

Toolkit to promote the ECHE self-assessment



Part 1. Who is this toolkit for? What is your role?

This toolkit is for Erasmus+ National Agencies, National Erasmus+ Offices, Higher Education Institutions and other stakeholders to use when they promote the Erasmus Charter for Higher Education (ECHE) self-assessment to rectors, chancellors, international relations officers and Erasmus+ coordinators. Promoting and encouraging the use of the ECHE self-assessment is a chance for you to play an important role in improving quality in Erasmus+ programme implementation and help higher education institutions strategic development, internationalisation, performance as well as compliance with the Charter.

This toolkit has everything you need to encourage the people involved in implementing Erasmus+ programmes at higher education institutions to use the ECHE self-assessment. It provides you with materials and guidelines which are clear, helpful, informative and compelling to enable you to effectively promote the ECHE self-assessment, and by extension the excellence of the Erasmus+ programme.

What can you find in this toolkit?

1. A brief overview of the ECHE self-assessment (Part 2).

2. Materials to use (Part 3).

For online communication:

- > 1-liner to add to your email signature
- > 2-3 sample social media posts
- > Q&As about the ECHE self-assessment

For in-person communication:

- > 2-page leaflet
- > 30-second elevator pitch



Part 2. What is the ECHE self-assessment?

The Erasmus Charter for Higher Education (ECHE) [self-assessment](#) aims to support higher education institutions to evaluate their own performance in respecting and implementing the ECHE principles. It helps institutions find out in which areas they perform well and which areas could be strengthened.

The self-assessment generates a unique report of the institution's performance, and provides tailored suggestions on how to further improve the institution's performance in applying the ECHE principles. The report is an instrument to start a dialogue about Erasmus+ implementation and where it can be improved for the benefit of students and staff.

How can the ECHE self-assessment contribute towards an institution's performance?

The ECHE self-assessment can contribute towards an institution's performance in many ways.

- > An institution can **get a simple yet comprehensive overview** of its performance implementing the Charter for free. It can then evaluate progress over time and enables comparisons between different faculties and departments.
- > The report helps higher education institutions **find out which areas need to be strengthened** and provides higher education institutions with tailored examples on how to further improve their institutional performance in applying the ECHE - thanks to inspiring case studies from other higher education institutions.
- > Higher education institutions that hold the Charter and **reinforce their commitment to the ECHE principles**, make their institutions more attractive to students and staff, promote modernisation of teaching and learning methodologies and much more, and give their institutions numerous opportunities offered by Erasmus+.

How does the ECHE self-assessment work?

Two online assessments have been specifically designed for:

- > **Rectors and vice rectors/chancellors** to know how well their higher education institution implements the expectations of the Charter. This assessment only takes 10 minutes to complete.
- > **International relations officers and Erasmus+ coordinators** to get an in-depth view of their higher education institution's performance in managing Erasmus+ activities. This assessment takes 40 minutes to complete.

The assessments are entirely voluntary, confidential and free. The results will only be visible to the person taking it. Neither the European Commission nor Erasmus+ Agencies will have access to results, unless the person decides to share them.

How to take the ECHE self-assessment? It's easy, just go to the [Erasmus+ website](#) and sign in with your EU Login email address and password to get started! Registration is **free and confidential**.

Part 3: Promotional materials and how to use them

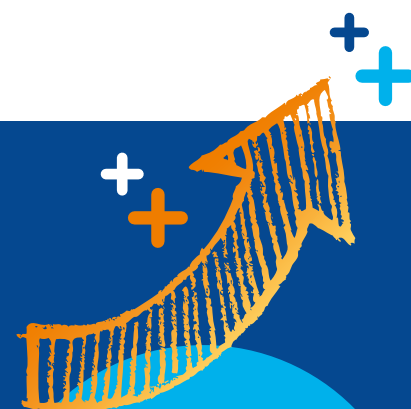
There are several ways to promote the ECHE self-assessment in your daily activities:

- > Use your **personal/institutional social media channels** (Facebook, Twitter, LinkedIn, Yammer, etc.) to promote and increase participation in the self-assessment. Take photos of the ECHE self-assessment leaflet and the Q&As to share online. Use the social media posts to start discussions.
- > Go on **professional/alumni networks, intranet discussion forums, blogs and discussion boards** to post questions or comments, provide informative feedback and suggestions, support/facilitate knowledge sharing goals/methods, or hold discussions with your colleagues at Erasmus+ National Agencies, higher education institutions, the European Commission's Directorate-General for Education, Youth, Sport and Culture, etc. about the ECHE self-assessment. Feel free to use the email 1-liner, social media posts and other materials provided.
- > Have formal and informal **face-to-face conversations** to foster interactive engagement, while using correct communication methods. For example: use the ECHE assessment leaflet, the 30-second elevator pitches, and the Q&As as your guide in order to provide more compelling and informative details.
- > Feel inspired to promote the ECHE self-assessment at **educational job fairs, symposia, workshops, seminars, multiplier events, and during interviews, etc.** Disseminate the ECHE self-assessment leaflet and Q&As accordingly. Personalise a 30-second elevator pitch (include a concrete example to make it compelling and informative) and use where fitting and when needed.





Erasmus Charter for Higher Education (ECHE): Make It Work for you!



It aims at supporting Higher Education Institutions in evaluating their own performance in respecting and implementing the ECHE principles. This exercise is entirely voluntary and confidential.

