

(h) (a) #EAIE2025

Welcome to session 8.15 Crossing creative borders:

Engaging student ambassadors in **EUI alliances' communication** initiatives

EAIE-18796.CNF.IO

► Navigate to https://eaie-18796.cnf.io/ and tap the session titled "Crossing creative borders: Engaging student ambassadors in EUI alliances' communication initiatives (S8.15)"

 OR just point your phone's camera at the QR code to join directly



Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: Do you have a Student Ambassadors initiative at your University and/or Alliance?

Student ambassadors in EUI Alliances

Learning by doing in a multicultural environment



Problem solving



Creative skills

Community building across Universities



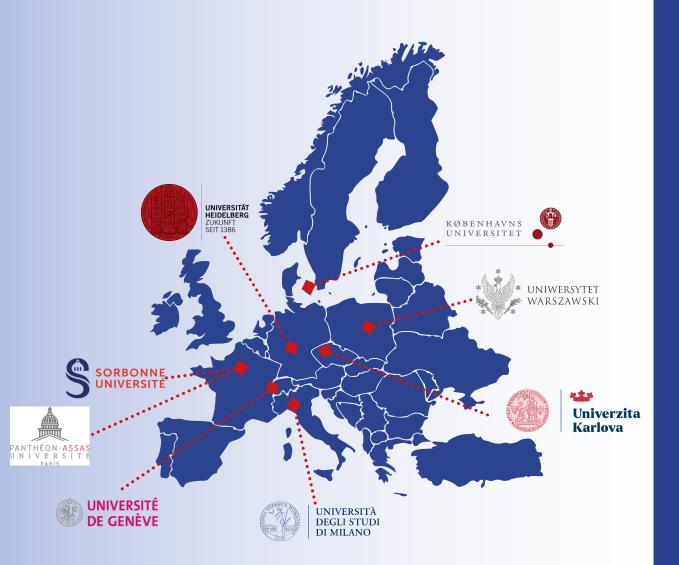
Students' voices



Broader engagement



4eu+



8 Partners

vision

one comprehensive research-intensive European University





















Student involvement in the 4EU+ Alliance

Part of the 4EU+ Governance

Student Committee **ICORE Project initiative**



1 PhD student and 1 student per University

Academic

Council

1 PhD student and 2 students per University

2-4 students per University



4eu+

Student ambassadors: a tale of our journey







Our journey with students so far

From individual projects to coordinated **collaborative** campaigns



From tutoring to providing the tools to create in an institutional setting

From spontaneity to a structured **training** programme









Thank You

4euplus.eu



Q1: Introducing your journey



Your journey in launching and setting up a Student Ambassadors initiative







A pioneer of the first wave of European Universities Alliances, CIVIS brings together 11 member universities in Europe and 6 associate members in Africa embarked on an odyssey to transform higher education.





CIVIS is a vibrant community of over half a million students and 70.000 staff members, including 37.400 academics

- Aix-Marseille Université, France
- National and Kapodistrian University of Athens, Greece
- University of Bucharest, Romania
- Université libre de Bruxelles, Belgium
- Universidad Autónoma de Madrid, Spain

- Sapienza Università di Roma, Italy
- Stockholm University, Sweden
- Eberhard Karls Universität Tübingen, Germany
- University of Glasgow, United Kingdom
- Paris Lodron University of Salzburg, Austria
- University of Lausanne, Switzerland

Member universities:





























The Mediterranean zone and Africa are at the heart of CIVIS' global strategy. Six prestigious universities in the region enrich the CIVIS journey.

- Makerere University, Uganda
- Eduardo Mondlane University, Mozambique
- Université Hassan II de Casablanca, Morocco
- University of Sfax, Tunisia
- Université Cheikh Anta Diop de Dakar, Senegal
- University of the Witwatersrand, South Africa



Associate member universities:













Students in CIVIS Governance

42

Student Council members

35

CIVIS Student Ambassadors 11

European Universities



Local to global, on-site to online

In CIVIS, ambassadors have been recruited locally by each university since December 2020. Currently it is done in coordination with the Mobility Unit (Erasmus and international officers) according to each University's procedures. They started as a diverse student group, mostly focused on local support, like welcome sessions, student fairs.

