

Perspektywy
Education Foundation

Study
in **POLAND**

in WARSAW
Study

ACA
ACADEMIC
COOPERATION
ASSOCIATION

EHEF
EUROPEAN HIGHER
EDUCATION FAIR



POLAND
EXPO 2010
SHANGHAI

IREG

The Efforts of the **Perspektywy** Education Foundation in the **Internationalisation of Higher Education**

Bianka Siwińska

Editor-in-chief, *Perspektywy* magazine, co-chair of *Study in Poland*

International Promotion of Higher Education
– **Experiences and Challenges,**
Budapest, March 24th, 2009

The logo features the word "Source" in blue, "OECD" in white, and a blue circle to the right. A white mouse cursor is positioned over the letter 'o' in "Source".

Source OECD

Internationalisation I

“There is no national policy to stimulate activities directed towards internationalization. (...)There is no clarity about any legal instruments which might need to be put in place to foster the internationalization of the system. (...)At the same time, internationalization is very limited in scope.”

OECD Report: *Review of Tertiary Education in Poland (2007)*



A map of Europe with Poland and the Czech Republic highlighted in red. The map shows the outlines of various European countries. The text is overlaid on the map, with Poland's information centered over its territory and the Czech Republic's information centered over its territory.

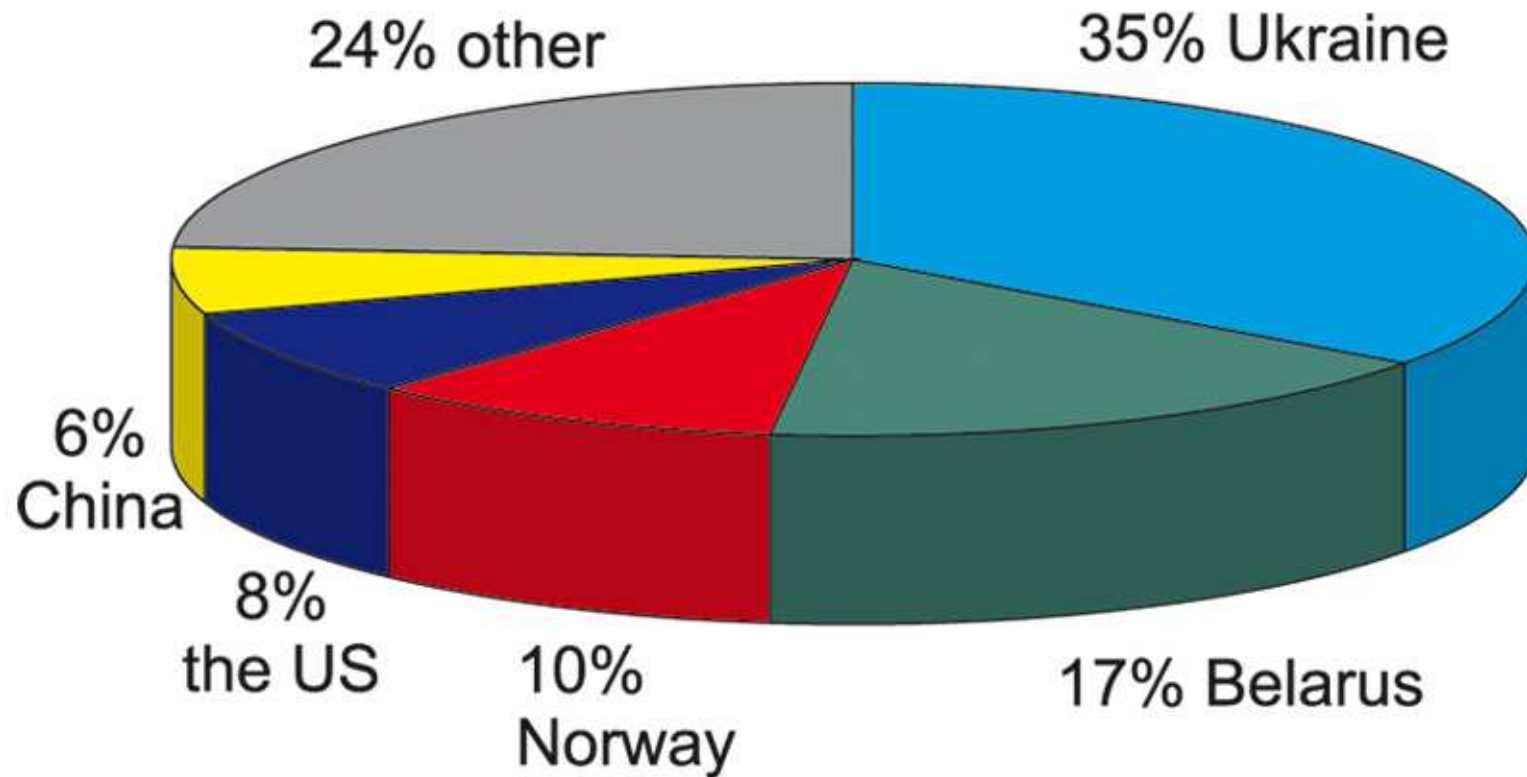
Poland

13,659 (40 mln)

Czech Rep.

