

EMEU4ALL Hoorn, NL 1-2 December 2016

Minutes

Thursday 1 December 2016

WELCOME AND INTRODUCTIONS

Frans van Schaik welcomed all participants and gave an introduction to the project.

Presentation: <http://em-eu.eu/the-emeu-network/partner-meetings/2016-emeu4all/>

COOPERATION BETWEEN INDUSTRY AND EDUCATION

The industry partners were introduced to the participants. The participants were divided into VET groups and the relevant industry representatives joined them in discussion on the role of the industry partners in the development and implementation of mobility modules and virtual activities.

The role of industry

VET Team	Module	Virtual Mobility
SOCIAL CARE	Buddy theme Industry presentations (guest lessons) Theory at school, applying this in practice Curriculum comparison Industry: visits	VIDEO clips, orientation, research Mobility preparation (intercultural differences)
HEALTH CARE	NL Elderly care: Emotional orientation care (belevingsgerichte zorg) FI: rehabilitation DE: mixed care (hospital/pharmacy)	Presenting one's own culture NL: to make a 'life book' (Care, nursing)
MARKETING	Online marketing: e.g. customer orientation Event management	Intercultural differences in marketing strategies Management of special need target groups Focus on buddy systems
SPORTS	Social role of the sport club AZ-MSV Duisburg-Bristol City Module titles: Sport and society Health and society	Using social media to promote industry Make videos (intercultural differences)

RETAIL	UK, ES, NL Industry: Research into cultural differences	Market research, customer service, business culture SME (ES); research the need of companies Advertising Industry provides information on business areas (marketing, logos, etc.) Students give advice based on information
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	Modules	VM
CATERING	Industry criteria for student involvement: English Professional Attitude Use of ECVET vital Hotel: Guest lessons, skills demos Focus on differences between countries	Students prepare food culture presentation: how do we cook in partner countries? Making an international menu!

THE STRUCTURE OF THE MOBILITY MODULE AND ECVET

Rea Tuominen and Jon Harding presented the guidelines, instructions and templates for the use of ECVET principles in the design of the modules and the virtual activities.

Presentation: http://em-eu.eu/media/1351/em-eu4all_ecvet_kickoff.pdf

ECVET manual and video (bottom on the page): <http://em-eu.eu/the-emeu-network/ecvet/>

THE EMEU4ALL WEBSITE

Louise presented the proposed configuration of the emeu4all website

Deliverables, template for partner descriptions and website configuration are in the website

<http://em-eu.eu/the-emeu-network/partner-meetings/2016-emeu4all/>

What is needed from partners

- Partner description + logo + picture of your college

Deadline 20. January 2017

send to: low@aarhustech.dk

- Pictures to be used on the website – including front page pictures from each sector (high resolution 2-3mbyte)

Deadline 20. January 2017

Send to: project2017@em-eu.eu

- Sector descriptions – first job for the '**blood group**' leader
- Ideas for icons for 'education'

The website is up and running from 1. April 2017.

Instructions at next partner meeting.

EXCHANGE OF IDEAS FOR MOBILITY MODULES

The participants went back into VET groups and brainstormed around the themes for the first mobility module.

Friday 2 December 2016

INTRODUCTION INTO VIRTUAL MOBILITY

Ute Schmitt presented guidelines for creating virtual mobility. The VET groups had a brainstorming session followed by Q&A session.

Presentation: <http://em-eu.eu/the-emeu-network/partner-meetings/2016-emeu4all/>

Team	Dec 2016 - conference 2017 Develop:	Sept 2017-1 Jan 2018 Offer	OPTIONAL Jan 2018 – June 2018	Jan 2018 – 1 Jan 2019 Develop and offer	OPTIONAL Jan 2019 – June 2019
A	Study Module 1 Virtual activity 1	Study Module 1 Virtual activity 1	Offer Study Module 1 again Offer Virtual activity again	Study Module 2 virtual activity 2	Offer Study Module 1- or 2 again Offer Virtual activity 1 or 2 again
B	Study Module 1 Virtual activity 1	Study Module 1 Virtual activity 1		Study Module 2 virtual activity 2	
C	Study Module 1 Virtual activity 1	Study Module 1 Virtual activity 1		Study Module 2 virtual activity 2	

Example: HEALTH CARE 3 VOCATIONAL TEAMS/BLOODGROUPS

Support for developing the study modules

New template	available 1 April 2017 (use the old version until then)
Between Jan – April 2017:	Consult with Rea for description of Learning Outcomes e.g. SKYPE)
Between 1-8 May 2017:	Send study module 1 to Rea Tuominen for feedback
At conference May 2017	Upload study modules

VIRTUAL ACTIVITY explanation

Each vocational team is responsible for developing (=describing, evaluating and reporting) 2 Virtual activities

SELECTION OF BLOODGROUP/VETGROUP LEADERS

Each group selected a partner as their blood group leader:

VET Team	Leader	Email address
Health Care	Margo Groot	m.a.m.groot-baltus@horizoncollege.nl
Social Care	Mirjam Schreuder	m.schreuder@horizoncollege.nl
Sports	Sonny Topham	tophams@bridgwater.ac.uk
Marketing	Sjaak Bosch	j.m.bosch@horizoncollege.nl
Retail	Ellen Ejerskov	e.m.ejerskov@horizoncollege.nl

QUALITY ASSURANCE

Jon Harding introduced the participants to the quality assurance process. The steering group will revise parts of the process which will become available by 1 April 2017.

COMPANY VISITS

BLOODGROUP	COMPANY VISIT TO	BLOODGROUP MEMBERS
1 Social Care	STICHTING NETWERK HORIZON COLLEGE OPVANGVOORZIENING RIBW DAGBESTEDING	Kari Kujaanen Mirjam Schreuder Renate Robert Liisa Nuutinen Samu Toivonen Jo Minns Tereza Pokorna Marga Toetenel Annemarie Borst Tanja Korteharju Guus Wismans
2 Sports	ALWAYS FORWARD FOOTBALL CLUB, HOORN AZ FOOTBALL CLUB, ALKMAAR	Sonny Topham Cicek Tancgli André Bakker Erik Boot
3 Retail	HEMA, HOORN BOUCHIER SPORT, HOORN	Ellen Ejerskov J van der Putten Uxue Itoiz Jon Harding
4 Health Care	WILGAERDEN MAGENTAZORG LEERAFDELING	Pirkko Lahti Margo Groot Lucia de Moor Isabella Sliwka Milka Niskanen
5 Marketing & Communication	Social Blue, Nieuwe Steen, Hoorn	Dennis Wick Bastiaan Susenberger Ute Schmitt Naiara Aranbarri Dick Appel Sjaak Bosch
6 Catering	Double Tree by Hilton http://doubletree3.hilton.com/en/hotels/netherlands/doubletree-by-hilton-amsterdam-centraal-station-AMSCSDI/index.html Grand Hotel Krasnapolsky http://www.nh-collection.com/nl/hotel/nh-collection-amsterdam-grand-hotel-krasnapolsky	Louise Okon Willie Flemming Olesen Sanna Kinnunen Jeroen Rijks Bart Gielens