New needs for international content creation have emerged from the Communication Unit, and we are in the process of updating their role to include a "digital ambassador" dimension to enhance centralised communication campaigns.









CIVICA

About CIVICA

CIVICA is a European University Alliance that brings together ten leading higher education institutions in the social sciences, humanities, business management and public policy.







Q2: a Communication campaign



How to unleash students' creativity and boost a sense of community across the Alliance

CIVICA







@civica.ambassadors

1.4 K followers
Showcasing CIVICA students



EU 101

Facts about the European Union in the build up to Europe Day











Campaign set-up

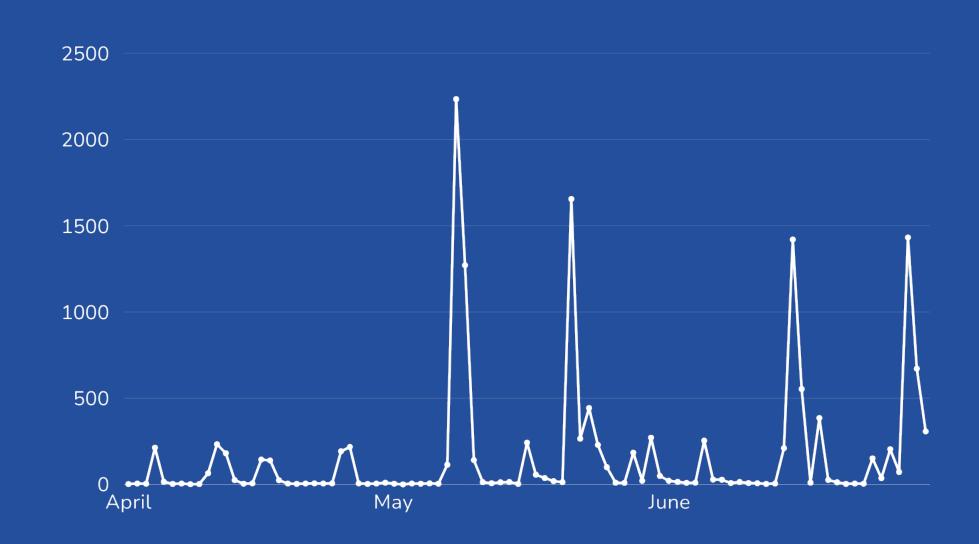
- Aim: Raise awareness, identify with TA
- Ambassador coordination
- Video recording
- Video editing

Challenges

- Availability / scheduling
- Technical quality
- Motivation / follow-through
- Consistency across submissions



CIVICA



Total reach: 8.4K

CIVICA

Success factors

- Leverage partners
- Timing
- Student-centered appeal

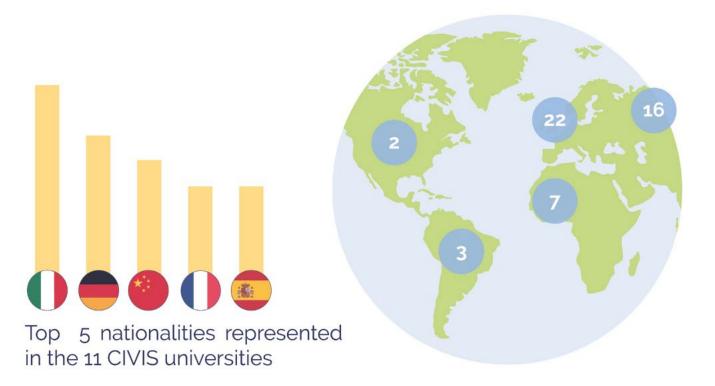






A Kaleidoscope of cultures

On average, there are 139 different nationalities represented in CIVIS universities. From every corner of the globe, students come together to learn, grow, and build the university of the future.



