



Cofinanțat de
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StudyInRomania Student Ambassador Selection Methodology





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I. Introduction

This methodology was developed as part of the project “Romania on the Horizon 2030: Increasing International Relevance through the Internationalization of Higher Education,” MySMIS code: 319112, implemented by the Executive Unit for the Financing of Higher Education, Research, Development, and Innovation (UEFISCDI) in partnership with the Ministry of Education and Research (MEC) from June 1, 2024, to May 31, 2027, and funded through the Education and Employment Program (PEO) 2021–2027.

The overall objective of the project is to improve the quality of Romanian higher education and the range of education and vocational training opportunities by developing and supporting the implementation of policies aimed at the internationalization of Romanian higher education.

The specific objectives are as follows:

- Supporting efforts to attract international students, particularly in strategic/priority fields of study
- Reducing bureaucracy and digitizing the internationalization of education and research by creating a pilot pre-admission platform and continuing to digitize the process of awarding student scholarships through the development of new features for the studyinromania.gov.ro platform.
- Improving the level of internationalization in higher education by establishing a solid foundation for public policies in this area.
- Adapting international “performance-based research funding” mechanisms and developing a monitoring and evaluation framework to support the continuous development of higher education institutions based on international models, with a view to enhancing their quality, efficiency, and relevance.

II. Purpose and Responsibilities

Under Activity 1: “Supporting the recruitment of international students, particularly in strategic/priority fields of study,” tools to promote Romania’s educational offerings will be developed in the initial phase. To this end, the student ambassador program aims to support the implementation of this activity, strengthen the promotion of the StudyInRomania brand, and increase the visibility and attractiveness of Romania’s educational offerings internationally.

In this context, following the selection of ambassadors for the 2025–2026 period, five students will be selected to join the StudyInRomania ambassador team for the 2026–2027 period, helping



to strengthen the position of Romanian higher education at the international level. At the same time, five students will be placed on a reserve list; they may be contacted and invited to join the program should one or more of the active ambassadors withdraw from the program or be unable to fulfill their duties.

The selected ambassadors and alternates will be students enrolled in all levels of higher education at institutions of higher education in all of Romania's development regions. The categories of ambassadors are detailed in the following sections of this methodology.

The ambassador program will run until May 31, 2027, with the possibility of extension.

Student ambassadors will not be compensated.

III. Expected Results

Ambassadors play an essential role in promoting Romania as an attractive and competitive educational destination. As such, they will be responsible for creating and sharing authentic content about their academic and cultural experiences in Romania on social media platforms (Instagram, Facebook, YouTube), promotional websites (e.g., the StudyInRomania website's "Student Stories" section), and at national and international events.

At the same time, the ambassadors will receive official recognition for promoting Romania as a study destination, including through increased visibility online and at events.

Although this is a voluntary, unpaid position, the benefits are significant.

The main benefits for ambassadors include:

- Receiving an official certificate of participation, including a letter of recommendation and recognition of their contributions.
- Developing leadership, communication, and digital marketing skills.
- Building self-confidence through public speaking, content creation, and cross-cultural interactions.
- Participating in training sessions and educational events.
- Participating, to the extent possible, in promotional events (webinars, education fairs).
- Visiting, as much as possible, university campuses to interact with students and promote student life in Romania.
- Networking with education professionals, staff at higher education institutions, and colleagues from diverse backgrounds.



- The opportunity to inspire future international students to choose Romania for their studies.
- Contributing to strengthening Romania's position as a global educational hub.

The ambassadors' main responsibilities include:

- Promoting Romanian higher education : Ambassadors must clearly and effectively communicate the advantages and benefits of higher education in Romania, such as the international recognition of degrees, linguistic diversity, affordable tuition, and a low cost of living, the opportunity to learn Romanian through the Romanian Language Preparatory Program (PPLR), scholarships offered by the Romanian government or, in specific cases, by higher education institutions, and transportation discounts, etc.
- Creating and managing digital content: Ambassadors are responsible for developing posts and visual materials for social media, promotional videos, and articles describing the personal experiences of international students.
- Direct interaction with prospective students: organizing live sessions, answering questions received on digital platforms, and providing information about admission and life in Romania.
- Opportunity to represent the StudyInRomania brand internationally: participating in education fairs, international conferences, and themed events, where ambassadors interact directly with prospective students.
- The opportunity to participate in podcasts.

