

# REACHING UNREACHABLE PROSPECTIVE STUDENTS: virtual cooperation with community organisations abroad

## International students in Hungarian Higher Education (AY 2023/24)



All students  
**310 414**



International students  
**43 137**



Percentage of international students within student population  
**14%**



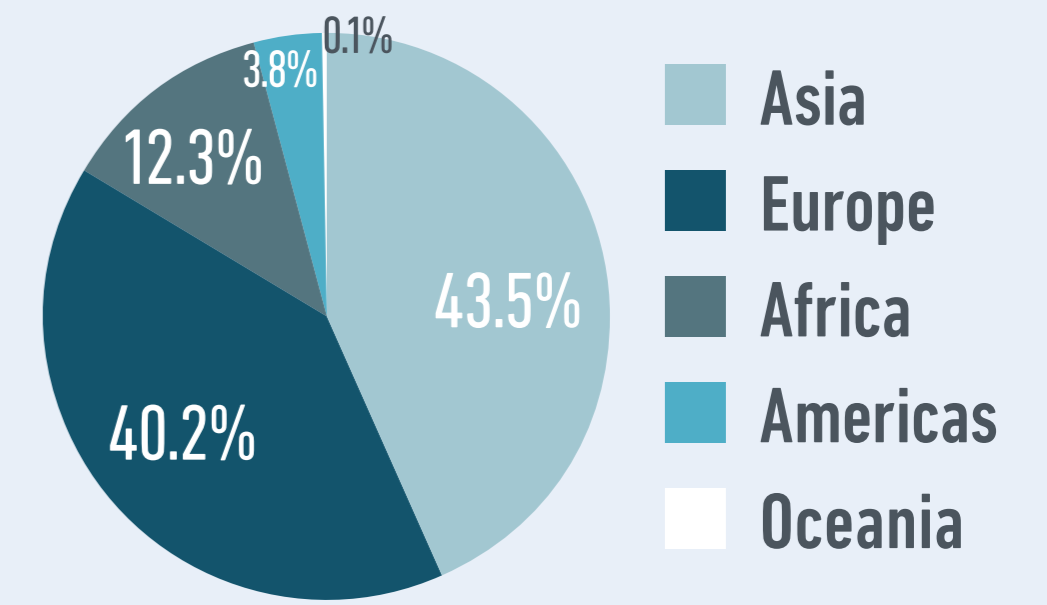
International students from Australia  
**28**



International students from New-Zealand  
**9**

A quarter of them study General Medicine (one-tier master programme). Preparatory studies and the Kodály Music Pedagogy master programme are also popular.

## International students by region (AY 2023/24)



## Hungarian Diaspora Scholarship Programme (HDS)



The HDS Programme was established in 2020 for those who live in a Hungarian diaspora outside of the European Union to develop personal, professional and cultural relations to Hungary. The Programme provides tuition-free education and monthly benefits for degree studies on all academic levels as well as for short-term study periods, e.g. exchange studies and summer schools. It is overseen by the Ministry of Foreign Affairs and Trade and coordinated by Tempus Public Foundation (TPF).

