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Erasmus Policy Statement (Overall Strategy)

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The Institution agrees to publish this overall strategy on its website within one month after the signature of the Erasmus Charter for Higher Education by the European Commission.

Please describe your institution's international (EU and non-EU) strategy. In your description please explain a) how you choose your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles). If applicable, also explain how your institution participates in the development of double/multiple/joint degrees. (max. 5000 characters)

Original language [EN]

ESTAL international strategy is centered in scientific knowledge (education, research and innovation), competitive edge and the ability to provide employment to its students. Also that its academic community broadens its knowledge, namely engaging academic research and associations with performing arts and communication design clusters, in the national and international arena.

This will help mobility students enter the international labor market and broaden the spectrum of knowledge within the European and global framework. ESTAL's students will therefore be better prepared, broaden the horizons on ways to solve problems and meet challenges. Encouraging an open mind and decreasing discrimination, providing a grander ability to innovate, overall and particularly in Communication Design and performing arts.

These objectives will be attained via student or internship mobility, credited with ECTS, regarding other staff mobility to other institutions within or outside the EU, or other companies, ESTAL will contact and try to arrange protocols with design schools.

Spanish institutions are particularly significant in establishing cooperation, due to geographical proximity and future graduates labor markets, as well as the scientific and cultural proximity that facilitates mutual understanding and mobility in an academic context.

Development of cooperation with foreign institutions lies currently in the medium-long term scenario. In a short-medium term scenario ESTAL intends to constitute itself as center of excellence in the teaching of performing arts and communication design, and recognized as such. Once achieved, the strategy will be a diversification of the educational offer, in cooperation with other international associates, and in addition research in the above mentioned and other areas of knowledge.

Please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects within the framework of the Erasmus+ Programme.

If not applicable, please explain (max. 2000 characters)

Original language [EN]

Integrating international projects implemented on behalf of ERASMUS+ program depends on institutional strategic objectives; ESTAL is interest in developing a long-term structured cooperation. Integrating international cooperation projects implemented on behalf of ERASMUS+ program depends on institutional strategic objectives; ESTAL is interest in developing a long-term structured cooperation with higher education institutions, adding value to the training offer. The growth of the training programs, through institutional partnerships, attracts students and helps to improve the employment perspective. ESTAL is also interested in developing cooperation with SMEs, local and regional authorities, which can provide students learning opportunities to show their work, motivating and preparing them, giving them additional skills. ESTAL has been partnering with secondary schools in order to provide a coherent continuum and consistent training pathway required in the industry. Linking institutions and research is vital as these are the heart of innovation in their core business, and are essential to society and economy.

Nevertheless, a ERASMUS+ program implementation must be viable and sustainable, in terms of knowledge, skills and abilities of the team as those of the coordinator.

Please explain the expected impact of your participation in the Erasmus+ Programme on the modernisation of your institution. Please refer to each of the 5 priorities of the Modernisation Agenda *and explain which are the policy objectives you intend to pursue.(max. 3000 characters)

Original language [EN]

As an art academia, ESTAL promotes individual tutoring, tailored curricula and quality learning. These characteristics render ESTAL a unique academic offer in the European Art School context, providing a diversified learning environment. Regarding the impact on the ERASMUS program, ESTAL looks forward that its academic community, students and teaching staff, fulfils further scientific development therefore increasing knowledge, attaining new abilities and providing the market with better and more successful professionals, therefore attracting more students.

Also, the increase in scientific, cultural and pedagogical curricula, allows ESTAL's students and teaching staff, to increase student engagement and boost employment. Internships are part of ESTAL's strategy to place students in the first 12 months within course conclusion in the labor market starting their careers. Non-teaching staff will also benefit from these diverse social and cultural interaction, preparing them for the ever changing labor market.

* COM (2011) 567 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0567:FIN:EN:PDF>)