

# Promoting Mobility ....Making the case....

Natalie Cunningham, Head of Student Mobility

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“senior leadership”



# Promoting mobility

University vision and strategy

Institutional priorities

Navigating through your institution

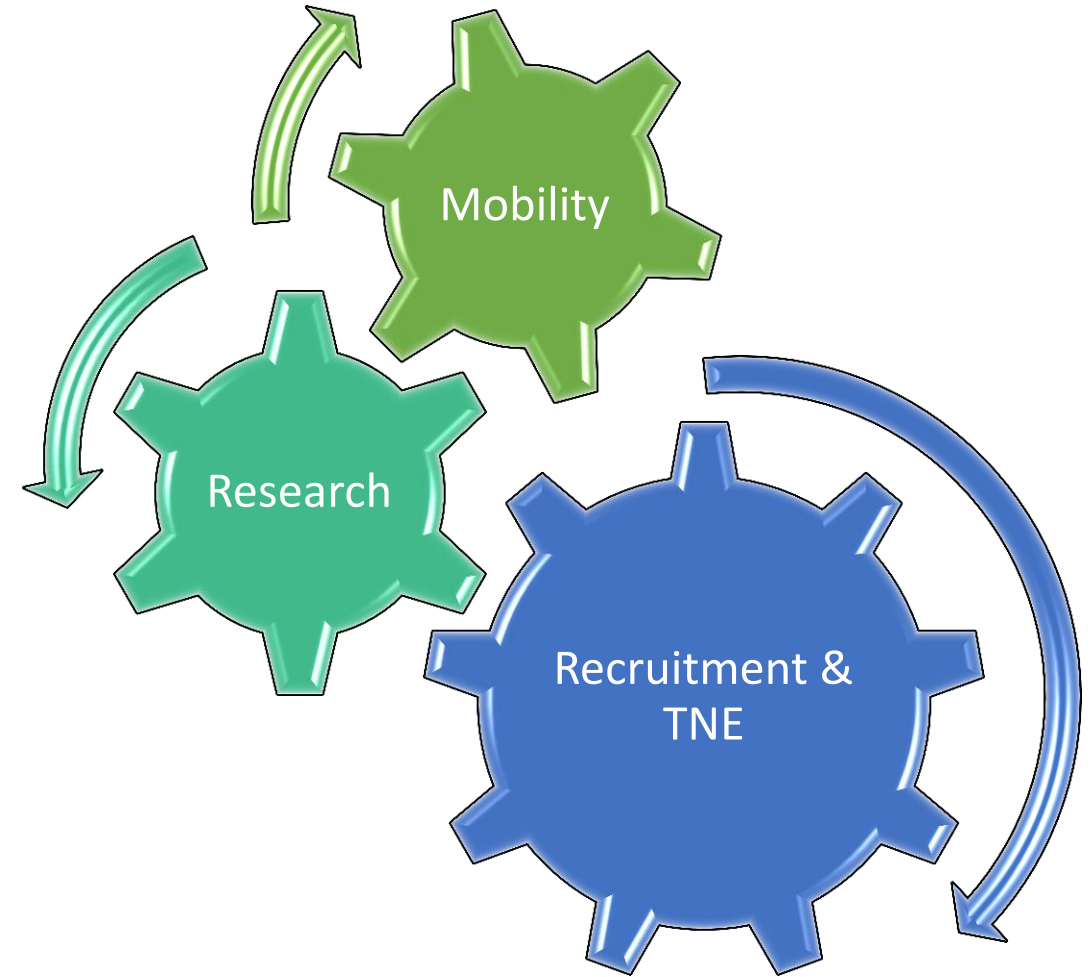
Aligning mobility to key objectives

Mobility as a strategic tool

Mobility as a facilitator

The friendly face of internationalisation

Talking the language of the University



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Students



## Promoting Mobility

Understanding the student body

A desirable offering

Generating demand

Starting early

Demonstrating the benefits

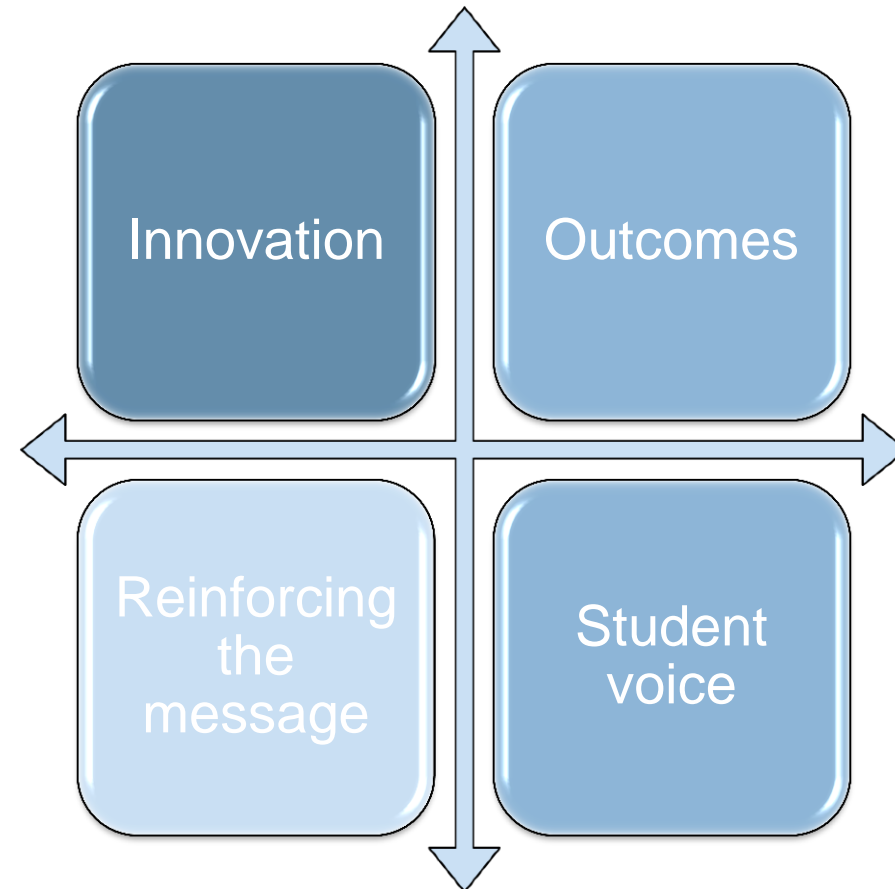
Real life examples

Peer-to-peer

Innovation in marketing

Innovation in communication

Out-of-the-box approach



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Academics



## Promoting Mobility

- Faculty strategy / priorities
- Understanding the politics
- Appreciating academic responsibilities
- Demonstrating added-value
- Presenting solutions
- Mobilising students
- Acceptable persistence
- Facilitating change
- Navigating the system
- Translating ideas
- Interpreting rules