## Hungarian Diaspora Scholarship students (AY 2023/24)



~300 applications / year



~100 scholarships awarded / year



171 enrolled scholarship holders



1400 study programmes

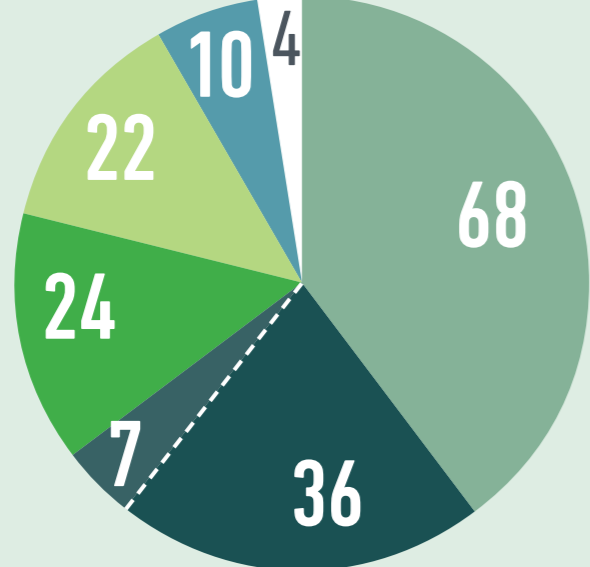


53% of study programmes in English

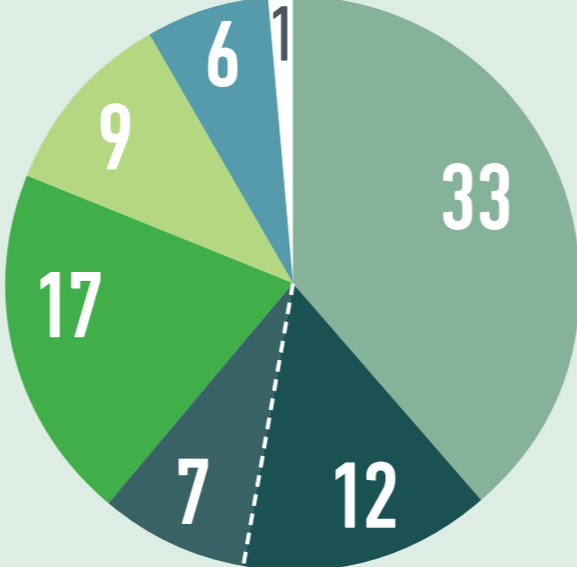


top sending countries: US, Canada, Brazil, Israel, UK

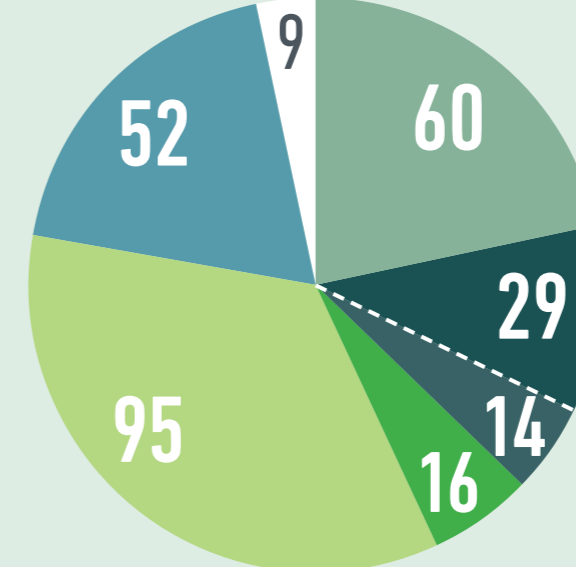
Total number of enrolled HDS students in AY 2023/24 (ppl.) n=171



Number of new HDS scholarships awarded for AY 2023/24 (ppl.) n=85



Number of new HDS applicants for AY 2024/25 (ppl.) n=275



Americas: Northern America  
Americas: Latin America & Caribbean outside Pacific region  
Americas: Latin America & Caribbean in Pacific region  
Europe  
Asia  
Africa  
Oceania

## CHALLENGES OF PROMOTION



### Demography

- special group that cannot be reached via traditional methods
- need for local multipliers (diaspora associations)

### Geography

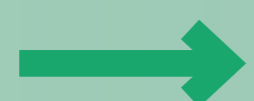
- different geographical focus of previous TPF programmes
- less experience here

### Partners' profile

- grassroots community organisations outside the field of higher ed. (HE)
- heterogeneous scope of activities

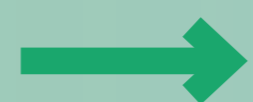
## INITIAL STEPS

### Gain knowledge



research, surveying, initial consultations

### Mobilise existing resources



diplomatic missions, international networks

### Build database



reached ~1000 organisations (from small associations to umbrella organisations, from local media to Hungarian professors)

### Build partnerships

region-specific messages, negotiations, Cooperation Agreements



## VIRTUAL COOPERATION WITH COMMUNITY ORGANISATIONS

### Programme-level elements fostering cooperation

- aim: equip students with skillsets to foster community relations
- compulsory volunteering: diaspora organisations as hosts
- involvement: organisations issue recommendation letters
- Excellence Award for students: role in promotion

### Supporting multipliers

- regular online information events, building a network
- Virtual Media Kit with ready-made materials for multipliers
- webpage dedicated to HDS partners for HE context
- surveying the partners
- newsletters and social media
- online campaigns in different regions each year

### TPF as a partner

- contribution to partners' activities (e.g. abstracts, membership)
- increase partners' visibility (e.g. bridge to reach HEIs)
- appreciate partners in Hungary too (e.g. National Student Union)

## TAKEAWAY



**Rely on grassroots channels but be aware of their unique ways of operation.**

- volunteers → genuine personal engagement
- different age group (e.g. pensioners)

**Focus on mutual benefits, be aware of the fragile nature of the relationship.**

- continuous contact and attention
- strongest connections still with those with HE overlap
- involvement in programme management increases commitment

**Choose your efforts wisely.**

- umbrella organisations, diplomatic missions
- small organisations get engaged only when source is known

**You have to do the work.**

- tailored information packages with a selection of ready-made promotional templates (length, type)
- actively engage in partner's professional activities

**Focus on sustainability.**

- online meetings might work even better
- provide multipliers with online materials instead of printed ones

**Create a virtual network and provide space for informal discussion too.**

- surprise: opportunities for them to connect with each other were much appreciated

**Local knowledge is a must.**

- both ask and hear what the partner has to say
- disseminate your knowledge to HE institutions

