



# Erasmus+

## Virtual Exchange

*INTERCULTURAL LEARNING EXPERIENCES*

**Interactive Open Online Courses Ambassadors introduction**

February 2020

# Interactive Open Online Courses Ambassadorship

## Agenda

Recap Ambassador role

What are Interactive Open Online Courses?

How to promote them

What materials are out there to help you?

What's next?

# Interactive Open Online Courses Ambassadorship

## Recap on the ambassador's role

### In short

*Expert iOOC alumni, promoting the courses from their own experiences, providing support and bringing new opportunities of virtual Exchange to organizations and youth participants*

### Actions

- **Connection:** Exploring and creating partnership opportunities by connecting us with professors/new unis/youth organizations;
- **Promotion:** Promoting participant recruitment by sharing information and promotional material at universities, virtual networks and **events**;
- **Events:** Engage in event(s) an ambassador providing information about the courses.
- **Supporting new participants:** holding face-to-face meet-ups where participants can share and reflect on their new experience, or giving extra support by being a 'buddy' to someone;
- **Research:** contributing to Erasmus+ virtual exchange research into role of Ambassadors and the value and future of virtual exchange for young people.

### In return

- **Meetups-** relevant to your role as ambassador
- **Badge** - Erasmus+ Virtual Exchange IOOC Ambassador
- **References** - or letter of recommendation
- **Staff page** - your name & photo on the Sharing Perspectives Foundation '[about](#)' webpage

# Interactive Open Online Courses Ambassadorship

*Staying connected and other practical matters*

## Channels of Communication

### iOOC Ambassadors Portal

- [www.sharingperspectivesfoundation.com/ambassadors](http://www.sharingperspectivesfoundation.com/ambassadors)
- Information about the ambassador's role, badges and all relevant resources

### The Facebook group

- <https://www.facebook.com/groups/2253475371633527/>
- Used more to spread communication materials and brainstorming
- Share and connect opportunities with your peers

### Email

- [Ambassador@sharingperspectivesfoundation.com](mailto:Ambassador@sharingperspectivesfoundation.com)

# Interactive Open Online Courses

*How to promote Erasmus+ Virtual Exchange Interactive Open Online Courses*

What do we do?

*How would you explain what Interactive Open Online Courses (or iOOCs for short) are?*

# Interactive Open Online Courses

*In a Nutshell*

How do they work?

**Lecture series** by expert academics and practitioners.

**Socio-political issues:** Topical themes on current affairs.

**Dialogue sessions:** Small, facilitator-led sessions and interactive assignments.

**Practice-based assignments:** focused on skillbuilding and gaining first-hand experience.

Who can participate?

**Students** at university or Higher education institutions

**Young professionals** and members of youth organisations.

**Professors** and educators offering the course.

Which languages?

English, Arabic and French

What do participants gain?

**ECTS / Credits / Grades**

**Badges:** Erasmus+ digital Badges.

**Transversal skills:** self-esteem, curiosity, empathy, resilience, intercultural communication.

# Upcoming courses

See the [‘course calendar’](#) or [‘Resources’](#) on the *Ambassadors Portal*

## Overview for 2020

### TECHNOLOGY AND SOCIETY/ التكنولوجيا و المجتمع

23 February to 5 April 2020

6-week course

**Arabic spoken course**

Application deadline: 16 February 2020

### CULTURAL ENCOUNTERS: PERSPECTIVES ON POPULISM

9 March to 17 May 2020

10-week course

English spoken

Application deadline: 24 February 2020

### COUNTERING HATE SPEECH

18 May to 19 June 2020

5-week course

English spoken

Application deadline: 4 May 2020

# Upcoming courses

Overview for 2020

*How would you promote the courses?*

# Interactive Open Online Courses

## *How to promote Erasmus+ Virtual Exchange Interactive Open Online Courses*

### Use a strategy

For effective communication, outreach and promotion you can ask yourself the following questions;

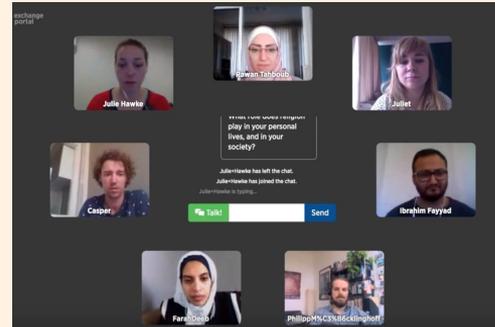
- What should they do if they are interested? (What is your aim/objective?)
  - Read more on our courses on the website
  - Sign up to the newsletter?
  - Register to one of the courses?
  - Connect with our staff/partnerships officer?
- Why should people participate?
  - What do they gain?
  - What did you learn or experience that you would like others to also achieve?
- Who are your target audience(s)? who are you reaching out to?
  - Are you engaging with youth? Students? Or professors/NGOs/ youth workers?
  - How do you reach them? Social media? An event? Per email or phone?
  - What are their needs/interests?

# Interactive Open Online Courses

*How to promote Erasmus+ Virtual Exchange Interactive Open Online Courses*

## Materials and Resources to use

We have all sorts of materials for you to use when you are promoting the courses. From brochures, video explainers, testimonials, to digital publications and email templates. You can find all of these on the [Ambassadors Portal > Resources](#)



*Do you have (creative) ideas for other useful materials? Or do you have questions that you can use best? Contact Outreach and Communications Officer [juliet@sharingperspectivesfoundation.com](mailto:juliet@sharingperspectivesfoundation.com)*