



## **Policy Statement on International Cooperation**

CIPR submitted new Policy Statement, in order to further modernise university activities, be ready to face the challenges of the new era of EU international projects and programmes, raise awareness among its students and staff on the important novel aspects of the process of internationalisation, and prepare the grounds for the development of systemic policies regarding digitalisation, environmentally-friendly practices, inclusiveness in all educational opportunities and civic engagement and active citizenship of the academic community.

International cooperation and international dimension is one of the school's high priority activities at all study and research levels are key characteristics of College of International and Public Relations Prague – CIPR (Vysoká škola mezinárodních a veřejných vztahů Praha - VŠM VV). International relations are the subject of concentrated attention and constant effort. The foundation of these activities is the further development and improvement of academic relations, especially with European universities. This effort is based on the main postulates of the Bologna Declaration, which are the building of a "Europe of Knowledge" as a widely recognised and irreplaceable factor for social and human growth and as an indispensable component to consolidate and enrich the European citizenship, and promoting the importance of education to the growth and strengthening of stable democratic societies.

The strategy of international cooperation is based on specialisations: International Relations and Diplomacy, International Management and Marketing, European Studies and Public Administration. These specialisations constitute firm grounds for a broad range of international cooperation that, nevertheless, encompasses institutional cooperation in all Bachelor's and Master's programmes implemented at CIPR. The main strategy for the selection of partners for cooperation consists in focusing on the similarity of implemented programmes not only in the area of instruction, but also in the area of research and further academic activities. International liaisons in all fields of study bring an enriching element to the college in the form of both incoming exchange students and visiting academics. Consequently, the organisational demands arising from international cooperation contribute to the enhancement of the services and activities of the college and to further development.

When selecting new partners, the school proceeds base on – in addition to the natural criteria of identical or very similar study fields – the size of potential partner, as it is becoming evident that foreign schools with a large number of students and teachers are not too interested in working with smaller schools. But the decisive criteria consist of becoming thoroughly acquainted with the given school's teaching as well as science and research activities, and the conviction than any future cooperation will be mutually beneficial.

Since its very beginning, the main emphasis of international cooperation at CIPR has been placed on the development of student (study, traineeship), teacher, and staff mobility within the EU countries. With respect to the above mentioned priorities, during last years a network of cooperating institutions has been created not only within EU countries but also in other European countries, Latin America, USA and Asian region, 25 universities and other institutions, including among others the Cámara de Comercio Hispano-Checa, Czech Centres abroad, participate in the exchange. One of the long-term objectives of CIPR is not only to extend new partnerships in participating countries



but also to further advance collaboration with countries that are of special academic interest for the university with regard to the fields of specialisation (e.g. European Studies, Diplomacy) and scientific activities. The aim is to be achieved while strictly maintaining geographic equilibrium of the existing partnerships. The advancement of student and teacher mobility laid strong foundations for closer cooperation with international partners in joint research projects as well as other types of cooperation. In the coming period, students of Bachelor's and Master's Degrees shall remain the principal target group. CIPR inspires and supports its students in making use of all available options, i.e. to combine both the Erasmus study and traineeship abroad. The practice has shown that participation in student mobility significantly raises the graduates' chances of finding employment as international experience of job applicants is highly valued by employers. CIPR also encourages administrative and academic staff to foster their professional growth by participating in international mobility. By the same token, they are encouraged to establish new contacts for further cooperation on joint projects within the Erasmus+ Programme or joint publications. CIPR takes part mainly in Erasmus+ projects that have direct impact on academic (educational, research) activities implemented at CIPR or that contribute to the development of the college, create new international opportunities for students, and support fresh graduates. One of the objectives of CIPR is also to disseminate the outcomes of research activities and to use its experts for activities aimed at areas outside HEIs (members of the public, secondary schools). Due to its strong administrative background, CIPR is able to organise its projects independently in full extent, but is also opened to joining consortia with other institutions. Four main areas of project implementation are already in practice at CIPR.

1. CIPR actively organises or participates in projects that complement specialisations conducted at the university on an international level (summer schools). In these projects, representatives of partner institutions meet and share their experience both on the level of academics and students.
2. CIPR supports and participates in joint projects and activities that aim at the development of a particular specialisation of study in cooperation with international partners (by sharing of acquired knowledge and good practice).
3. CIPR focuses on further mobility of graduates by enabling them to participate in traineeships in which they can make use of the knowledge acquired during their studies and gain practical experience. The objective of CIPR is to form closer cooperation with the commercial sector and to help graduates within one year of the completion of their studies to enhance their professional portfolio.
4. Last but not least, CIPR focuses on the engagement of academics in broader international research projects that are based on the areas of specialisation of the college in general and of individual departments. Participation of CIPR in the ERASMUS+ programme constitutes a key platform to reach new experience, knowledge, and innovation and it is of great benefit not only for its students, but also for members of academic staff and other employees.

Steady influx of new students, despite the negative effects of the declining demographic curve, proves that the university offers specialisations with an interesting curriculum that is in favour of graduate employability. CIPR cooperates with practitioners (including international partners) in order to meet the growing requirements of graduates' practical competences on the Bachelor's and Master's Degree levels. Students of the relevant specialisations have a possibility to complete practical training in institutions or companies and gain experience necessary to increase their competitiveness in the job market (e.g. students of the specialisation of International Relations, Diplomacy or



Marketing) often pass their training in the international institutions, practical training is also available for incoming students or graduates at CIPR. These activities reinforce general knowledge and professional and intercultural competences and create favourable conditions for higher employability in the job market. CIPR cooperates with universities in 15 countries participating in the ERASMUS+ programme. CIPR also encourages its students to active participation in research and publication by the means of internal grants. Being a private university, CIPR does not receive any governmental subsidies. The legal status of CIPR (i.e. public benefit company) ensures that any profit from tuition and other fees is being reinvested. CIPR is flexible in the redistribution of funds in order to reinforce the quality of instruction and the strategic development of the internationalisation of the college.

There will be respected principles of non-discrimination of project participants (outgoing and incoming), the same rules will be used for all incoming and home students and staff, incoming students will pay no fee at host university and automatic recognition of ECTS for students will be ensured.

The Erasmus (International) Office operates as a department in charge of all procedures for handling all the tasks related to internationalisation strategy of CIPR. This includes, offering information and advising all teachers and students to be well informed for any exchange possibility abroad. International Office of CIPR is a leading department for implementation of new tool designed to support CIPR with the administration of mobility (Erasmus Dashboard). It allows to manage incoming and outgoing students, sign and review their Online Learning Agreements as well as communicate with students and partner institutions. During the next Erasmus programme period, the institutional digital strategy of CIPR will follow all instructions of Erasmus programme strategy to meet the requirements of the European Commission proposed "Digital Erasmus Initiative". Environmentally friendly practices and compensation of more expensive travel costs will be implemented in mobility activities for students and staff mobility.