An average of

139 NATIONALITIES
in the CIVIS member
universities

50 different nationalities appear in the **top 10** of the 11 member universities

22 from Europe

16 from **Asia**

7 from Africa

3 from **South America**

2 from **North America**





Student ambassadors created the content & the Communication Unit coordinated the process

#CREATE

#PUBLISH

From plan to implementation

The #DiscoverCIVIS campaign was the fruit of a bottom-up process in the CIVIS Communication Unit. Topics, format and frequency were defined. Our in-house graphic designer, Jeanne Sadzot, created the illustrations and local members of the Unit provided the info.

Our social media manager, Esther Malice, prepared a takeover guide and student ambassadors received a temporary login to the CIVIS Instagram account. They created content on stories. Our social media manager handled the process and created post-topic reels for wrap up. Trust was essential.

#DiscoverCIVIS

0

Instagram campaign with CIVIS Student Ambassadors







MARCH

APRIL

MAY

JUNE

Student voices, professional design and coordination

The campaign

- Areas covered: Landmarks,
 Nationalities, Food and drinks
 and Festivities (postponed)
- **Duration**: From 14 March to 11 June 2024
- · Content:
 - In-house, tailor-made illustrations
 - Ambassadors Instagram takeover (Stories)
 - Dedicated reels

Challenges

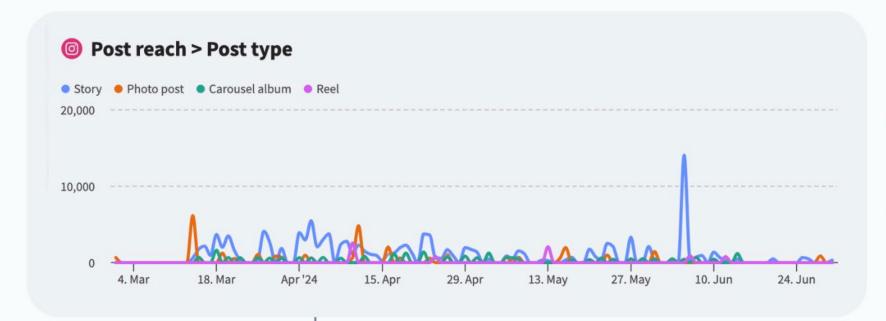
- Technical issues connecting to the Instagram account
- Unbalanced content quality (spontaneous vs. over supervision by member universities)
- Keeping ambassadors & audiences engaged
- Getting timely content from all universities

Results on Instagram



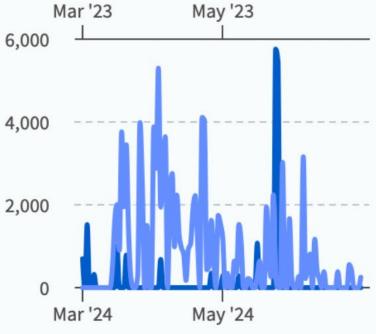


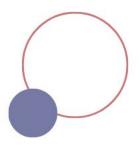
Results on Instagram





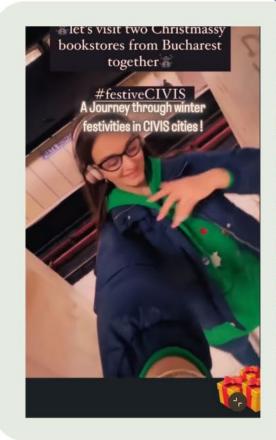
Story taps forward





New connections for our ambassadors

Beyond numbers, the campaign allowed us to achieve two goals: making the alliance something tangible, made of real people. And motivating students to continue creating content, because they have made connections and feel engaged!