**What is
the Erasmus
Charter for Higher
Education (ECHE)
self-assessment?**

The ECHE self-assessment was developed by Higher Education Institutions and experts in the field in close cooperation with the European Commission's Directorate-General for Education, Youth, Sport and Culture.

**Who developed
the ECHE self-
assessment?**

**Why should
I take the ECHE
self-assessment?**

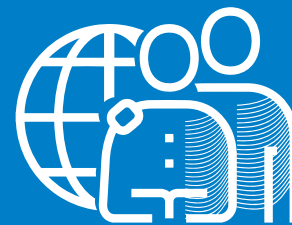
If you would like to have a comprehensive yet simple overview of how well your Higher Education Institution implements the Charter's principles, this exercise will do exactly that!

- The self-assessment will generate a user-friendly report to help you find out which areas need to be strengthened and how they can be strengthened, thanks to guidelines and inspiring case studies from other Higher Education Institutions.
- The assessment also provides tailored suggestions on how to further improve your institution's performance in applying the ECHE.

The ECHE self-assessment is targeted at rectors, vice rectors/chancellors, deans, international relations officers and Erasmus+ coordinators from Higher Education Institutions participating in the Erasmus+ programme.

**Who is
the ECHE self-
assessment for?**





How does the ECHE self-assessment work?

Two online assessments have been specifically designed for:

- **Rectors and vice rectors/chancellors** to know how well their Higher Education Institution implements the expectations of the Charter. This assessment only takes 10 minutes to complete.
- **International relations officers and Erasmus+ coordinators** to get an in-depth view of their Higher Education Institution's performance in managing Erasmus+ activities. This assessment takes 40 minutes to complete.

- The self-assessment is entirely voluntary.
- The results are confidential and will only be visible to you. Neither the European Commission nor your Erasmus+ Agencies will have access to your results, unless you decide to share them.

Is the self-assessment voluntary and are the results confidential?

It is available for you to use and re-use annually, or whenever you need it to monitor progress in implementing the Charter.

How often can I take the ECHE self-assessment?

How do I take the ECHE self-assessment?

- It's easy, just go to the Erasmus+ website (ec.europa.eu/programmes/erasmus-plus/eche), sign in with your EU login and get started!



ECHE: Make it work for you!

How can your Higher Education Institution improve its performance?



The Erasmus Charter for Higher Education (ECHE) self-assessment is here!

Through the Erasmus+ programme, your institution runs European and international cooperation projects. Guidelines for the quality and integrity of these projects are outlined in the Erasmus Charter for Higher Education (ECHE). Do you know how well your Higher Education Institution performs in implementing the ECHE principles?

The self-assessment helps you find out in which areas your institution performs well and which areas could be strengthened. The assessment will generate a tailor-made report with a visual overview of your institution's performance. It also provides tailored suggestions on how to further improve your institution's performance in applying the ECHE. The report is an effective instrument to start an institutional dialogue about Erasmus+ implementation and where it can be improved for the benefit of your students, fellow staff and your institution as a whole.



Who is the Erasmus Charter for Higher Education (ECHE) self-assessment for?

Two online assessments have been specifically designed for:

- **Rectors and vice rectors/chancellors** to know how well your Higher Education Institution implements the expectations of the Charter. This assessment only takes 10 minutes to complete.
- **International relations officers and Erasmus+ coordinators** to get an in-depth view of your Higher Education Institution's performance in managing Erasmus+ activities. This assessment takes about 40 minutes to complete.

The self-assessment is entirely voluntary and you are the only one who sees the results – unless you choose to share them.

The self-assessment is available for you to use and re-use annually, or whenever you need it to evaluate implementation of the Charter.



Why is the Erasmus Charter for Higher Education (ECHE) important?

Signing the ECHE is the pre-requisite for participating in the Erasmus+ programme. It enables your institution to be eligible to receive European funding for the 2014-2020 programme period. Respecting the ECHE is the responsibility of all Erasmus+ beneficiaries.

The Charter's principles reinforce successful cooperation between Higher Education Institutions and support diversity in the educational offer of your institution. Implementing the principles effectively contributes to the internationalisation of your institution and high quality cooperation. The Charter helps the thousands of Higher Education Institutions working together through Erasmus+ mobility and cooperation projects to recognise their mutual commitment to excellence and achieve a greater impact together.

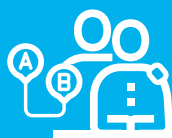


A few reasons why you should take the ECHE self-assessment



Get a comprehensive overview...

... of your institution's performance for **free**. All you have to do is complete the assessment to identify your key areas for improvement.



Be able to evaluate progress over time...

... and compare implementation of the Charter with other institutions.



Your results will be displayed alongside relevant good practice examples.

You can share your results with colleagues or invite them to take the self-assessment to generate a holistic report and start a dialogue.



Come up with a better institutional strategy...

... and bring about positive change in your institution! Holding the Charter gives you access to numerous opportunities offered by Erasmus+. Participating in Erasmus+ makes your institution more attractive to students and staff and promotes modernisation of teaching and learning methodologies and much more!



Reinforce your institution's commitment...

... to the ECHE principles. Implementing the principles contributes to successful cooperation with others and achieving a greater impact together.



The results are confidential...

...and will only be visible to you. Neither the European Commission nor the Erasmus+ National Agencies will have access to your results, unless you decide to share them.



Go to: ec.europa.eu/programmes/erasmus-plus/eche sign in with EU login and get started!