

- DRAFT -



**Erasmus
Mundus
Association**

EMA Magazine Team

Annual Report 2006-2007

Introduction

This is the annual report by the EMA Magazine Team – written in accordance with the requirements of the EMA Statute which will be presented to the EMA General Assembly on the 12th of October 2007.

The report's purpose is two-fold: Firstly, it will describe the team's achievements during the 'launch period' of the Erasmus Mundus Students and Alumni Association (June 2006 – October 2007). Secondly, it is to outline some recommendations for next year's work programme.

We hope the report at hand will fulfill your information needs. In case of any questions or doubts please do not hesitate to contact rikke@erasmusmundus-alumni.eu.

Rikke Skovgaard Andersen
EMA Magazine Team Coordinator

Valentina Villoria
EMA Magazine Team Member

Brussels, 10th of October 2007

Put your words in the new EMA magazine!

In December the first edition of a new magazine will hit the mailboxes of students and alumni. The EMA magazine will be a yearly publication featuring plenty of contributions from students and alumni. The theme of the first edition is 'between cultures' and all EMA members are invited to make contributions. The theme is meant to be interpreted broadly; it can be a personal experience of intercultural encounters or an approach to the topic which is more academic.

Deadline for articles is 15th of November 2007. Read more about deadlines, length and style [here](#). We can't wait to hear from you!

Join the Magazine Team!

Does the Magazine Team sound like something for you?

According to the proposed EMA Statute interested students and alumni can join the Magazine Team at the yearly General Assembly. There are no requirements to CV or professional background, but the team's work is likely to be most interesting for EMA members with an interest in communication or magazine production.

For further information on the EMA General Assembly we refer to the [EMA website](#).

Activities during launch period

The EMA Magazine Team has been working since elected at the Erasmus Mundus Student Seminar in June 2006. The meetings attended by team members are listed in table 1. This section will describe the activities which the team has devoted its time to.

Before proceeding to the activities a remark on the number of team members seems in place. At the Student Seminar in 2006 a total of three students/alumni volunteered for the EMA Magazine Team. However, only two of these turned out to be active. During the fall 2006 Team Coordinator Rikke Skovgaard made several efforts to get in touch with the team's last member, but unsuccessfully. This has made the team aware that it is necessary to stress the responsibilities connected with a 'place' in the team when recruiting.

Table 1

Launch Committee and Liaison Group ¹ Meetings (Rikke & Valentina)	19-20 Oct. 2006, Brussels
Launch Committee Meeting (Rikke)	12 Feb. 2007, Brussels
Workshop I: EM Global Promotion Project (Rikke)	18 Apr. 2007, Brussels
Workshop II: EM Global Promotion Project (Valentina)	25 Apr. 2007, Brussels
Launch Committee Meeting (Rikke)	3-4 July 2007, Brussels

Developing a magazine concept

In the fall 2006 the team's main effort was to develop a concept for the EMA Magazine. The final outcome was a document describing desired content, format, frequency of publication and organization, produced at meeting in Brussels in October 2006. The main points of this document are summarized in table 2.

Table 2

The magazine should be....

- a forum for students and alumni to speak what is on their minds and exchange views on what concerns them
- a yearly or bi-yearly publication
- available both as a print copy (delivered to receivers' addresses) and online (EMA website)
- sent to students, alumni, coordinators of Erasmus Mundus Masters Courses, and selected universities
- containing both articles written by EMA members and by professional journalists
- a thematic publication

For further information please download the full document [here](#) (PDF)

¹ Here 'Liaison Group' refers to the collective of EMA Service Teams.

From idea to first edition

With the concept document finalized in late October the Magazine Team began the preparations for the first edition of the magazine in cooperation with the service providing company at that time². However, these efforts were halted shortly after, due to funds not having been allocated from the European Commission to magazine production. In accordance with the European Commission's wish the magazine preparations were put 'on hold' until a new service provider would be hired in the summer 2007³.

In July 2007 the EMA Launch Committee - including Magazine Coordinator Rikke Skovgaard – had their first meeting with the newly assigned service provider, ICUNET. This meeting kick-started the preparations for the first edition: In collaboration ICUNET and the Magazine Coordinator set a deadline for contributions for the first edition and discussed how the receipt and review of articles should take place. A rough production plan is outlined in table 3.

Table 3

Preliminary production plan

October 2007 - Call for articles in EMA newsletter:

15th of November 2007 - Deadline for student contributions:

December 2007 – Magazine team reviews articles, layout

January 2008 – print and distribution

Development of an EMA Statute

During the spring 2006 the Magazine Team has been a steady contributor to the Launch Committee's efforts to develop an EMA statute. This work has been a high priority for us since we acknowledge the legitimacy a well-written and concise statute gives to an organization. The Statute has been submitted for review among team members on two occasions. Further, the Team Coordinator has given input to the Steering Committee's monthly debates (via Skype) and taken active part in e-mail discussions.

Today the Magazine team is very content with the outcome of the writing process and applauds the Policy Team for its impressive commitment and efforts.

Steering Committee work

On a steady basis the Magazine Team has paid their contributions to the more general work of the EMA Steering Committee. Team Coordinator Rikke Skovgaard has participated in monthly Skype conferences and been in frequent correspondence with other Steering Committee members - the most heavy workloads having been the development of the EMA statute (spring 2007) and the planning of the Erasmus Mundus Student Seminar/ EMA General Assembly (September-October 2007).

Collaboration with Newsletter Team

Since the birth of the association the Magazine Team has worked closely together with the Newsletter Team. The teams share the understanding that consistency in the EMA's publications

² From June 2006 and until March 2007 the Academic Cooperation Association (ACA) was contracted by the European Commission to coordinate the activities and services of the EMA.

³ In the spring 2006 the European Commission published a call for tender for a new service providing company which would follow EMA into its next phase.

can only be ensured through exchange and coordination between the people producing them. Therefore, the teams often do joint meetings and Team Coordinators correspond frequently.

Contributions for newsletter and website

The Magazine team has paid several contributions to both the EMA newsletter and the EMA website. Almost every edition of the newsletter has featured an article by the Magazine team and the team's section on the EMA website is authored by the Team Coordinator.

Erasmus Mundus Global Promotion Project

In the spring 2007 the Magazine team was invited to take part in two workshops in connection with the 'Erasmus Mundus Global Promotion Project'. The team's participation led to an invitation for an online forum for discussing promotion of European higher education. Both team members are impressed by the scale and ambition of the project and are eager to continue contributing.

Liaison with other international student organizations

The magazine team has been one of the drivers behind the contact to other international student organizations. On the team's initiative three international organizations were invited for a 'meet and greet' session at a Steering Committee meeting in Brussels in July 2007. The Steering Committee is still in touch with these organizations today and is prioritizing continued contact and cooperation.

Recommendations for 2008

Given the experiences the current team members have had so far we find it feasible to make a few recommendations for the coming year. Whether these will be taken up by the future Magazine Team is, of course, entirely up to the new team members.

Production plan: We strongly suggest staying with the current plan and deadlines.

Evaluations: We encourage two evaluations following the publication of first edition in spring 2008. The first would be an 'internal' evaluation where the Magazine Team – together with ICUNET – revises its procedures for magazine production. The second would be an 'external' evaluation to find out what students and alumni think about the format and content of the magazine. This would allow for a smoother process and better edition when 'next round' comes.

More internal communication: We encourage more contact and coordination between team members. Skype meetings and regular exchange of e-mails are likely to be useful means for this.