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ASEM Work Placement Programme
A Draft Proposal

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ASEMME3 in Copenhagen, Denmark, in 2011

The Ministers

(B 8) *Considered the establishment of an ASEM placement programme in terms of setting up a pilot scheme for higher education-business mobility of qualified students between Asia and Europe (partly funded by public resources and industry);*

The defined basis:

→ To set up a **pilot scheme**

→ for **qualified students**

→ which is **partly funded by public resources and industry**.

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The main idea

→ to enhance the total tertiary education experience through practical experience;

- Beneficial to students by provision with a **unique opportunity to gain work experience** and contact outside the academic sector;

- Beneficial to higher education institutions by supporting them to **develop know-how and skills for a lifetime of careers**.

- Beneficial to employers in that an ASEM trainee can help to enhance a company's/organisation's competitiveness through **transfer of academic know-how and enable talent recruitment**

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"Pilot scheme"

ASEM members are being asked upon approval of the proposal at ASEMME4

1. to establish a **small scale preliminary work placement programme**;

2. to give the programme **a real world test** in order to evaluate the feasibility, cost, etc.;

3. to eventually turn the pilot in a **regular service**.

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Proposal

Target group: "Qualified students"
→ **Level:** Master students (proposed for the pilot phase)
→ **Subject:** open to all subjects
→ **Duration:** 2 – 6 months

Funding: *"Partly funded by public resources and industry"*
→ the **host organisation** ensures adequate support (accommodation, cash, etc.);
→ travel cost and other additional cost are borne by **public authorities**.

Elements to be supported:
→ Preparatory training e.g. cross-cultural and language training
→ Work placement
→ Evaluation/Follow-up by home and host organisation

ASEM Work Placement Programme

Good practices example for a concept and structure of the programme

Overview

1. **Organisational structure**
   I. **Possible stakeholders**
   II. **Identifying work placements and programme administration**

2. **Organisational Procedures**
   I. **Application procedures**
   II. **Selection and matching procedures**

3. **Financial means**
   I. **Elements supported**
   II. **Financial sources**

4. **Methods awarding grants**

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Good practices example for a concept and structure of the programme

Organisational structure

I.   **Possible involved parties (stakeholders):**

- o Universities

- o Enterprises

- o Chamber of Commerce

- o Political authorities

- o Students

- o Business development agencies

- o Business networks

- o Employer's organisations

- o NGOs

- o .....

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Good practices example for a concept and structure of the programme

Organisational structure

II. **Identifying work placements and programme administration**

- o Building a [**University-Business-Network**] [**UBN**] to organise the partnership

  - ▪ A University as the coordinator

    - ✓ Handling the administration in cooperation with national authorities

    - ✓ Asking all kind of host organisations for placements and calling for applications

  - ▪ Network partners

    - ✓ Host organisations support the programme with placements

    - ✓ Associations promote the programme among members and in public

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Good practices example for a concept and structure of the programme

Organisational Procedures

I. Application procedure:

o Universities apply for becoming a **[UBN]** showing the capacity of the network

o Host organisations offer placements to the **[UBN]** which will check criteria like:
  - financial contribution
  - kind of work/project offered
  - named responsible tutor

o The checked host organisations register at a central database

o Students of the participating universities apply on the database to (three) registered placement offers/host organisations **or**

o Students apply with an offer from a host organisation which has to be checked following the same criteria as the registered ones

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Good practices example for a concept and structure of the programme

Organisational procedures

II. **Selection and matching procedure**

- o **[UBN]** are selected in participating countries

- o The **[UBN]** selects (max. three) outgoing students for each host organisation the students applied for, balancing the applications between the countries as far as possible

- o The **[UBN]** responsible for a certain host organisation selects (max. three) incoming applicants for each work placement

- o The host organisation selects the candidate accepted for a certain work placement

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Good practices example for a concept and structure of the programme

Financial means

I. **Elements supported**

- Organisational costs
  - Implementation costs (advertising, database, etc.)
  - Universities respectively the **[UBN]** for finding placements and matching procedures
  - Preparatory training e.g. cross-cultural and language training
  - Evaluation/Follow up by home and host organisations

- Participants costs during stay abroad
  - Accommodation
  - Living costs
  - Local public transport

- Travel and other additional costs

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Good practices example for a concept and structure of the programme

Financial means

II. **Financial sources**
- o Host organisations
  - Accommodation (in cash or in kind)
  - Living costs during the work placement
  - Local public transport (in cash or in kind)
  - Other additional costs
- o Private money of participants
  - Travel costs (partly)
  - Insurance (partly)
- o Public money
  - Organisational costs for education secretariat and national contact point
  - Organisational costs for **[UBN]**

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Proposal for public funding regarding the concept and structure of the programme based on good practice example

Method awarding grants (proposal)

- o Travel grants are provided by the respective **[UBN]** for the outgoing student

- o Contribution to the costs for the stay abroad are principally covered by the host organisation

- o In case of insufficient support by host organisation: grants for **incoming students**

  - ▪ The receiving **[UBN],** as the contact to the respective host organisation, adds the difference to the living costs

    - ✓ The "incoming grant" assists the negotiation with host organisations
    - ✓ The "incoming principle" respects different living costs in participating countries

THANK YOU FOR YOUR ATTENTION!

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Topics for discussion

Organisational structure

→ Identifying placements

→ Programme administration

Organisational procedures

→ Application procedure

→ Matching and selection procedure

Method awarding grants

→ Travel grants to outgoing students

→ Costs for the living costs to incoming students (in case of insufficient payment)

And after the ASEM work placement?

→ Alumni work

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For further information please visit the ASEM Education Secretariat's website:

http://www.asem-education-secretariat.org

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