26,000 (10 mln)

International students in Poland by nationalities:



Obstacles:

- not enough of English taught programs
- not enough of excellence
- lack of national strategy & public funding
- lack of government supported promotion abroad



Perspektywy Education Foundation – Background

- 1998
- the mission
- the supervisory board
- partners & financing
- international partners
- membership
- the *Perspektywy* Publishing House



Study in Poland

2005 – partnership agreements with KRASP and KRZaSP

- Jagiellonian University
- University of Warsaw
- University of Wrocław
- University of Łódź
- University of Warmia and Mazury in Olsztyn
- Cardinal Stefan Wyszyński University in Warsaw
- Kazimierz Wielki University
- University of Rzeszów
- Warsaw University of Technology
- Wrocław University of Technology
- AGH University of Science and Technology
- Technical University of Łódź
- The Silesian University of Technology
- Poznań University of Technology
- Cracow University of Technology
- Częstochowa University of Technology
- Lublin University of Technology
- Poznań University of Medical Sciences
- Wrocław Medical University
- Warsaw School of Economics
- Poznań University of Economics
- Cracow University of Economics
- Warsaw University of Life Sciences
- University of Agriculture in Kraków
- Maria Grzegorzewska Academy of Special Education
- Eugeniusz Piasecki University of Physical Education in Poznań
- Kozłowski University
- Warsaw School of Social Sciences and Humanities (SWPS)
- Łazarski University
- Pultusk Academy of Humanities
- Andrzej Frycz Modrzewski Kraków University College
- Academy of Management (PL) and Clark University (USA)
- Ateneum - The Higher School in Gdańsk
- School of Economics and Law in Kielce
- Universities of Banking partnership agreements with KRASP and KRZaSP

