

EAIE

2020 ANNUAL REPORT



A YEAR OF ADAPTABILITY, RESILIENCE AND COMMUNITY





MICHELLE STEWART
President
University of Strathclyde,
United Kingdom

PIET VAN HOVE
Vice-President
University of Antwerp,
Belgium



ANNA GRÖNLUND
University of Jyväskylä,
Finland

DAMIANO PINNACCHIO
University of Rome Tor
Vergata, Italy



MICHAEL ROSIER
University of Hertfordshire,
United Kingdom

MESSAGE FROM THE EAIE BOARD

The year 2020 was unlike any other in the history of our Association. Despite the challenges the year presented, we were very fortunate to have a supportive and resilient community, strong leadership and a solid new strategy that helped support and guide us through the turbulent and changing times. The COVID-19 pandemic had a significant impact on every single one of us—on our personal and professional lives, on the international higher education sector and society. It was a year that profoundly changed the way we work and interact. Working from our home offices may have kept us at a physical distance from each other. Still it also brought us together in new ways and made us appreciate the resilience of connections within our passionate EAIE community.

The year started on a high note in February when EAIE volunteers met for our annual Joint Leadership Meeting in Barcelona and for what would prove to be the last physical meeting in 2020. Shortly after, the 2020–2022 EAIE Elections occurred which saw 130 current EAIE members put themselves forward for a variety of volunteer leadership roles. Following three weeks of voting in April, 84 candidates from 22 countries were elected to volunteer positions in the joint leadership. A big vote of thanks goes out to everyone who put themselves forward and volunteered in the elections. The new cohort of volunteer leaders officially started their term in September 2020, amid a virtual handover and farewell to the outgoing volunteers.

AN ANCHOR IN UNCERTAIN TIMES

September 2020 also marked the launch of the new EAIE Strategy 2026 – the result of engagement, consultation and collaboration over the past two years. The strategy supports our vision of an equitable world and it will influence and guide the direction of the EAIE over the next six years. Despite the many changes and unknowns we as a society were all facing in 2020, the strategy served as an anchor and compass for the Association, and continues to do so as we move forward.

CONNECTION AT THE HEART OF TRANSFORMATION

As Europe and the rest of the world went into lockdown early in the year, we found that the best way we could adapt and enable the sector was by working together and drawing on our community's wealth of expertise. The EAIE fully pivoted to digital by offering virtual moments for connection through the new Community Moment webcasts and the first two-day Community Summit: The year ahead. The response to these online initiatives was extremely encouraging and positive, and showed that the international education community was in need of interactions with one another more than ever. As an organisation, we learned that connection and support are what makes the EAIE strong and should remain at the heart of our transformation and growth. By extending our services to online events and activities, the EAIE also became more accessible and inclusive to audiences further and wider across the globe.

RESILIENCE, COMMUNITY AND SUPPORT

As the COVID-19 crisis evolved, the EAIE was dedicated to providing smart, timely and relevant content to support the international education community in Europe and beyond. A COVID-19 impact survey was conducted in February, and the subsequent report was published a few weeks later detailing the consequences of the lockdown in the international education sector. Other EAIE publications, such as *Forum* editions on 'Digitalisation' and 'Resilience in uncertain times' and the weekly EAIE blog, focused on providing information and resources for navigating the COVID-19 crisis. Likewise, in September,

the new EAIE podcast was launched to bring to life the voices, perspectives and ideas within the world of international education by sitting down with a range of guest speakers and exploring a hot topic every two weeks.

One of the most difficult decisions of the year came with the postponement of the Annual Conference and Exhibition in Barcelona, which was met with much understanding and support from the community and the wider sector, despite the disappointment of not meeting in person. Building on the success of the new digital activities provided the impetus and feedback to offer the brand-new Community Exchange in October 2020, an event that attracted 1600 participants from 57 countries.

