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StudyInRomania Student Ambassador Program (SIR – SAP) selection methodology





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I. Introduction

This methodology has been developed within the project "Romania at horizon 2030: Increasing international relevance through the internationalization of higher education", MySMIS code: 319112, implemented by the Executive Unit for Higher Education, Research, Development and Innovation Financing (UEFISCDI) in partnership with the Ministry of Education and Research (MEC) in the period 01.06.2024 - 31.05.2027, financed by the Education and Employment Programme (PEO) 2021-2027.

The overall objective of the project is to increase the quality of Romanian higher education and vocational education and training offer by developing and supporting the implementation of internationalization policies of Romanian higher education.

The specific objectives are the following:

- Support the attraction of international students, especially in strategic/priority fields of study
- Debirocratization and digitization of the internationalization of education and research through the development of a pilot pre-admission platform, further digitization of the process of offering scholarships to students by developing new functionalities for the studyinromania.gov.ro platform.
- Improving the internationalization of higher education by informing public policies in the field.
- Adapt international performance-based research funding mechanisms and develop a monitoring and evaluation framework to support the continuous development of higher education institutions on the international model in order to enhance their quality, efficiency and relevance.

II. Purpose and responsibilities

Within Activity 1: "Supporting the attraction of students from abroad, especially in strategic/priority fields of study," tools for promoting Romania's educational offer will be developed in a first stage. In this regard, 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 Romanian educational offerings internationally.

In this context, **10 students will be selected, including 5 international students, who will contribute to strengthening the position of Romanian higher education internationally.** If the number of applications received is high and a re-evaluation of the project budget allows it, the



number of ambassadors selected may be increased to a maximum of 12. The selected ambassadors will be students studying in all cycles of study at higher education institutions in all development regions of Romania. The types of ambassadors are detailed in the following sections of this methodology.

The duration of the ambassadors program will be 12 months, with the possibility of extension.

Student ambassadors will not be remunerated.

III. Expected results

Ambassadors play a key role in promoting Romania as an attractive and competitive educational destination. Thus, they will be responsible for creating and sharing authentic content about their study and cultural experience in Romania on social media platforms (Instagram, Facebook, YouTube), promotional websites (e.g. StudyinRomania website in the Testimonials section), and at national and international events.

At the same time, the ambassadors will benefit from official recognition in promoting Romania as a study destination, including by increasing their visibility online and at events.

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

The main benefits of ambassadors involve:

- Receive an official certificate of participation, including a letter of recommendation and acknowledgement of contributions.
- Developing leadership, communication and digital marketing skills.
- Increase self-confidence through public speaking, content creation and intercultural interactions.
- Participation in training sessions and educational events.
- Participation, where possible, in promotional events (webinars, educational fairs).
- Visiting university campuses to interact with students and promote student life in Romania.
- Connect with education professionals, higher education staff and colleagues from diverse backgrounds.
- The possibility to inspire future international students to choose Romania for their studies.
- Contribution to strengthening Romania's position as a global education hub.

Ambassadors' main responsibilities involve:



- The promotion of the Romanian higher education: ambassadors should clearly and effectively communicate the advantages and facilities of higher education in Romania, such as international recognition of diplomas, linguistic diversity, affordable fees and low living costs, the possibility to learn Romanian through the Romanian Language Preparatory Program (RPLP), the existence of scholarships offered by the Romanian Government or in particular cases by higher education institutions, reduced transportation costs, etc.
- Digital content creation and management: ambassadors are responsible for developing social media posts and visuals, promotional videos and articles describing international students' personal experiences.
- Direct interaction with prospective students: organizing live sessions, answering questions on digital platforms and providing information about admission and life in Romania.
- the possibility to represent StudyInRomania brand internationally: participation in educational fairs, international conferences and thematic events, where ambassadors interact directly with prospective students.
- the possibility to participate in podcasts.

The selected candidates will sign a 12-month contract that will include the rights and responsibilities of the parties, confidentiality criteria, criteria to ensure a language (audio, photo-video) that does not jeopardize the StudyInRomania brand etc. According to the contract, the selected ambassadors will:

- a. participate in the training, promotion and mentoring events organized by StudyInRomania, through UEFISCDI, both offline and online;
- b. participate in trips around the country to make testimonials and get to know other university campuses;
- c. Produce testimonials (in the form of videos or articles/text) about studying and student life in Romania; Each student ambassador will produce at least 5 testimonials during his/her involvement in the ambassador program;
- d. attend online or physical educational fairs (if possible);
- e. attend events organized by higher education institutions and/or student organizations (if possible);
- f. support **StudyInRomania** initiatives through promotional activities;
- g. take interviews from other fellow international students, but also Romanian students from various higher education institutions to promote the experience of as many international students as possible from different fields, countries, etc.;
- h. includes in the video content "a day in student organizations";
- 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

Step 1: Finalizing the typology of selected ambassadors

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

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

It is important that the ambassadors come from higher education institutions located in different regions of Romania, in order to provide a varied perspective on the academic experience in different parts of the country, with the aim to cover all eight development regions of Romania. A balanced distribution across geographical regions will be pursued (minimum 1 student ambassador per geographical region, depending on the applications received).

