

Goal

This activity is aimed at disseminating the news of the institution joining the CHARM-EU Alliance and highlight concrete benefits and connection points on faculty/department level. By providing a general introduction to CHARM-EU, it raises interest and awareness, while potential CHARM-EU offers to the different target groups in various fields are showcased, e.g. current educational and mobility opportunities, research and innovation activities etc. This way the Roadshow / introductory sessions also supports onboarding at the institutional, faculty and administrative levels.



Target group

- Academic and administrative staff
- PhD students

Format & type of content

Roadshow / introductory sessions are conducted either on site at each of the faculties and administrative departments of the university or in a hybrid format. The sessions include a general presentation covering the European Universities Initiative, the CHARM-EU Alliance and its goals as well as the benefits for members joining CHARM-EU. Faculty staff (if any) already engaged in CHARM-EU activities can also share their experiences. The presentation is followed by a discussion session to encourage interaction and sharing of ideas.



Channels & tools used

- Informative PPT slides
- Pre-activity advertising via targeted emails and newsletters

Impact and efficiency

- Number of participants at Roadshow / introductory sessions
- Extent of in-depth Q&A/discussion; follow-up questions via e-mail, participants' feedback
- Increased awareness of and engagement with CHARM-EU
- Integration of best practices from CHARM-EU activities into local processes and activities



Necessary resources

- Human resources: preparation of presentation and Q&A / staff to coordinate and moderate the event (e.g. local CHARM-EU Director and/or manager)
- Technical and material resources: appropriately sized and equipped venue; banners, rollups, posters with additional information and QR-Codes, merchandise (if available)



DEI aspects



- Accessible venue / ensuring online accessibility
- Balanced representation of gender and other lived experiences among speakers and contributors; gender-neutral language
- Speech to text service; ALT-TEXT; breaking down acronyms
- PPT slides in English, presentation in local language to provide a general understanding for non-native speakers
- Ensure the highest level of accessibility of published testimonials



How to use CHARM-EU (examples)

- **Institutional level:** to transform and test the teaching and learning model, to test and share micro-credentials, to share existing transversal doctorate training in collaboration with the partners, transdisciplinary research, internationalisation.
- **Faculty level:** increase mobility using the long-term commitment of the partners, use the CHARM-EU tested tools, integrate micro-credentials, propose activities to be CHARM-ified, networking.
- **Academic staff:** networking, innovative tools, professional development, participation in the inter-institutional and inter-cultural campus, access to international projects of the alliance, networking.
- **Students:** access to the inter-institutional and inter-cultural campus, mobility, participation in international projects.
- **Professional staff:** participation in the inter-institutional and inter-cultural campus, networking with professionals of the same area, professional development.

PPT slide presented at the CHARM-EU Roadshow @ JMU

Educational principles



- Transdisciplinarity
- Sustainability
- Challenge driven
- Inclusive
- Transnational
- Technology enhanced
- Authentic learning
- Transversal skills
- Student-centered
- Research based

Hybrid Roadshow session @ ÅAU