A COMMUNITY HUNGRY FOR KNOWLEDGE

The Community Exchange was the culmination of many months of work collaboratively. From home offices around the world, the first-ever virtual EAIE conference and exhibition showed the international education community was hungry for the knowledge and connections usually enjoyed at the Annual EAIE Conference & Exhibition. Through video meetings and interactive break-out discussions, insights flowed as the programme and theme looked at what we can do as a sector every day to forge more creative pathways forward. Popular keynote speaker Seth Godin provided a timely reminder that as a sector we need to make real and emotional connections with our students and peers, and most importantly, make those who want to be part of the learning journey feel welcome.

WE DID IT TOGETHER

While recognising the extent of the pandemic and toll it has taken on so many, 2020 was a year that underlined the importance of our work as international educators. As professionals, the desire to make an impact and encourage change are the driving forces behind many of the new ideas and innovations in the field. And as an Association, we aspire to enable our sector the best way we can, which was our driving force in 2020.

The EAIE Board, with the support and commitment of the General Council, Committees, Expert Communities and Office staff, helped to steer the EAIE in previously unexplored waters and encouraged everyone in the community to embrace the unknown through one of the most challenging years of late. We were only able to accomplish these goals in 2020 with the help and support of the wonderful EAIE community.

-THE EAIE BOARD



EAIE STRATEGY 2026: A PLAN FOR AN EQUITABLE FUTURE

After an extensive collaborative process between stakeholders in the sector, volunteer leaders, members and EAIE staff, the new EAIE strategy was launched in September 2019. United by our vision, we are building an ecosystem where fresh ideas and best practices can flourish and shape the field of internationalisation. This new plan outlines our strategic focus until 2026.

THE EAIE WILL

- **Enable the sector**
Be the premier platform enabling the international education sector to flourish and evolve
- **Influence and engage**
Communicate the power and potential of international education to serve society
- **Demonstrate impact**
Drive responsible and impactful international education





YEAR IN REVIEW: EAIE EVENTS AND ACTIVITIES



2020 EAIE COMMUNITY EXCHANGE: FORGING CREATIVE PATHWAYS

EAIE | **COMMUNITY**
2020 | **EXCHANGE**
14-16 OCTOBER



KEYNOTE SPEAKER:
Seth Godin
Author and marketing guru



KEYNOTE SPEAKER:
Kai Kight
Composer and violinist



KEYNOTE SPEAKER:
Inma Martinez
Digital pioneer,
AI scientist



1600+
participants
from 57 countries



650
hours of meetings
over 3 days



16,000
hours spent
on the Community
Exchange platform



120
speakers

EAIE COMMUNITY MOMENTS

To better serve the community during the 2020 lockdown, the EAIE launched the new Community webcast. These short, regular check-ins provided a moment for the community to come together to discuss a topic with an expert speaker from the field of international education.



EAIE PODCAST

In August, the long-awaited EAIE podcast hit airwaves, with a new release coming every two weeks. Host Laura Rumbley sat down with a special guest to unpack some of the hot topics in internationalisation in 2020.



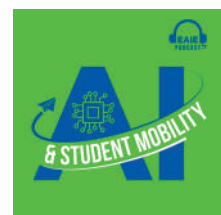
Aminata Cairo: The stories we tell

For the inaugural episode of the EAIE podcast, diversity and inclusion consultant Aminata Cairo joined the kick-off to discuss the stories we tell and how they matter.



Ine Vandecasteele: The future of Europe's cities

European Commission Scientific Officer Ine Vandecasteele discussed how higher education can help guide our cities to a more sustainable and equitable future.



Allan Goodman: AI and student mobility

President and CEO of the US-based Institute of International Education Allan Goodman provided some insight into how artificial intelligence might be leveraged in support of student mobility in the not-so-distant future.



Robert Coelen: Reflections on Resilience

Professor Robert Coelen joined the EAIE podcast to share some insights from his 23 days spent in a COVID-induced coma and his reflections on the meaning of 'resilience' in the challenging times we're living in.



Josep Vilalta: Higher ed and the SDGs

Director of the Global University Network for Innovation Josep Vilalta discusses what the SDGs mean to international higher education and what higher education means to the SDGs.



David Crosier: It's all in the numbers

Higher Education System and Policy Analyst David Crosier discusses how leveraging the right kind of data can offer key insights into the work we do in international higher education.



