

INVOLVING THE STUDENTS IN THE EUROPEAN PROJECTS THROUGH THE FOCUS GROUP DYNAMIC: THE CASE OF



AIMING TO EDUCATE BY PROMOTING THE ACADEMIC DIMENSION OF ERASMUS+

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AIMING TO EDUCATE BY PROMOTING THE ACADEMIC DIMENSION OF ERASMUS+

KA2 Cooperation for Innovation and the Exchange of Good Practise
K203 Strategic Partnerships for higher Education



Coordinador

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ERASMUS STUDENT NETWORK



European Humanities University

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EDULEARN 2020 Trasobares

AIMED Project Objectives

- Creation of an **online platform providing an educational offer** for **international students** presented in an attractive, friendly and comparable way;
- Facilitating **access to the content of programmes and courses**;
- Putting the needs of **students** in the centre of attention;
- Providing the students with the **tool enabling them to choose** the courses that will impact their academic performance;
- Removing barriers, as well as encouraging the focus on the quality of the mobility;
- **Giving visibility to good education.**

Which information should be at the **AIMED** platform?
Which information consider the students to be crucial?
How could we get the point view of the students?



Questionnaire



Focus Groups



Questionnaire



On-line → To explore student's ideas

Interviews → International mobility experts and ESN students

Focus Groups Guidelines

To be followed by all AIMED partners

Focus Groups



Students that they have already participated in a mobility program (87 students)



Students that have not participated in a mobility but they have planned to do it in the near future (80 students)

Focus Groups Guidelines

Warm up

Exploration questions

Exit questions

- 15 students/focus group.
- Moderator (external to the group) who was leading the discussion.
- Secretary was in charged of taking notes to collect all the information.

(2 Focus Group /partner)

Focus Group



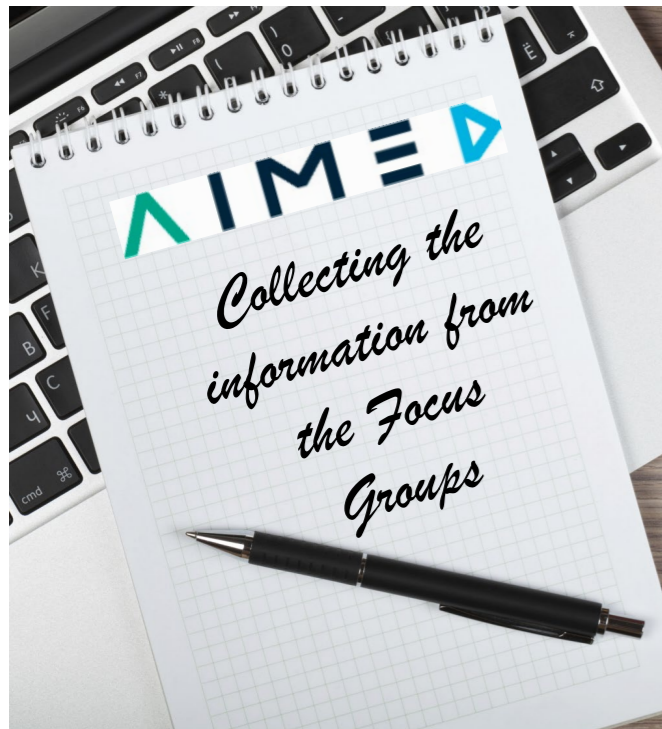


Focus Group 12/02/2019



From the point view of the students...

INFORMATION FOR CHOOSING THE HOST INSTITUTION



Some aspects about the Focus Groups carried out within AIMED Project

- Students were mainly contacted by email, students association and social media
- Most partners had difficulties finding students to participate in the Focus Group discussions Focus Group took place in December-January 2019, unfortunately students are either at Christmas Holydays or at the exams period at many institutions
- In most of the cases, the atmosphere was friendly and relaxed and the students felt comfortable giving their opinion. The participation and involvement of the attendees was very satisfactory. However, sometimes it was necessary to address direct questions to those who did not say too much.
- Partners consider they worked better with small groups than in groups with many people because some students did not feel free to talk about the problems they are having when it comes to finding the host university.

After collecting all the information from the Focus Groups...

AIMED partnership has worked on a platform design and functionality



[About](#) [Go for exchange](#) [FAQ](#) [Contact](#) [For universities](#)



Background image: A group of five diverse students walking together, overlaid with a blue semi-transparent filter.

