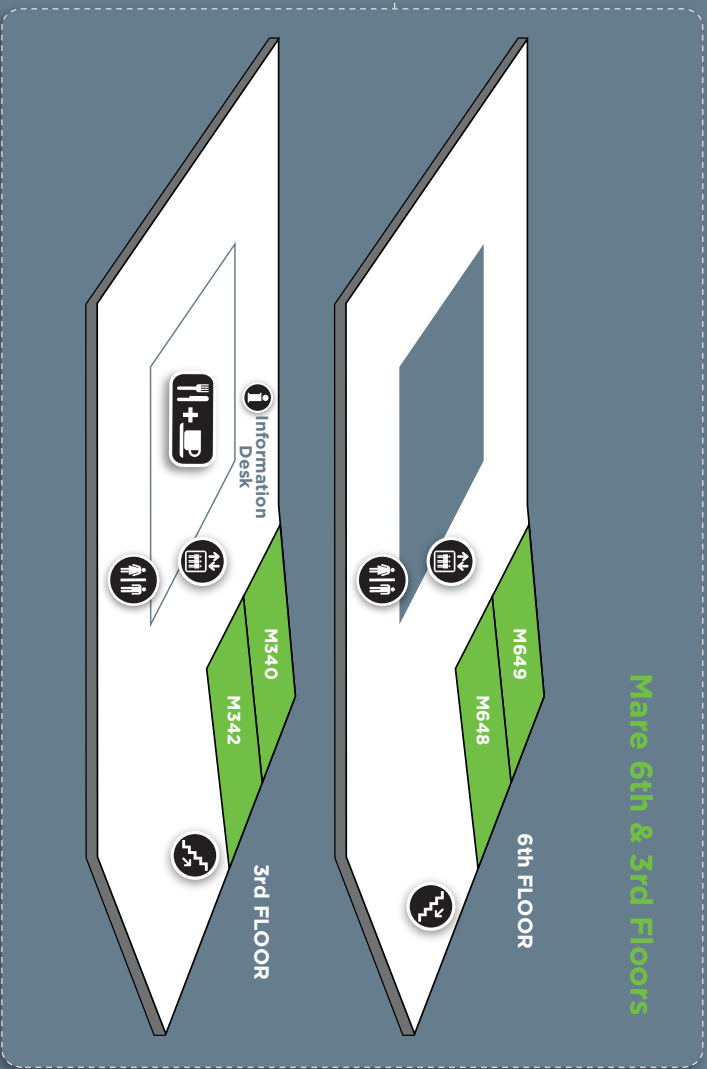
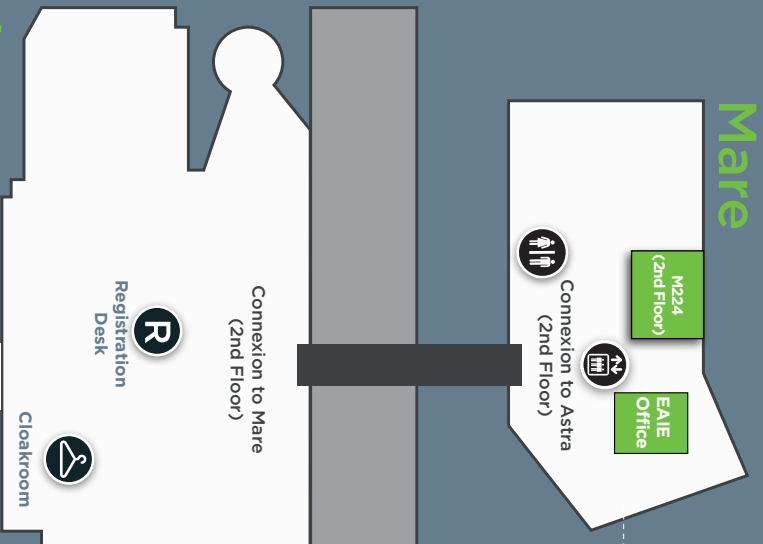
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# THE EAIIE ACADEMY

TALLINN | 18-22 NOVEMBER 2013

ACADEMY VENUE

TALLINN UNIVERSITY  
Mare and Astra Building  
Narva road 29  
10120 Tallinn, Estonia