

Gender Equality and Diversity Management: Case Study of the ERASMUS Mundus Project EMMA

Daniela PREDA, Ioan BONDREA

Lucian Blaga University of Sibiu

Sibiu/Romania

International Exchange Programmes

- Foster acceptance of foreign values and cultures
- Tool for personal and career development
- Strongly supported by different policies
- Encourage, facilitate and enable learning in a simplified, integrated way across the world

EMMA: Exchange in Erasmus Mundus

- EMMA = Erasmus Mundus Mobility with Asia
- Consortium of 17 universities in an Erasmus Mundus external cooperation window programme
- Started in 2009
- Coordinated by University of Nice Sophia-Antipolis
- LBUS: the only Romanian university involved in an Erasmus Mundus project with Asian partner universities



EMMA: Gender and Diversity Challenges

LBUS/Europe	Asia
<ul style="list-style-type: none"> • Homogenous cultural background of students, regarding: <ul style="list-style-type: none"> • religion, • language, • nationality, • cultural background. • Balanced number of female and male students in many study programmes • Democratic values and views with regard to diversity issues • Open-minded concerning the religious environment, especially with regard to sexual orientation 	<ul style="list-style-type: none"> • Diversified cultural background of students, regarding: <ul style="list-style-type: none"> • religion, • language, • nationality, • cultural background. • Inconsistent number of female and male students in many study programmes - male students prevail. • Conservative values and views with regard to diversity issues • Conservative religious environment, especially with regard to sexual orientation

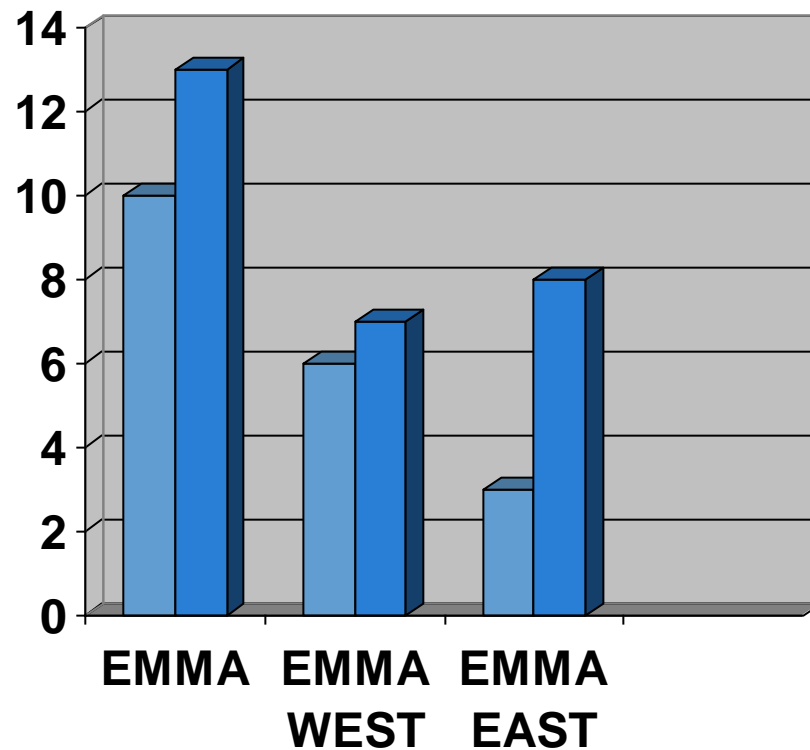
EMMA: Dealing with Gender and Diversity Challenges

- Pro-active approach by the consortium
- Transparent and flexible selection process
- Commitment of all partners to avoid biases

In the case of gender balance this is achieved by a trade-off between evaluation and quota.

In the case of diversity balance is achieved by instruments like common events, common housing, work in student groups, seminars, etc.

EMMA: Gender Equality Management



Gender balance for EMMA project at
LBUS

Female
Male

EMMA: Gender Equality Management Measures

Additional funding:

Countries which in the first selection rounds had a low percentage of female applications got access to additional fund to organize recruiting days specially for female students.

Additional dissemination:

Female oriented events were specially highlighted on the project website and disseminated intensively.

IT-monitoring support for LOBs:

An application data base, the current global and local selection lists and statistics on applications and selections with reference to target groups, gender etc. was continuously available to the LOBs through the EMMA database to further strengthen transparency of the selection process.

EMMA: Diversity Management

Aims

Bridging cultural and knowledge gaps

between the
European culture
which is more
homogenous



and Asian culture
which is much
diversified

to develop understanding and acceptance of both sides and
establish a long term cooperation and knowledge
exchange which is fruitful for all participants

EMMA: Diversity Management Challenges

Administration

- Missing compatibility of academic years (start and stop at different times)
- No Romanian embassies or diplomatic representations in several Asian countries (important for visa issues)
- Non-transparent administrative processes
- Reticent public administration employees
- Different communication cultures between Asia and Europe

EMMA: Diversity Management Challenges

Education

- Few courses and programmes completely in English language
- Reticence of teachers to accept different learning and working approaches in their courses
- Reticence of teachers to prepare courses in foreign languages
- Reticence of teachers to adapt teaching style for including different cultures
- Different levels of knowledge between native and foreign students

EMMA: Diversity Management Challenges

Individual level

- Difficulty to adapt to the Romanian/European culture regarding
 - the food habits and traditions,
 - living and cultural habits
 - integration into the local academic scene
- Language problems
- Gap of expectations in the academic performance (self-assessed and actually realised)
- Administrative and organisational issues (visa, housing, funding etc.)

EMMA: Diversity Management Solution Approaches

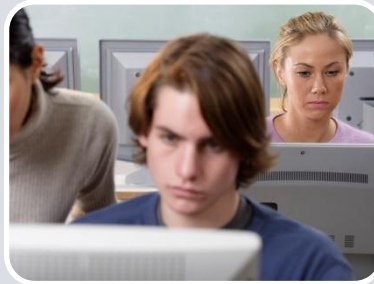
Administration



Transparent
selection and
administration
processes

Use of common
terminology for
Europe and Asia

Education



Common courses
for local and foreign
students

International
working groups in
projects and
seminars

Individual Focus



International
student employed
at the IRO for
EMMA

Individual
counselling by
professors on topics
of study

EMMA: Diversity Management Measures



Intensive Language Course

At their arrival at LBUS the beneficiaries were enrolled to a Romanian Intensive Language course and presented with:

- The language itself
- Traditions and customs
- Culture

EMMA: Diversity Management Measures

International Christmas



Getting to know the local customs and culture

Easter



EMMA: Diversity Management Measures

- Provides accommodation in LBUS's academic campus
- Provides access to the student canteen nearby the dormitories
- Provides administrative support through the IRO in preparation, during and after the enrolment at LBUS
- Provides scientific and organizational assistance from the faculty coordinators in the domains the students wish to study
- Continuous communication with Embassies and immigration police in order to assure a smooth visa application process

Administrative support



EMMA: Lessons Learned

- Exchange with foreign students and teachers improved teachers' and students' view and understanding at LBUS on the benefits of internationalisation
- New partnerships and bilateral exchange programmes have been started
- New programmes and courses have been started in foreign languages
- People at LBUS have become more open to foreign cultures and habits
- Students have learned to work in international teams



Thank you for your attention!

Dr. Daniela Preda

Lucian Blaga University of Sibiu
Department for International Relations
Bulevardul Victoriei nr. 10
Sibiu, Romania
Tel.: +40-269-21.05.12
Fax: +40-269-21.05.12
Email: dana.preda@ulbsibiu.ro
Web: <http://www.ulbsibiu.ro>