Study in POLAND



Conference of Rectors
of Academic Schools in Poland

Perspektywy





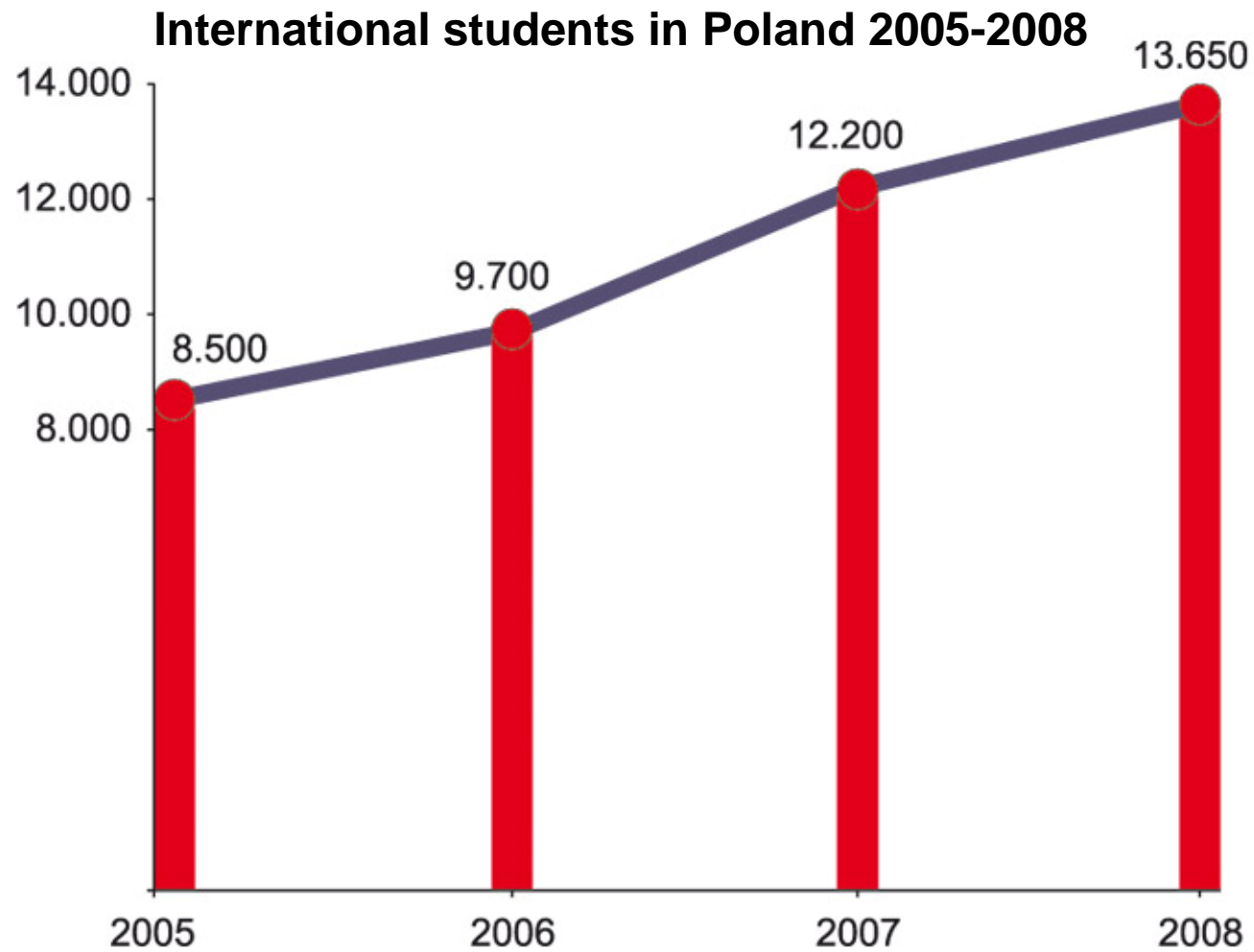
Study in Poland programme

The screenshot shows the Study in Poland website with the following elements:

- Header:** "Study in POLAND New European educational destination"
- Navigation:** Home page, Welcome, About Poland, Education in Poland, How to apply, Polish language, About us, Contact us
- Featured universities:**
 - Jagiellonian University
 - University of Warsaw
 - University of Wrocław
 - University of Łódź
 - University of Warmia and Mazury in Olsztyn
 - Cardinal Stefan Wyszyński University in Warsaw
 - Kazimierz Wielki University
 - University of Rzeszów
 - Warsaw University of Technology
 - Wrocław University of Technology
 - AGH University of Science and Technology
 - Technical University of Łódź
 - The Silesian University of Technology
 - Poznań University of Technology
 - Cracow University of Technology
 - Częstochowa University of Technology
 - Lublin University of Technology
 - Poznań University of Medical Sciences
 - Wrocław Medical University
 - Warsaw School of Economics
 - Poznań University of Economics
 - Cracow University of Economics
- Search Section:** "FIND BACHELOR OR MASTER PROGRAMME" with filters for Field of study, Type of degree, Language, and City.
- FAQ Section:** "APPLY? REQUIREMENTS ASKED QUESTIONS FULL GUIDES" with file sizes (12.4 mb, 0.2 mb).
- Text:** "There are English courses available for international students. If you prefer to study in Polish you will have to start studying. The course costs 2000 euro, lasts 10 months." and "How can I find a course of my interest? You just need to use our website's search engine. 2008/2009".



International student in Poland 2005-2008





Study in Poland

Forms of promotional activities abroad:

- 1. Presentations of Polish Higher Education Abroad**
- 2. Recruitment fairs – local and European (EHEF)**
Europe: Russia, Ukraine, France, Spain, Belgium, Hungary, Norway
Asia independent: China & India
Asia with EHEF: Vietnam, Indonesia, Thailand, Malaysia, Philippines, China and India
- 3. Lobbying by locals**
- 4. Study tours**
- 5. Seminars, round tables and conferences abroad**

International Fairs





Study in Poland programme







Study in Poland

Forms of promotional activities abroad:

- 1. Presentations of Polish Higher Education Abroad**
- 2. Recruitment fairs – local and European (EHEF)**
Europe: Russia, Ukraine, France, Spain, Belgium, Hungary, Norway
Asia independent: China & India
Asia with EHEF: Vietnam, Indonesia, Thailand, Malaysia, Philippines, China and India
- 3. Lobbying by locals**
- 4. Study tours**
- 5. Seminars, round tables and conferences abroad**



Study in Poland

Forms of promotional activities at home:

1. Internet Portal “Study in Poland”
2. University Guide, Programme Guide, CD
3. Workshops for Polish HEI’s on efficient internationalization
4. International conferences (ACA 2009)
5. Market analysis – Polish and international
6. Newsletter (journalistic work, transfer of knowledge from global sources)
7. Lobbying at home



Study in Poland

Forms of promotional activities at home:

