

ERASMUS POLICY STATEMENT (EPS)

Participation in Erasmus+

Our HEI is in Las Rozas, a municipality that aims to become one of the most innovative in Spain. We are committed to innovation, technology, promoting employability and instilling skills such as entrepreneurship and leadership.

Although our students could do internships in prestigious national companies provided by the institution, we want to internationalize the Centre and that all students could access Erasmus mobility and thus become a reference Centre in our geographical area in terms of internationalization.

In our higher education institution, we share the objectives of the EU such as promoting scientific and technological progress, combating social exclusion and discrimination, enhancing economic, social, and territorial cohesion and solidarity among EU countries, respecting their rich cultural and linguistic diversity. For this reason, we strongly believe that participating in Erasmus+ is the best way to contribute to embrace them.

Strategy, objectives and impact

To internationalize PRO2FP, we would like to cooperate with European HEIs and companies to achieve our goal: to become a reference institution in the area in terms of internationalization. Thanks to this international mobility, we desire to give our students and future students the opportunity to gain experience and develop their soft skills, as well as to enhance their employability.

We expect at least 30% of our students to participate in Erasmus+. All of them are fluent in more than two languages because they come from Bilingual or International Baccalaureates and their results reflect this, as well as their high capacity to create and carry out projects, since our methodology is based on Project Based Learning. While exploring PBL, we aim to develop their critical thinking, their creativity, the students' capacity for autonomy and their ability to manage and search for information in teams, among other personal and professional skills.

Indicators

To ensure the successful implementation of the Erasmus Policy Statement and its monitorization, we will establish an inclusive communication strategy considering our target, our audience, the activity we want to do, the communication channels we will use and the indicators.

- The communication channels we will use, which will always include the EU emblem, will be mainly digital, thus contributing to the sustainability of the Centre: articles on the Centre's website, intranet, posts on social networks (Twitter and Instagram), direct email communications and the organization of events, workshops, and conferences.
- To carry out the dissemination of all these messages, we will count on the collaboration and help of the students of the Degree in Marketing and Advertising of the Centre, and some from other degrees that, due to their skills

and abilities, join the Erasmus+ challenge. We will present the project to them, led, and supervised by their team of teachers and the Erasmus Committee, and they will create a strategy and a marketing campaign to promote Erasmus+.

The institution will then monitor and evaluate the success of the communication activities carried out, both qualitatively and quantitatively. We will check:

- Number of final Erasmus participants.
- Number of people interested in the project.
- Number of people who clicked on or liked the posts on social media.

Finally, we will carry out a satisfaction survey of the communication activities in order to evaluate the communication of the project and its success, including an improvement plan.