

# Leonardobüro Brandenburg

**NA Transfer of Knowledge  
Training Seminar on University-Enterprise  
Cooperation in ERASMUS with a special  
focus on ERASMUS student placements**

**Beate Körner  
LEONARDO OFFICE Brandenburg  
at the BTU Cottbus/Germany**

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## Overview

- **Promoting (networking) and Information**
- **Monitoring, recognition and evaluation**
- **Networks/LEO-NET**

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## Promoting and Information

- **Promoting (and networking) is important on different levels:**
  - **within own university**
  - **within consortium**
  - **within partner network of host organizations**
  - **external promotion to get new partners/ new internships**

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## Promoting and Information

### → Within own university (1)

- **advertise ERASMUS Placements among students and faculty!**
- **presentations for students about program and benefits (including best practice reports from students)**
- **spread sufficient and appealing advertising material throughout the university**
- **create a professional website**
- **define your role within the university (→ you are the expert!)**

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## Promoting and Information

### → Within own university (2)

- make the university administration, internship advisers and professors your allies!
- define allocation of tasks within the university
  - systematic involvement of faculties in promotion, supervision, defining work plans, recognition
- take influence in the composition/structuring of degree program schedules and the creation of time slots for mobility windows
- promote the recognition of ERASMUS placements through ECTS and especially in Diploma Supplement

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## Promoting and Information

### → Within consortium (1)

- **make the consortium partners your allies**
- **have consortium meetings at least once a year!**
- **keep them informed about project management (be as transparent as possible)**
- **let them take part in the decision-making process (to a certain extent)**
- **give regular reports to your consortium partners**

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## Promoting and Information

### → Within consortium (2)

- **convince your consortium partners of the importance of good promotion of the ERASMUS Placement Program**
- **give them enough information and material for the promotion**
- **visit them on a regular basis (e.g. to discuss general issues and specific questions; presentations to students)**
- **help them to provide for the same measures as you do within your university**

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## Promoting and Information

→ Within partner network of host organizations

- give them transparent and sufficient information on the ERASMUS Placement Program (website; information for companies etc.)
- inform them on a regular basis about progress of your projects and results
- ask them for their feedback concerning work program and learning outcomes of each placement
- make them known that they play an important part in the partnership (orientation guide; Thank you letter)

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## Promoting and Information

### → External promotion/finding new partners

- create a strategy how to find new partners
- market your program and present benefits for them (win-win situation)
- give transparent and sufficient information on the ERASMUS Placement Program (website; information for
- send convincing and well-prepared interns!
- go to company/trade fairs, Chambers of Commerce, use your mediators in other countries (e.g. through LEO-NET) as well as company contacts of your professors

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## Monitoring, recognition, and evaluation

### → Monitoring

- important to do monitoring before intern is placed in host organization (esp. if not from partner network)  
→ can they comply with all quality standards?
- during placement keep in touch with student & supervisor (e.g. twice monitoring calls during placement)
- mentoring of student by company supervisor during placement
- follow-up of internship with both parties and home university of student (internship reports, questionnaires)

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## Monitoring, recognition, and evaluation

### → Recognition

- **several instruments for recognition:**
- **certificate by Leonardobüro Brandenburg (not a must)**
- **recognition by home university (ECTS credits) as mandatory part of studies (checked before placement)**
- **recognition by home university through Diploma Supplement (information has to be sent to right office!)**
- **work certificate/ letter of recommendation**
- **EUROPASS (needs to be simple!)**

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## Monitoring, recognition, and evaluation

### → Evaluation (1)

- **Evaluation of student vs. overall evaluation of project**
- **student/placement:**
  - **internship report/questionnaire (academic/ intercultural competencies) by Leonardo Office**
  - **academic internship report to home university**
  - **necessary: more focus on learning outcomes**
  - **evaluation by supervisor through letter of recomm.**

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## Monitoring, recognition, and evaluation

### → Evaluation (2)

- **evaluation of project:**
  - **constant financial evaluation/monitoring of project through database ,cost calculation‘ (no surprises!)**
  - **through final report to National Agency (is now much easier!!!)**
  - **overall evaluation of reports/questionnaires by Leonardo Office to get other important information for future project management and about host institution**

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## Networks and networking

### → networks

(see promoting):

- network within university
- network within consortium
- local partner network
- Europe-wide company/host institution network
- Partner Network of other ERASMUS Placement Coordinators → Germany: ERASMUS FORUM  
→ European: LEO-NET

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## Networks and networking

→ LEO-NET (see presentation)

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**→ all this needs sufficient funding, personnel and time!**

- all measures and instruments were developed over a long period of time
- can be achieved much better by a consortium than by a single university

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Thank you very much for your attention !



## Contact:

Leonardobüro Brandenburg  
at the BTU Cottbus  
Konrad-Wachsmann-Allee 1  
03046 Cottbus

**GERMANY**

[Leonardo@tu-cottbus.de](mailto:Leonardo@tu-cottbus.de) or

[Beate.koerner@tu-cottbus.de](mailto:Beate.koerner@tu-cottbus.de)

[www.tu-cottbus.de/leonardo/](http://www.tu-cottbus.de/leonardo/)