Welcome to AIMED

“It feels good to be lost in the right direction.”

[Start Your Journey](#)

<http://aimed.university>

CONCLUSIONS

- This experience has shown that the use of focus groups is a useful tool for obtaining information that allows us to know the needs and understand the priorities of the members of a group to which we do not belong.
- Focus groups should be prepared in advance to get the most out of them. Issues such as participants, date and place are crucial to get a wide participation and interesting contributions to the project purpose.
- Thanks to this tool, AIMED has been able to gather information that allows:

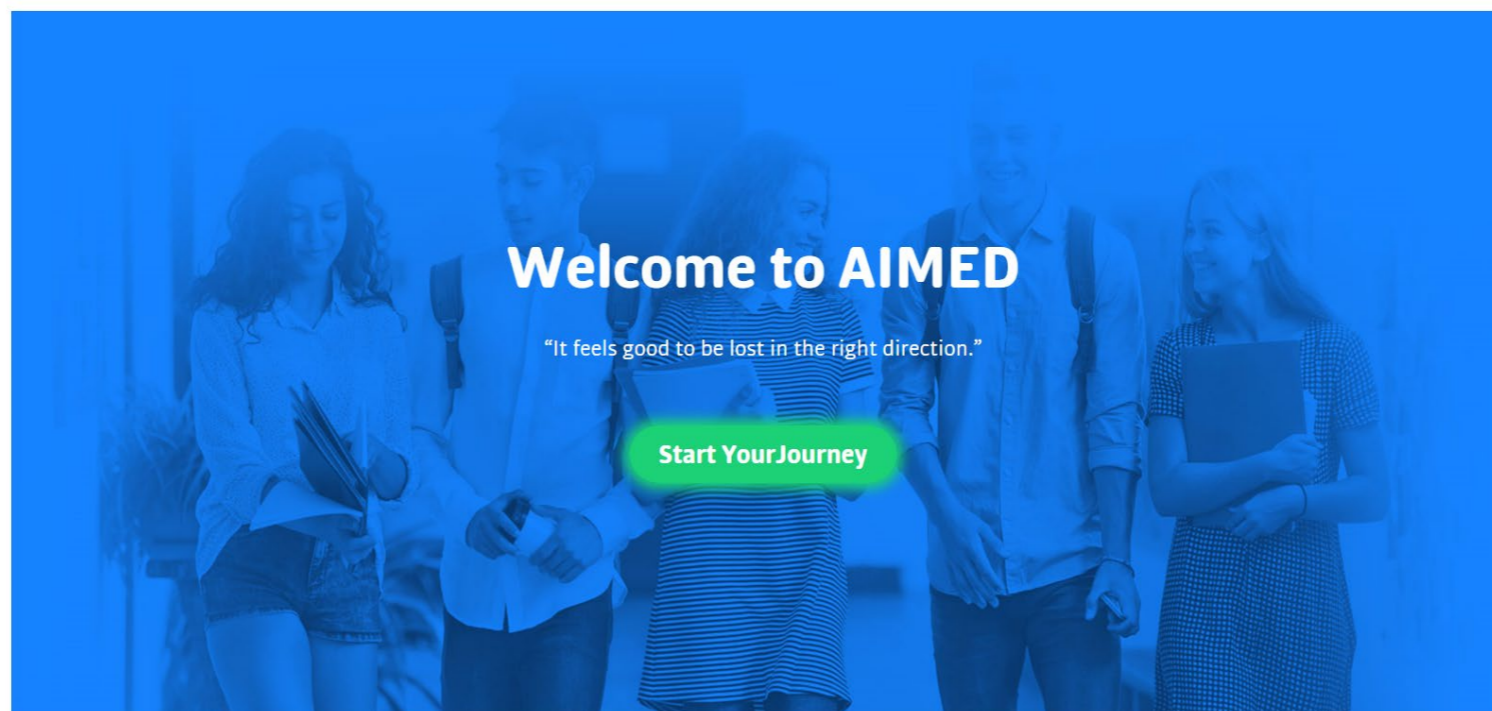
Platform design

As a University collaborator

You can promote your academic offer at the **AIMED** Platform

As a Student

You have a platform with the academic offer and host institution information



Platform
helps to:

- **A**dd easily your subjects
- **I**nspire students to explore offers
- **M**otivate students to go for exchange
- **E**njoy the Erasmus+ experience
- **D**evelop partnerships



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