1. Internet Portal “Study in Poland”
2. University Guide, Programme Guide, CD
3. Workshops for Polish HEI’s on efficient internationalization
4. International conferences (ACA 2009)
5. Market analysis – Polish and international
6. Newsletter (journalistic work, transfer of knowledge from global sources)
7. Lobbying at home

Conferences & Workshops

4th Conference of the International Rankings Expert Group (IREG-4)





Study in Poland

Forms of promotional activities at home:

1. Internet Portal “Study in Poland”
2. University Guide, Programme Guide, CD
3. Workshops for Polish HEI’s on efficient internationalization
4. International conferences (ACA 2009)
5. Market analysis – Polish and international
6. Newsletter (journalistic work, transfer of knowledge from global sources)
7. Lobbying at home



Study in Warsaw programme

The screenshot shows the 'Study in Warsaw' website interface. At the top, the title 'Study in WARSAW' is displayed in a large blue font. Below the title, there is a navigation menu with links for 'Home', 'Welcome', 'Why Poland?', 'Why Warsaw?', and 'Warsaw in Poland'. A search bar is located below the navigation menu, with the text 'SEARCH Fields of study in English'. On the left side, there are two columns of university listings under the heading 'State academic Universities'. The first column lists: The University of Warsaw, Warsaw University of Technology, Warsaw University of Life Sciences, Cardinal Stefan Wyszyński University in Warsaw, Warsaw School of Economics, Medical University of Warsaw, The Maria Orzechowska Academy of Special Education, Military University of Technology, The Józef Piłsudski University of Physical Education in Warsaw, National Defence University, Academy of Fine Arts in Warsaw, The Fryderyk Chopin Academy of Music in Warsaw, and The Aleksander Zelwerowicz State Theatre Academy. The second column lists: Leon Koźmiński Academy of Entrepreneurship and Management, Warsaw School of Social Psychology (SWPS), Collegium Civitas, Łazarzki School of Commerce and Law, Polish-Japanese Institute of Information Technology, Pułaski Academy of Humanities, and Warsaw School of Information Technology. The main content area features a large image of a group of students walking, with the text 'CITY OF HIGHER EDUCATION' overlaid. Below this image, there is a section titled 'Why Poland?' with a paragraph of text: 'Poland is a fascinating country that serves as the geographical and cultural crossroads of Eastern and Western Europe. Located at the center of the Northern European plain, Poland has been a nation of survivors since the foundation of the first Polish state more than 1,000 years ago. Through its turbulent history its people have managed to maintain their identity, and today, the country enjoys a crucial position as the largest of the former Eastern European states and the most populous new member of the European Union.' Below this text is a link that says 'Read more...'. There is also a section titled 'Why Warsaw?' with a paragraph of text: 'Warsaw is a city of dynamic development and bright prospects. The Polish capital is a truly European city, the pride of Polish people and a popular destination for foreigners. Many visitors extend their stay in the city. Today the Warsaw skyline is a mix of modern skyscrapers and historic buildings. The city is a blend of old and new, and it is a city that is always changing and growing.' Below this text is a link that says 'Read more...'. The website also features a logo for 'Study in Warsaw' and a navigation menu with links for 'Home', 'Welcome', 'Why Poland?', 'Why Warsaw?', and 'Warsaw in Poland'.

The brochure is a vertical document with a blue and white color scheme. It features a collage of images showing students and city scenes. The text 'Study in WARSAW' is written vertically in large blue letters. At the bottom, the word 'Study' is written in a smaller font. The brochure also includes the 'Study in Warsaw' logo and a small image of a student.

The brochure is a vertical document with a blue and white color scheme. It features a collage of images showing students and city scenes. The text 'Навчання в Варшаві' is written vertically in large blue letters. At the bottom, the word 'Study' is written in a smaller font. The brochure also includes the 'Study in Warsaw' logo and a small image of a student.



IREG – International Observatory on Academic Ranking and Excellence



Sitting from left: **Gero Federkeil**, Manager in Charge of Rankings, CHE, Germany, **Alex Usher**, Vice-President, Educational Policy Institute, Toronto, Canada, **Jan Sadlak**, Director UNESCO-CEPES, Bucharest, **Liu Nian Cai**, Director, Center for World-Class Universities, Jiao Tong University in Shanghai, China, **Waldemar Siwiński**, President, Perspektywy Education Foundation, Warsaw, Poland.

Thank you for your attention!

**Perspektywy Education Foundation
31 Nowogrodzka St.
00-511, Warsaw
Poland
www.perspektywy.org**

Come and visit us!

**Bianka Siwińska
b.siwinska@perspektywy.pl
Mobil. +48 501 535 785**

tytuł

text

tytuł

text

tytuł

text

tytuł

text