Selected candidates will sign a contract valid through May 31, 2027, which will outline the rights and responsibilities of the parties, confidentiality provisions, and criteria to ensure that any content (audio, photos, video) does not jeopardize the StudyInRomania brand, etc. In accordance with the contractual provisions, selected ambassadors will:

- a. participate in training, promotional, and mentoring events organized by StudyInRomania, through UEFISCDI, both in person and online;
- b. travel within the country to record testimonials and visit other university campuses;
- c. create testimonials (in the form of videos or articles/text) about studying and student life in Romania; Each student ambassador will create at least 5 testimonials during their participation in the ambassador program;
- d. participate in educational fairs, either online or in person (if possible);
- e. participate in events organized by higher education institutions and/or student organizations (if possible);
- f. support **StudyInRomania** initiatives through promotional activities;



- g. conduct interviews with other international and Romanian students from various higher education institutions to promote the experiences of as many international students as possible from diverse fields, countries, etc.;
- h. include in the video content “a day in the life of a student organization”;
- i. include in the video content “a day in the life of an international student in Romania” (e.g., from City X, University Y, field of study Z, etc.).

IV. Selection of StudyinRomania Ambassadors

Stage 1: Finalizing the Profile of Selected Ambassadors

To ensure a diverse group of ambassadors, their selection will be based on the following criteria:

a. The geographic region of the higher education institution from which the students come

It is important that the ambassadors come from higher education institutions located in various regions of Romania, in order to provide a diverse perspective on the academic experience in different parts of the country, with the goal of covering all eight of Romania’s development regions. A balanced distribution across geographic regions will be sought (at least one student ambassador per geographic region, depending on the applications received).

The selection process will also take into account the composition of the team of ambassadors who will extend their term from the 2025–2026 cohort, so that the final team for the 2026–2027 period ensures balanced and diverse geographic representation at the national level.

b. Student’s Country of Origin

The selection of ambassadors will take into account the diversity of countries of origin, in order to reach various markets and attract students from diverse geographic areas, as well as to promote the diversity of students studying in Romania. Students from priority regions will be encouraged to apply, in line with **StudyinRomania’s** strategic objectives (e.g., Asia, the Middle East, Africa, Central and South America).

c. Field of Study

Student ambassadors will represent a wide range of university types and fields of study to showcase the diversity of academic programs available in Romania and attract students with varied interests. The following core fields of study will be considered: Mathematics and Natural



Sciences, Engineering, Biological and Biomedical Sciences, Social Sciences, Humanities and Arts, and Sports Science and Physical Education.

d. Year and Level of Study

Students will be selected from all levels of study—the preparatory year in Romanian, bachelor's, master's, and doctoral programs (to the extent possible).

e. Gender Balance

Gender diversity is important; therefore, every effort will be made to ensure a gender balance among the selected candidates, to the extent possible.

Stage 2: Launch of the general call for applications

The call for applications for the StudyInRomania Ambassador Program (Annex 1) will be launched and disseminated across all StudyInRomania social media channels, including the platform's news section. The call will also be promoted through partners—Romanian higher education institutions, student organizations, and other organizations participating in student alliances/federations—inviting both domestic and international students to apply for the role of StudyInRomania ambassador.

The call will include details about the responsibilities and benefits of this role, the evaluation and selection process (including criteria), the estimated timeline, and the list of required documents. It will be specified that participation in the ambassador program is not a paid position, but the advantages of getting involved in this program will be highlighted.

Stage 3: Submission and Evaluation of Applications. Selection of StudyInRomania Ambassadors

Submission and evaluation of online applications

Applicants will complete an **application form** (Appendix 2 – Student Ambassador Program Application Form), in which they will include information about their academic background, the institution of higher education where they are studying, their field of study, their degree program, the level of study, and their year of study, general information about their profile (country of origin, age, gender), extracurricular activities (if any), language skills, and a resume.

Applications received by the submission deadline will be evaluated by a committee composed of representatives from the StudyInRomania/UEFISCDI team.



