

Erasmus Policy Statement

As a specialist institution dedicated to creative excellence, the Arts University Bournemouth (AUB) is committed to providing international opportunities for collaboration, study, teaching and training for both its students and staff. One of the key objectives for AUB is to be recognised internationally as “the leading professional arts university” (AUB Strategic Plan 2014-19) so developing productive and strategic international partnerships is fundamental to this objective. For AUB graduates to be successful in the creative industries, global awareness and opportunities to experience cultural diversity are imperative. Contained within the AUB’s 2014-19 strategic plan, the strategy map identifies the importance of stakeholder partnerships which provide “connection with the wider university environment, its network, and its relationship to local, regional, national and international agendas.” In 2014 the university founded a new Partnership Strategy Committee to agree the university’s approach to academic and non-academic partnerships and to evaluate their effectiveness.

The University recognises a number of key internal and external drivers that embrace both the challenge of enhancing the international reputation of AUB and of developing students as global citizens, well equipped as practitioners in arts, design, media and performance and ambassadors for the University in the global creative industries.

These drivers include, but are not limited to:

- Growth, maturity and development of the University over the last ten years, resulting in a new Faculty structure and support Directorates
- Enhanced attractiveness to overseas students following the award of degree awarding powers in 2008 and full university status in 2012
- Economic changes in the global market for HE, the development of the University brand and increasing competition between HEIs globally
- A developing significance of international relationships and partnerships with other education providers, often backed by government policy
- Growing debates about the internationalisation of UK Higher Education particularly in relation to learning and teaching and the student experience
- A recognition that ‘we are all international’ and an acknowledgement that the ‘at home’ dimension of internationalisation is synonymous with equality and diversity
- An increasing need for the holistic view of the range and ambition in regard to international activity across the AUB curriculum, staff development, student and staff exchange, study abroad and additional revenue streams through bespoke courses for overseas clients and short summer programmes’ portfolio
- Fit for purpose structures and systems to support internationalisation activities

Strategies embedded within University's plans and policies aim for:

- Significant growth in the number of overseas students
- Enhanced international collaboration and research activity
- An internationalised curriculum
- Social and academic integration between UK and international/EU students and the wider community
- International student country ambassadors
- Increased staff and student mobility and study abroad activities

AUB is committed to developing two parallel tracks of activity:

- **A learning and teaching environment that is international in its focus.** Through embedding and promoting a supranational approach across our curricula, we will ensure that our students become global practitioners and international ambassadors for the University. The ethos of a diverse community produces an environment in which overseas and UK students each serve to enrich and enhance the experiences of those with whom they work and study. This provides an internationally orientated learning context that promotes the University's global status.
- **The opportunity for international mobility for both students and staff.** The primary objectives of student exchange through international credit achievement are to increase cultural awareness, to gain new perspectives, and to achieve personal and professional development to enhance employability. New international partnerships, both for exchange and other collaborative activities, are continually being developed both within the Erasmus+ programme and with overseas institutions outside of the EU. Staff are actively encouraged to take part in overseas mobility to teach or train at partner institutions to share good practice and learn new initiatives, and to work with organisations in a global context as part of the staff development policy.

To date, overseas partnerships have evolved and continue to evolve through the international development activities of the University, with designated international target markets for promotion and student recruitment, along with particular experiences and relationships developed by academic and management staff. The membership of subject specific international organisations such as CILECT, and ELIA, provides active links with similar specialist institutions across the globe. It is recognised that participation in the Erasmus programme shows AUB to be proactive at facilitating funded international mobility opportunities, which the University's Student Perception Survey has shown to be important to undergraduate students. AUB is aiming to increase its number of outward mobilities, whilst also increasing international initiatives which add value to the University community.