David Julien: Postcard from the Americas

David Julien, Executive Director of a region-wide higher education association, explained how their members are focusing on solidarity, creativity and innovation to find ways forward through uncharted territory.



Goski Alabi & Orla Quinlan: Africa's internationalisation agendas

Goski Alabi and Orla Quinlan, two prominent women in international higher education in Africa, talked about how the pandemic has spurred innovation in African universities.



Inma Martinez: Digital transformation 2021

Scientist Inma Martinez weighed in on key issues of how technology can support the work of higher education, and how real human needs and interests sit at the heart of all technological innovation.

PUBLICATIONS



86

EAIE blog posts



3

Issues of *Forum*



**OTHER
PUBLICATIONS**

Most-read blog:
How higher education
institutions can respond
to COVID-19



SPRING 2020

Digitalisation



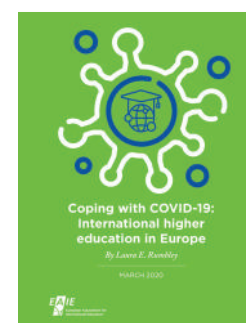
SUMMER 2020

Employability for the
21st century



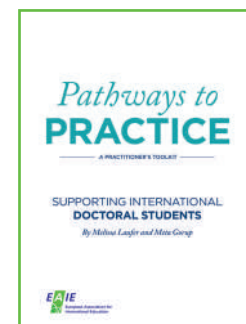
WINTER 2020

Resilience in
uncertain times



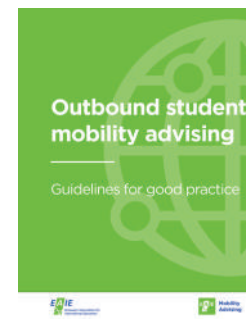
**Coping with
COVID-19:**

International higher
education in Europe



**Pathways to
practice:**

Supporting
international
doctoral students



Mobility advising:

Guidelines for
good practice

THANK YOU



Thank you to everyone who contributed their energy and support to the EAIE in 2020.

Thank you to all furry co-workers who've helped the volunteers and EAIE staff make it through 2020.



THANK YOU TO THE FOLLOWING INDIVIDUALS FOR THEIR CONTRIBUTION AND SUPPORT TO THE ASSOCIATION THROUGHOUT THE YEAR

EAIE BOARD

Michelle Stewart (President),
University of Strathclyde, UK

Piet Van Hove (Vice-President),
University of Antwerp, Belgium

Anna Grönlund, University
of Jyväskylä, Finland

Damiano Pinnacchio, University
of Rome Tor Vergata, Italy

Michael Rosier, University of
Hertfordshire, UK

GENERAL COUNCIL

Gabriele Abermann, EHEA Expert, Austria

Agnes Sarolta Fazekas, Eötvös
Loránd University, Hungary

Marie Heraughty, Léargas, Ireland

Sari Horn, LAB University of
Applied Science, Finland

Joanna Kartasiewicz, Kozminski
University, Poland

Kees Kouwenaar, Aurora Universities
Network, the Netherlands

Joanna Kumpula, Tampere
University, Finland

Unni Kvernhusvic Sagberg, Diku, Norway

Edyta Lachowicz-Santos, University
of Economics in Katowice, Poland

Agata Mannino, Università degli
Studi di Trieste, Italy

Stephen Orme, Navitas, the Netherlands

Sabine Pendl (Immediate Past-
President), University of Graz, Austria

Beer Schröder, ICE – Internationalisation
Consultancy in Education, the Netherlands

Aisling Tiernan, Advice Services
Higher Education (ASHE), Ireland

Marleen van der Ven, Utrecht
University, the Netherlands

COMMITTEES & EXPERT COMMUNITIES

AWARDS AND TALENT COMMITTEE

Andrew Disbury (Chair), M Square Media (MSM), UK

Dana Petrova, Czech National Agency for International Education (DZS), Czech Republic

