



# Visibility of Erasmus+ in the media tools of the Lebanese higher education institutions

**Thursday October 28, 2021**

**Zoom link:**

<https://us02web.zoom.us/j/3736380377?pwd=MXdaaVAyckZkSDNjZ0dqRmt1QVU5UT09>

## **Agenda**

**10:30 – 10:35 Introduction by NEO Lebanon**

**10:35 – 10:45 Update on the new programme by Clivio Casali (EACEA)**

**10:45 – 10:55 Conclusions from the National Impact Study on CBHE projects**

**10:55 – 11:00 Poll**

**11:00 – 11:20 Findings of surveying EU visibility and scanning the universities' media tools**

**11:20 – 12:20 Panel discussion over the following issues:**

- 1) How much are the institutions aware of the contractual obligations about visibility of the EU-funded projects as set in the signed Grant Agreements?
- 2) Level of satisfaction with the visibility of the EU-funded projects across the institutions' communication tools? What measures, if any, can be taken to improve this visibility?
- 3) Linking the issue of visibility to the internationalisation strategy, the institutional ownership of the project results, the dissemination policy among stakeholders (students in particular) and the attractiveness of each institution.

### Panel participants

*Rami Abboud, Vice-President for Internationalisation and Engagement, University of Balamand*

*Carla Edde, Vice-Rector for International Relations, University Saint-Joseph of Beirut*

*Rima Mattar, Deputy President for International Affairs and Global Initiatives, Holy Spirit University of Kaslik*

*Soubhi Abou Chahine, Dean of Student Affairs, Beirut Arab University*

*Nael Alame, Provost, Modern University for Business and Science*

*Dina Abdul Rahman, Director, Office of International Services, Lebanese American University*

*Hala Dimchkie, Director Office of International Programs, American University of Beirut*

**12:20 – 12:30 Conclusions**