

Erasmus Policy Statement (Overall Strategy)

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The Institution agrees to publish this overall strategy on its website within one month after the signature of the Erasmus Charter for Higher Education by the European Commission.

Please describe your institution's international (EU and non-EU) strategy. In your description please explain a) how you choose your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles). If applicable, also explain how your institution participates in the development of double/multiple/joint degrees. (max. 5000 characters)

Original language [EN]

'Escuela CEADE-Leonardo. Authorized Centre of Design High Education, with registration number 41019402 is an authorized Higher Education School of Arts (Order 17 October 2011. Oficial Bulletin of Junta de Andalucía number 218). This centre is the first authorized centre to deliver this education in Andalucía and delivers since 2012, High Education in Design, equivalent to a university degree with 240 ECTS credits, with the following paths: Graphic Design, Interior Design and Fashion Design, for up to 480 students.

The centre also offers official postgraduate studies in different paths of Design and Communication. The school has the accreditation ANECA/AGAE, July 15th 2013, to deliver Official Masters Degrees in Arts.

Since 2005 the centre also offers some other Post Degree studies.

a) Partner's selection criteria:

1. Preference will be given to particularly relevant Higher Education Institutions in the field of Art and Design, which could mean an improvement in the knowledge and learning experience of the students and staff participating in the mobility programme, capable of reaching interesting agreements for both parties.
2. It will be preferable to select remarkable enterprises within the same professional group in order to ensure quality and contents adequacy when fostering professional competences acquisition.
3. Appropriate surveys will be carried out in order to determine preferences as well as the necessary previous contacts for the mobility of students and staff.
4. Other cooperation proposals will be considered under the adequacy for our specific purposes.
5. The centre will also participate in similar programmes attending to events when appropriate, and exchanging experiences with similar institutions.

B. The geographical area will not have any limit other than the one established by the same Erasmus Programme.

C1) Objectives :

The main aim is to achieve quality in all levels: educative and technical and professional; clearly establishing responsibilities and activities to ensure the viability of cooperation agreements.

1. Promoting mobility of students and staff within the European Lifelong Learning program, always by means of egalitarian and non-discriminative policies.
2. Developing cooperation with international partners through strategic alliances with Higher Education Institutions or enterprises.
3. Supporting mobility by providing a clear educational range, always adapted to the European Credit System for Higher Education and Training.
4. Encouraging transparency in the credit recognition proceedings by constantly reviewing and improving the mobility agreements.
5. Promoting mobility projects and agreements through the centre's website and local media publishing the Erasmus Policy Statement and any other information about the programme.
6. Promoting the incorporation of students into the European labour market and improving their practical training.
7. Encouraging innovative educational methods which foster teamwork, tolerance and communicative skills among students and staff.
8. Assisting student and staff to actively participate in Lifelong Learning Programs so that they can act as a link between artistic education and society.
9. Ensuring the highest quality possible in mobility programmes and reporting achievements and performances.
10. Guaranteeing equal academic treatment to both sending and incoming Erasmus students or staff, making it possible to integrate them into the centre everyday life.

C2) Target groups:

The whole educational community will be the target group, including staff and students belonging to the involved institutions which will be suitable for participation if they satisfy the specified requirement.

• In relation to staff, the strategy is to develop a network to satisfactorily carry out mobility experiences of staff within the frame of international Lifelong Learning Program. Staff mobility participants will be elected on the following basis:

1. Continuous professional development.
2. Lifelong learning orientation.
3. Career advice.

- 4.National education system promotion
- 5.Professional and educative periods at High Education centres.
- 6.Exchanges and contacts encouragement focused on future exchanges
- 7.Efficiency improvement of our institution as a sending centre.

In relation to the selection of students for mobility related to studies or traineeships in enterprises, this selection is based on:

- 1.Equal learning opportunities.
- 2.Entrepreneurship promotion.
- 3.Intercultural education development.
- 4.Linguistic competence acquisition
- 5.Personalized learning methods.
- 6.Disadvantaged group's inclusion in labour market.
- 7.European and international labour market access
- 8.Approach between education and training
- 9.Training at the workplace.
- 10.Non-formal and informal learning.
- 11.Proposals improvement based on their mobility experience.

