



'Moving towards innovative education for research- based and sustainable management of marine and freshwater ecosystems'

CORRIENTE XXI

Educational toolkit

Student recruitment

Liesbeth Pinti (Vrije Universiteit Brussel, VUB): Liesbeth.Pinti@vub.be

Justine Roddier (Université de Bretagne Occidentale, UBO): justine.rodier@univ-brest.fr



CORRIENTE XXI was co-funded by the Erasmus+ Programme of the European Union under Grant Agreement n° 2019-1994/001-001.

STUDENT RECRUITMENT

PART 1: 'Oceans and Lakes' master programme

VIDEO STRUCTURE

1. University and faculty level

- a. Brochures of programmes
- b. Information at university website
- c. Promotion at general live events

2. Programme level

- a. Recruitment via live events
 - i. National and abroad events
 - ii. Events organized by universities
- b. Online recruitment
 - i. Website
 - ii. Social media
 - iii. Higher education websites (membership)
 - iv. Extra opportunities
 - v. Online information sessions
 - vi. Visual material and promotion
 - vii. Brainstorm meetings
 - viii. Attention to applicants
- c. Recruitment via network and alumni
 - i. Via 'word-of-mouth'
 - ii. Social media
 - iii. Collaborations and projects
 - iv. Abroad missions
 - v. Partnerships with universities and research institutions
 - vi. Alumni networks
 - vii. Alumni as ambassadors
- d. Other