Hans-Georg van Liempd, Tilburg University, the Netherlands

Stephen Williams, Nottingham Trent University, UK

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Caspar de Bok (Chair), Utrecht University, the Netherlands

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Katja Nieminen, The University of Sheffield, UK

Francisco de Borja Martin Garrido, Universidad Loyola Andalucía, Spain

Simone Hackett, The Hague University of Applied Sciences, the Netherlands

Dora Longoni, Università degli Studi di Padova, Italy

Esko Koponen, University of Helsinki, Finland

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Marine Condette, AACSB, the Netherlands

Joachim Ekstrom, Uppsala University, Sweden

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Jos Beelen, The Hague University of Applied Sciences, the Netherlands

Lucia Brajkovic, The World Bank (WB), Croatia

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Ceren Genc (Chair), Utrecht University, the Netherlands

Marina Malgina, NOKUT - Norwegian ENIC-NARIC Center, Norway

Marlies Overbeek, Navitas, the Netherlands

Simone Ravaioli, Digitary, Italy

Emeric Abrignani (Associate), Abdullah Gül University (AGU), Turkey

ALUMNI RELATIONS (Expert community)

Jan Geerts (Chair), Het Onderwijsdomein, the Netherlands

Gretchen Dobson, Global Engagement Specialist, Australia

Sandra Rincón, Holland Alumni Network, the Netherlands

Karin Benmarker (Associate), SLU, Sweden

Maria Gallo (Associate), KITE - KEep in Touch Education, Ireland

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BUSINESS EDUCATION

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Aston University, UK

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Business School, Norway

Mojca Maher Pirc, University
of Ljubljana, Slovenia

Anna Pellegrino, LUISS University, Italy

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Alicia Betts, University of Girona, Spain

Tewodros Kebede, Fafo Institute for
Labor and Social Research, Norway

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National Agency for Education, Finland

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International Business School, the Netherlands

Olga Selezeneva (Associate), HSE
University, Russian Federation

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Elke van der Valk, Fontys University of
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Europe, Slovak Republic

Tue Mikkelsen (Associate), University
College of Northern Denmark, Denmark

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Institute of Technology, Sweden

Adam Lipski, Frankfurt University
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Amanda Cramer, Swiss National
Agency Movetia, Switzerland

Celine Nygaard, University
of Stavanger, Norway

Rui Branco Lopes, Coimbra Health School
Polytechnic of Coimbra, Portugal

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University of Helsinki, Finland

Kathrin Theurillat (Associate), Israel
National Erasmus+ Office, Israel

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King's College London, UK

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Counselling Services for Students, Austria

Jessica Price, Culturally Sensitive
Trainings & Psychotherapy, Germany

Marijke van Oppen, Wageningen
University, the Netherlands

HEALTH AND WELFARE EDUCATION

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University Rotterdam, the Netherlands

Sedef Erçetin, Green Crescent, Turkey

Karen Gustafsson, Karolinska
Institute, Sweden

Emrys Gerritse (Associate), Oslo Metropolitan
University, Norway

EXPERT COMMUNITIES

INCLUSION AND DIVERSITY

Marija Mitic (Chair), Lifelong Learning Platform, Belgium

Riitta Kataja, University of Oulu, Finland

Dominique Montagnese, SIHO – Support Center Inclusive Higher Education, Belgium

Beyza Ünal (Associate), TED University, Turkey

INTERNATIONALISATION AT HOME

Tanja Reiffenrath (Chair), Georg-August University Goettingen, Germany

Katarina Aškerc Zdravec, Ljubljana School of Business, Slovenia

Eveke de Louw, The Hague University of Applied Sciences, the Netherlands

Eva Haug-Panneman, Amsterdam University of Applied Sciences, the Netherlands

Alfonso Diaz (Associate), University of CEU Cardenal Herrera, Spain

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Stella Saliari, Utrecht University, the Netherlands

Andrea Wehrl, Bern University of Applied Sciences, the Netherlands

Thierry Villard, Institut Universitaire de Technologie Bordeaux, France

Juliane Terpe, HTW Dresden-University of Applied Sciences, the Netherlands

Mirjam Hauck (Associate), The Open University, UK

Arum Perwitasari (Associate), ETS Global, the Netherlands

MARKETING AND RECRUITMENT

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Herwig Dämon, University of Liechtenstein, Liechtenstein

