

## **ERASMUS IN TOUCH - KA2 STRATEGIC PARTNERSHIP PROJECT**

### **IES PUERTO DE LA CRUZ - TELESFORO BRAVO**

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The main goal of the 'Erasmus In Touch' project could be set out in the following sentence:

"To facilitate and promote the communication between the different sectors involved in the Erasmus+ mobilities, students, education centres and businesses."

The project will generate a cross-platform Web and Mobile devices application using a database in which the agents listed above will actively participate. On the one hand, students may complete information about themselves on their CV, professional profile, work experience, etc. They can also browse information concerning businesses and education centres. Businesses who want to participate, may register in the application as recipients of students, adding information about the professional profile sought. Education centres can share information in order to incite students to choose to study with them. The platform will become a meeting point between the three parties to exchange opinions and even make assessments of present or future actions.

The expected impact on the participants is closely linked to the philosophy of the project itself, that is, a project based on the integration of all parts involved in the Erasmus+ mobility process.

From the perspective of the students, the decision-making process regarding mobility will greatly improve, granting them the possibility of contacting directly with businesses or education centres.

Regarding the business sector, we aim to establish a quality seal that will distinguish businesses as active collaborators of the Erasmus+ project and the mobility of students.

The education centres will be able to share their experiences within Erasmus+ by diffusing information concerning the mobility programmes completed, also they will have the possibility of recruiting students from other education centres.

For the correct development of the 'Erasmus In Touch' project, we have concluded that partners that cover the following aspects of the project must be sought:

- Translation.
- Marketing and advertising.
- Cross-platform application design.
- Recruitment of businesses and education centres.

At the IES Telesforo Bravo and the CIFP César Manrique we have conducted a comprehensive search through different platforms. Resulting seven partners of six countries. The experiences and competences that each partner will contribute to the project are summarized in the following paragraphs:

- Translation: From the outset, the members of the working team in our partner institution Technical University of Kosice in Slovakia in charge of the translations of the different materials resulting from the project into the main languages of the EU.

- Marketing and Advertising: The University of Bedfordshire in England will be in charge of designing a marketing and advertising campaign aimed at raising awareness of the product that we seek to design and produce through 'Erasmus In Touch' among the main parties involved in the process.

- Web (core + web client) cross-platform application design: IES Puerto de la Cruz - Telesforo Bravo and CIPFP César Manrique are both High Schools in Tenerife, Canary Islands, Spain. They will be in charge of the main management actions of the project. Also, their technical mission in the project "Erasmus in Touch" will be the analysis, design, development, test and maintenance of the cross-platform web version (core + web client) of the application.

- Mobile cross-platform application design: MCAST is the Malta College of Arts, Science and Technology. Their mission in the project "Erasmus in Touch" will be the analysis, design, development, test and maintenance of the mobile versions (iOS and Android platforms) of the application.

- Recruitment of businesses and education centres: The Chamber of Commerce and Industry of East Brandenburg (Ostbrandenburg: IHK-Projektgesellschaft mbH), Germany, and the Chamber of Commerce and Industry of Paris, France, will be in charge of contacting businesses and education centres across Europe to present the cross-platform computer application which is one of the most crucial aspects, and the true added value of 'Erasmus In Touch'.

Regarding to the methodology, since the project is based on information technologies, communication will be established principally using online tools. Also, throughout the project it will be necessary to hold a series of transnational meetings. Finally we have established that one of the main tasks during the project is to continuously coordinate all parts; information flows will be controlled and monitored, and assessments will be carried out at all times.

This project will pursue its aim of developing an online platform at a European level, intending it to become in the future a de facto standard, and therefore the most relevant and useful tool when searching for information on the Erasmus+ mobility programme. The project intends to innovate by creating and introducing a new communication paradigm in the Erasmus+ mobility process.