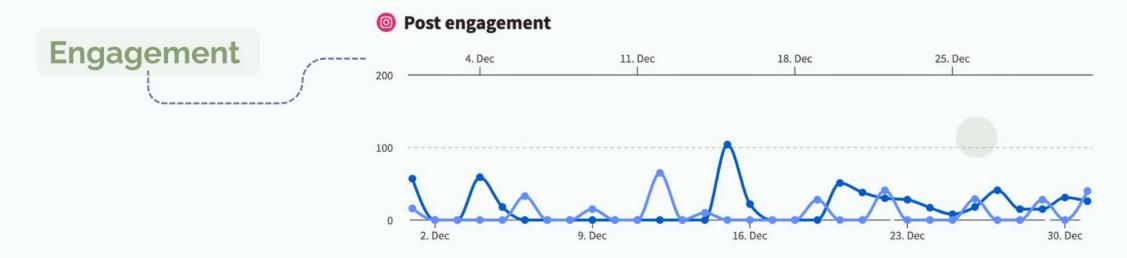


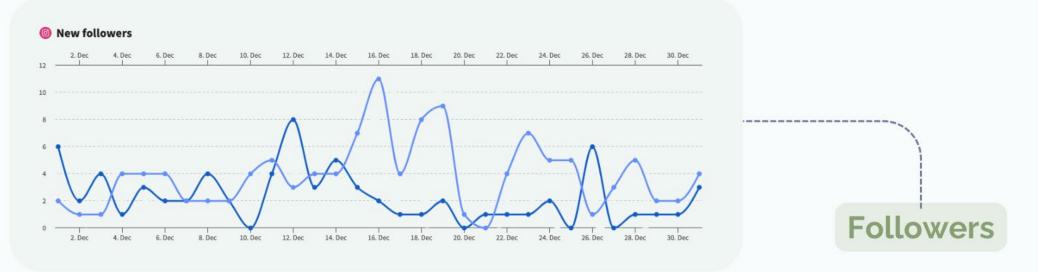




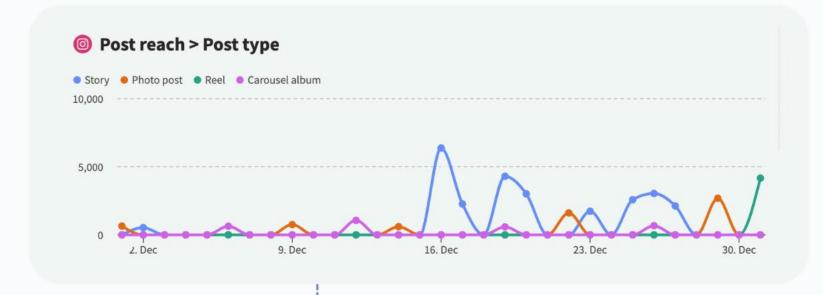


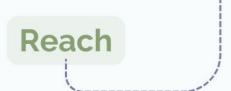
Results on Instagram



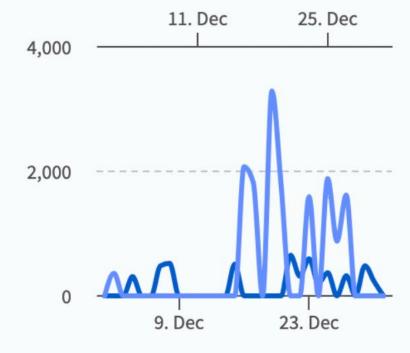


Results on Instagram





Story taps forward



Next steps

Exchange & organise



Support and train



Publish & assess



THANK YOU!

CIVIS.EU





Wrap-up: what we learned



Trust students' capacity to share knowledge



Teamwork can be learned through practice



Get inspiration from generational differences



Creating together turns a group into a community



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Poll: In a couple words, what have you learned while collaborating with students?

The floor is yours...



What have you learned while collaborating with students?

How to do: Our tips



Guidelines and training



Support at local level



Meet in person



Structure collaborative initiatives



Mix spontaneity and guidance



Focused campaigns



Don't search for perfection!

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Poll: Any tips you would like to add?



HELP US IMPROVE

You can evaluate the sessions via the conference app