The evaluation will take into account the candidates' motivation, relevance, communication skills, and potential, based on a set of specific criteria:

a. Criteria for ensuring diversity among student ambassadors – candidate profile:

- The geographic region of the higher education institution;
- Field of study;
- Year of study, level of study;
- The student's country of origin;
- Gender;
- Age.

These criteria will ensure the selection of candidates who best represent the student population in Romania and, by extension, ensure diversity among the selected student ambassadors. For each candidate, a matrix will be created based on the specific elements assigned to each criterion.

b. Qualitative selection criteria:

- Existing online content creation activities to promote the study experience in Romania (maximum 20 points);
- The quality and diversity of content promoted on social media (maximum 30 points);
- Language communication skills—fluency in internationally used languages (English, French) (maximum 20 points);
- Relevance of extracurricular experiences (maximum 30 points).

Each candidate can earn a maximum score of 100 points. After calculating the scores, the committee reviews the results to select the candidates with the highest scores for an interview.

c. **Mandatory (eliminary) eligibility criteria:**

To be deemed eligible in the selection process, the candidate must cumulatively meet the following conditions:

- Be enrolled at a higher education institution in Romania for the 2026–2027 academic year;
- Hold a valid student residence permit;
- Possess English communication skills at a minimum B2 level, according to the Common European Framework of Reference for Languages (CEFR);
- Submit, along with the application, a video they have created themselves, presenting their experience as an international student in Romania. The video must be uploaded to YouTube as unlisted video, and the link must be submitted via the application form. The video must be no longer than 60 seconds and filmed in portrait orientation (9:16). The video must be recorded in English and include English subtitles. In the video, the candidate will describe their experience as a student in Romania and answer three



questions: “Why they chose to study in Romania,” “What they like most about the university where they are studying,” and “One thing they have learned in Romania.”

Candidates who do not meet all of the mandatory eligibility criteria will be rejected without consideration of the other criteria.

Organization of Interviews

Students whose applications have been preselected (up to 20 people) will be invited to an interview with the evaluation committee. During the interview, which will last no more than 15 minutes, committee members will evaluate the candidates’ performance based on the following qualitative criteria:

- English communication skills (maximum 25 points)
- Personal motivation for participating in the program (maximum 25 points)
- Possible topics to be addressed in the content created (maximum 15 points)
- Potential to represent the StudyInRomania brand (maximum 20 points)
- Extracurricular activities (if mentioned in the application) and preferred social media platforms (maximum 10 points)
- Communication skills in Romanian (maximum 5 points)

If, following the interview, the number of selected candidates with the same score exceeds the number of available spots in the ambassador program, an additional tiebreaker round will be conducted.

Additional Tiebreaker Round

Depending on the number of candidates, additional information will be requested from candidates after the interviews to support the selection process and ensure a fair evaluation. Thus, pre-selected applicants will be contacted and asked to submit a short written testimonial (maximum 700 characters, including spaces) in English, in which they share their experience as a student in Romania. These should be sent to the email address studyinroambassador@uefiscdi.ro.

Final Selection and Signing of the Collaboration Agreement

Following the evaluation of applications and the interview, as well as an additional tie-breaking round if necessary, 5 StudyInRomania student ambassadors will be selected. The selected candidates will sign a contract valid through May 31, 2027, with the possibility of extension, which



will outline the rights and responsibilities of the parties, confidentiality provisions, and criteria to ensure appropriate and respectful language (written, audio, photo, and video) that does not jeopardize the StudyInRomania brand, etc.

Subsequently, the selected ambassadors will participate in a training program that includes sessions on promoting Romanian higher education, intercultural communication, and the effective use of social media.

V. StudiInRomania Ambassador Selection Schedule

The ambassador evaluation and selection process will follow the schedule below:

- Launch of the call for applications: July 29, 2026
- Deadline for student applications: August 12, 2026, at 4:00 p.m.
- Evaluation of received applications and pre-selection for interviews: August 13–19, 2026, at 4:00 p.m.
- Interviews: August 20, 2026
- Additional tie-breaking round (if necessary): August 21, 2026
- Announcement and communication of final selection results: August 24, 2026