Kimmo Kuortti, University of Helsinki, Finland

Mats Engblom, University of Helsinki, Finland

Tomas Bengtsson, University West, Sweden

Magdalena Kozula, Boston College, USA

Thomas Wilmot, Studee, UK

Ilaria Bossi (Associate), Università Cattolica del Sacro Cuore, Italy

Alejandra Otero (Associate), NEO Academy, USA

EXPERT COMMUNITIES

MOBILITY ADVISING

Claire O’Leary (Chair), University of Warwick, UK

Tiina Piipponen, Metropolia University of Applied Sciences, Finland

Adriana Pérez Encinas, Universidad Autónoma de Madrid, Spain

Anne Sophie Hokkanen, University of Helsinki, Finland

Virginia van der Wel, Breda University of Applied Sciences, the Netherlands

Louise Staunton, Trinity College Dublin, Ireland

Charissa van Mourik (Associate), Radboud University, Nijmegen School of Management, the Netherlands

STRATEGY AND MANAGEMENT

Yulia Grinkevich (Chair), HSE University, Russian Federation

Elena Vinci, Linnaeus University, Sweden

Sabine Sainte-Rose, Aurora University Network, the Netherlands

Uwe Brandenburg, Global Impact Institute s.r.o., Czech Republic

Claire Cox, Griffith College, Ireland

Jeroen Ouburg, Wageningen University & Research, the Netherlands

Dyane Koreman, Fontys Dance Academy, the Netherlands

SUMMER SCHOOLS

Alexander Heinz (Chair), King’s College London, UK

Alice Nieboer, Radboud University, the Netherlands

Adrijana Lazic, University of Ljubljana, Slovenia



THANK YOU TO ALL THE OTHER INDIVIDUALS

WHO VOLUNTEERED SO MUCH OF THEIR TIME IN 2020

Petek Batum, Sabanci University, Turkey

Guillaume Blaess, Audencia
Business School, France

Jennifer Borde, University
of Bordeaux, France

Alva Brun, Ministry of Foreign Affairs, Finland

Elisabeth Brunner-Sobanski,
FH Campus Wien, Austria

Robert Buttery, FHNW - University of
Applied Sciences and Arts Northwestern
Switzerland, Switzerland

