

**Draft terms of reference**

<b>EHEA Information and Promotion Network</b>
<b>Contact person (Chair)</b> Three co-chairs to be elected among the members of the network, taking into account geographical diversity and different levels of expertise/different traditions in higher education promotion
<b>Composition</b> <ul style="list-style-type: none"><li>➤ Open to all 46 countries, European Commission and consultative members, representatives nominated by the respective BFUG members</li><li>➤ Bologna Secretariat</li><li>➤ Academic Cooperation Association (ACA)</li><li>➤ European Association of International Education (EAIE)</li></ul>
<b>Purpose and/or outcome</b> <ul style="list-style-type: none"><li>➤ Provision of clear and consistent information on the Bologna Process and the European Higher Education Area (EHEA) in countries outside the EHEA.</li><li>➤ Enhancing the international promotion of the European Higher Education Area.</li><li>➤ Putting the promotion of national higher education systems in a European context.</li></ul>
<b>Reference to the Leuven/Louvain-la-Neuve Communiqué</b> Paragraph 26: "BFUG is asked [...] To set up a network, making optimal use of existing structures, for better information on and promotion of the Bologna Process outside the EHEA";
<b>Specific tasks</b> <ul style="list-style-type: none"><li>➤ Develop an overview of existing initiatives/activities by all members of the network in the field of promotion of national higher education systems &amp; the EHEA (state of the art);</li><li>➤ Support the Bologna Secretariat and the Working group "International Openness: European Higher Education in a Global Context" regarding the further development of specific information material (to be used e.g. at international fairs and visits) and of the EHEA Website for a global audience.</li><li>➤ Design measures to enhance the promotion of the EHEA and of national higher education systems as part of the EHEA.</li><li>➤ Foster the exchange of good practice and know-how as well as peer learning in the field of national-level promotion of higher education in a European context.</li><li>➤ Advise/support the Working Group "International Openness: European Higher Education in a Global Context" in convening a round table (with the participation of the European Commission and other main actors in higher education promotion in Europe) to devise a "road map" and to identify opportunities and actions for enhancing European-level promotion.</li></ul>

**Reporting**

Minutes of the Network will be made available to the BFUG and its Working Group "International Openness: European Higher Education in a Global Context".

Regular updates should be given to the Working Group "International Openness: European higher education in a Global Context".

An activity report will be presented to the BFUG via its Working Group "International Openness: European Higher Education in a Global Context" in the second half of 2011.

**Meeting schedule**

First meeting: Vienna, 28 May 2010

Further dates to be agreed by the Network (preferably twice a year, ideally linked to other European/international events)

**Liaison with other action lines****Additional remarks**Organisation of work:

At the first meeting of the Network, the three co-chairs will be elected, a detailed work programme and timetable will be agreed upon for the period up to mid-2012. Work will be divided among the participating countries and institutions so that for each portion of the work programme a country or organisation will take the lead and the work load is equally shared.

The current terms of reference might be re-examined after the Bucharest ministerial conference in April 2012. Any new specific activity to be developed beyond the current terms of reference should be agreed upon by the BFUG, on the basis of proposals to be made by the Working Group "International Openness: European Higher Education in a Global Context".