Please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects within the framework of the Erasmus+ Programme.

If not applicable, please explain (max. 2000 characters)

Original language [EN]

Our institution's strategy for the organization and improvement of international (EU and non-EU) cooperation projects about teaching and training in relation to projects implemented is as follows:

The improvement of international activities will be annually reviewed to promote continuous improvement and the strategy of the organization relating to mobility could be synthesized as follows:

•As sending institution :

- 1.Exhaustive evaluation of all activities carried out in order to identify problems and deficiencies on organization, execution, final results or diffusion.
- 2.Previous survey among the educational community to identify needs, possible institutions to contact, common interests, community linguistic levels, etc.
- 3.Improvement of inter-departmental coordination in order to reach the best agreements with convenient institutions and ensure quality of activities both for students and staff.
- 4.Updating the website in order to improve the mobility activities offered to outgoing participants and the diffusion of the results obtained.
- 5.Development of the calendar for the selection of students and staff to meet the different deadlines of the Erasmus dates.
- 6.Organization of conferences, seminars, and training courses on European programmes to improve the programme publicity and the spreading of the activities. Awareness raising activities, promotional campaigns, competitions, etc will also be planned.

As Host Institution:

1. Updating the centre's website to improve the information of the activities offered to incoming participants and diffusion of the results obtained.
2. In-advance sending of e-welcome packs for incoming participants with useful tips.
3. Organization of an exhibition and production of projects about the Erasmus Programme.
4. Cooperation with other projects with similar aims fostering experience exchange.

Please explain the expected impact of your participation in the Erasmus+ Programme on the modernisation of your institution. Please refer to each of the 5 priorities of the Modernisation Agenda *and explain which are the policy objectives you intend to pursue.(max. 3000 characters)

Original language [EN]

Action 1: Referred to students and staff mobility

1. We will ensure that the training is meeting the European labour market demands. (Pr. 1, 4)
2. By supervising the complete development of the mobility activities, we will be strengthening the quality through mobility and cross-border cooperation. (Pr. 3)
3. By ensuring that agreements about study and assessment dispositions are received by the students, we are improving the quality of the offered education. (Pr. 2)
4. By conducting proceedings and certifying the activities carried out, we are improving our management and our international system of credits recognition. (Pr. 2)
5. By fostering Erasmus mobility programmes through awareness campaigns, we are reaching a large proportion of students and staff in order to foster mobility. (Pr. 3)
6. By raising awareness about the importance of European cooperation in the field of education, we are contributing to linking higher education, research and business for excellence and regional development. (Pr. 4)
7. By promoting and supporting mobility among students and staff, including also under-represented groups, we are reinforcing non-discrimination policies. (Pr. 2)

Action 2: Referred to strategic partnerships, knowledge partnerships, with neighboring countries, training with third countries:

1. By promoting contacts and exchanges among High Education Institutions, we are obtaining an exchange of experiences with associated centres, thus improving quality of higher education. (Pr. 2, 3).
2. By making contacts with other similar institutions with the Erasmus Charter, we will be able to establish partnerships more easily, strengthening quality through mobility and cross-border cooperation, and improving our internationalization policy. (Pr. 3).
3. By visiting partner institutions, we are fostering quality to raise attainment levels and provide Europe with the graduates and researchers that it needs improving quality and relevance of High Education. (Pr. 1, 2)
4. By advertising and promoting the experiences and results obtained in the Erasmus programme developed, we are raising awareness of the convenience of participating in them focused on the improvement of education in all levels. (Pr. 2, 3)
5. By considering the results of internal surveys about international mobility and activities developed, we are improving our international positioning and offering a better service to both participant students and staff and also to the educative community in general. (Pr. 2, 3)

Action 3: Network and policy of support measures

1. By establishing a clear policy to develop educational activities capable of being internationally recognized we are achieving a better adaptation to the European education area improving quality through mobility and cooperation. (Pr. 1, 3, 5)
2. By searching local agreements to obtain economic contributions to subsidize the mobility activities, we are improving management and funding. (Pr. 5)

* COM (2011) 567 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0567:FIN:EN:PDF>)