Fabrizio Buttò, Politecnico Di Milano
- Head of PhD School, Italy

Rahul Choudaha, GMAC, USA

Philip Conroy, Pirimid Strategies, USA

Carmela Criseo, CC International,
the Netherlands

Mark Cunnington, Study Group, UK

Nadia D'Alton, University
College Dublin, Ireland

Laurent de Potter, Université
de Liège, Belgium

Duleep Deosthale, Global Specialists Inc, USA

Mathias Falkenstein, XOLAS, Germany

Irina Ferencz, Academic Cooperation
Association (ACA), Belgium

Marc Gebuis, Babel/Summer Schools
in Europe.eu, the Netherlands

Marybeth Gruenewald, Educational
Credential Evaluators Inc, USA

Frank Haber, Jacobs University
Bremen, Germany

Evelien Hack, Leiden University
Medical Center, the Netherlands

James Kennedy, University of Yangon, UK

Akos Kiraly, Lancaster University
Leipzig/Navitas, Germany

Peter Kerrigan, German Academic
Exchange Service, USA

Markus Laitinen, University of Helsinki, Finland

Sara Lopez Selga, Universitat
Pompeu Fabra, Spain

Raimonda Markeviciene, Vilnius
University, Lithuania

Wessel Meijer, Radboud
University, the Netherlands

Hanne-Gerd Nielsen, Universities
Norway, Norway

Mark Norrish, Anglia Ruskin University, UK

Roberto Napoli, University of Trento, Italy

Arnold Persoon, Navitas, the Netherlands

Nidhi Piplani-Kapur, Symbiosis
International Deemed University, India

Mihai Sebea, Independent
Consultant, Romania

Serge Sych, Central European
University, Hungary

Jaroslav Tomaszewski, WSB University
of Applied Sciences, the Netherlands

Marlie van Dun, Breda University of
Applied Sciences, the Netherlands

Richard Versmissen, Hogeschool
Utrecht, the Netherlands

Andries Verspeeten, Ghent
University, Belgium

Christian Yeomans, The
University of Edinburgh, UK

FINANCIALS

BALANCE SHEET AT 31 DECEMBER 2020

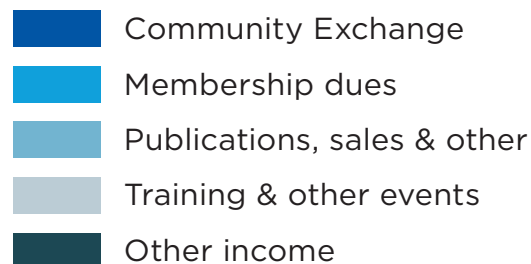
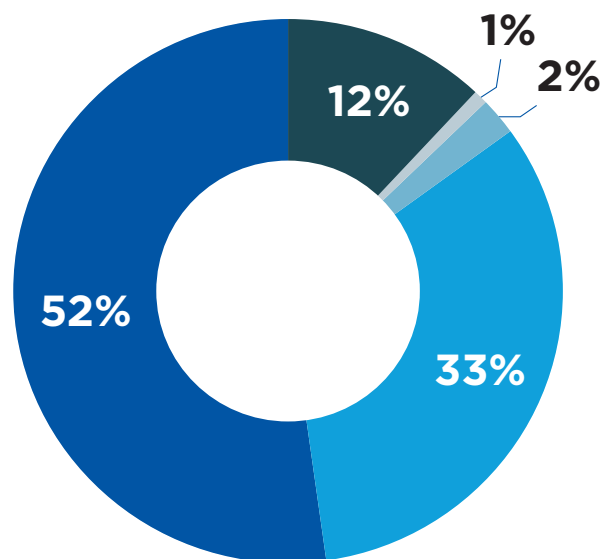
ASSETS			EQUITY & LIABILITIES		
	2020	2019		2020	2019
FIXED ASSETS			RESERVES		
Tangible fixed assets	€124,741	€170,838	Reserves prior years	€8,383,612	€6,789,573
Financial fixed assets (investments)	€1,917,729	€1,861,025	Reserves current year	-€1,073,995	€1,594,038
TOTAL FIXED ASSETS	€2,042,470	€2,031,863	TOTAL RESERVES	€7,309,617	€8,383,611
			CURRENT & NON-CURRENT LIABILITIES	€1,625,719	€1,354,508
CURRENT ASSETS			TOTAL EQUITY & LIABILITIES	€8,935,336	€9,738,120
Receivables	€706,484	€769,985			
Cash	€6,186,381	€6,936,274			
TOTAL CURRENT ASSETS	€6,892,866	€7,706,258			
TOTAL ASSETS	€8,935,336	€9,738,120			



FINANCIALS

INCOME AND EXPENDITURE AT 31 DECEMBER 2020

2020 REVENUE (%)



INCOME

	2020	2019
INCOME FROM ACTIVITIES		
Conference, exhibition, training, publications	€608,997	€7,185,027
Membership dues	€364,210	€637,680
OTHER INCOME	€136,381	€247,210
TOTAL INCOME	€1,109,588	€8,069,917

EXPENDITURE

	2020	2019
DIRECT EXPENSES FROM ACTIVITIES	€762,613	€2,779,914
OPERATIONAL COSTS	€1,904,050	€3,183,249
TOTAL COSTS	€2,666,663	€5,963,163
Result before income tax	-€1,557,076	€2,106,754
Income tax	-€483,081	€512,716
NET RESULT	-€1,073,995	€1,594,038



*EAIE Joint Leadership Meeting in Barcelona, 2020

The EAIE is the European centre for knowledge, expertise and networking in the internationalisation of higher education. We are one community, working together to drive responsible international higher education now and in the future.



www.eaie.org