b. Student's country of origin

The selection of ambassadors will take into account the diversity of countries of origin, in order to reach varied markets and attract students from different geographical areas, but also to promote the diversity of students studying in Romania. Students from priority areas will be encouraged according to the strategic objectives of **StudyinRomania**.

c. Field of study

The student ambassadors will represent a wide range of university typologies and fields of study in order to showcase the diversity of academic programs available in Romania and attract students with varied interests. Core fields of study will be considered: Mathematics and Natural Sciences, Engineering Sciences, Biological and Biomedical Sciences, Social Sciences, Humanities and Arts, Sports Science and Physical Education.

d. Year and study cycle

Students will be selected from all study cycles - Bachelor, Master and PhD (as far as possible), but not in their final year, in order to have the possibility to carry out the Student Ambassador activity in case of an extension of the program to 24 months.

e. Gender balance

Gender diversity is important, so the selection will seek to ensure a gender balance among the selected candidates as far as possible



Stage 2: General call for applications

The call for application to the StudyinRomania Ambassadors Program (Annex 1) will be launched and disseminated on all StudyinRomania social media channels, including the news section of the platform. The call will also be promoted through collaborators - Romanian higher education institutions, student organizations and through other organizations participating in student alliances/federations, inviting national and international students to apply for the role of StudyinRomania ambassador.

The call will include details of the responsibilities and benefits of this role, the evaluation and selection process (including criteria), the estimated timeframe, the list of documents required. It will be specified that participation in the Ambassadors Program is not a remunerated activity, but the benefits of being involved in the program will be mentioned.

Stage 3: Submission and evaluation of applications. StudyinRomania ambassadors selection

Submitting and assessing applications online

Applicants will fill in an **application form** (Annex 2 - Student Ambassadors Program Application Form), in which they will include information about their academic background, the higher education institution where they are studying, field of study, program of study, study cycle, year of study, general information about their profile (country of origin, age, gender), extra-curricular activities (if any), language skills and CV.

Applications received by the deadline will be evaluated by a committee composed of representatives of the StudyinRomania/UEFISCDI team, the Ministry of Education and Research, students from the organizations - invited members.

Assessment will take into account the motivation, relevance, communication skills and potential of the candidates against a set of specific criteria:

a. Criteria for ensuring diversity of student ambassadors - candidate profile:

- Geographical region of the higher education institution
- Field of study
- Year of study, study cycle
- Student's country of origin
- Gender
- Age

These criteria will ensure the selection of candidates that will ensure the greatest possible representativeness of the student population in Romania and, implicitly, a diversity of student



ambassadors selected. For each of the candidates, a matrix will be created based on the specific elements assigned to each criterion.

b. Qualitative selection criteria

- Existing online content creation activity to promote the study experience in Romania (maximum 20 points)
- Quality and diversity of content promoted on social networks (maximum 30 points)
- Language communication skills - fluency in international languages (English, French) (maximum 20 points)
- Relevance of extra-curricular experiences (maximum 30 points)

Each candidate can score a maximum of 100 points. After calculating the score, the committee analyzes the results to select the candidates with the best scores for the interview.

Organizing interviews

Students whose applications have been pre-selected (maximum 20 persons) will be invited to an interview with the evaluation committee. During the interview of maximum 15 minutes, the members of the committee will evaluate the candidates' performance according to the following qualitative criteria:

- Communication skills in English (maximum 25 points)
- Personal motivation for participating in the program (maximum 25 points)
- Possible topics to cover in the content created (maximum 15 points)
- StudyInRomania brand representation potential (maximum 20 points)
- Extra curricular activities (if mentioned in the application) and favorite social media platforms (maximum 10 points)
- Communication skills in Romanian (maximum 5 points)

If, following the interview, the number of candidates selected with the same score is higher than the number of places available in the Ambassadors Program, an additional stage of tie-breaking will be applied.

Additional stage for candidates

Depending on the number of applicants, additional information will be requested from the candidates after the interview round in order to support the selection process and ensure a fair assessment. Thus, short-listed applicants will be contacted and asked to produce a short written testimonial (maximum 700 characters with spaces) or a video of maximum 45 seconds in English sharing their experience as a student in Romania. These should be sent to studyinroambassador@uefiscdi.ro.



Final selection and signing of the collaboration contract

Following the evaluation of the applications and the interview, respectively the additional screening stage, if necessary, 10 StudyinRomania student ambassadors will be selected, 5 of which will be international. The selected candidates will sign a contract for a period of 12 months, with the possibility of extension, which will include the rights and responsibilities of the parties, confidentiality criteria, criteria to ensure an appropriate, decent language (written, audio, photo-video) and not to jeopardize the StudyInRomania brand, etc.

Afterwards, 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 networks.

V. StudyinRomania ambassadors' selection calendar

The evaluation and selection process for Ambassadors will follow the following timetable:

- Selection call: May 14, 2025
- Application deadline students: May 26, 2025, 16.00
- Evaluation of applications received and pre-selection for interview: June 2, 2025, 16.00
- Interviews: June 10 - 11, 2025, 09.00 - 16.00
- Additional qualifying round (if applicable): June 12, 2025, 16.00
- Display and communication of final selection results: June 13, 2025, 16.00.