



THE ROYAL
DANISH
ACADEMY OF MUSIC

Nordplus IRC Meeting 2015

Internationalisation at RDAM





Agenda

- About RDAM
 - The International Affairs TEAM
 - 15 years of Internationalisation
 - Music Confucius Institute/MCI
 - RDAM International Strategy, development and implementation
 - Division of tasks – Katja and Stine
 - Projects
 - Tuition fees and student recruitment
 - Service
 - Mobility
 - Marketing and branding
 - Welcoming students
-



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About RDAM:
Founded 1867,
specialized within
classical music
studies.

Approx. 400
degree students,
50% international
students, 8% fee
paying

Approx. 20
exchange students,
25 teacher
exchanges.

22

DET KONGELIGE DANSKE
MUSIKKONSERVATORIUM



President

Head of
administration

Vice President

Library

Finance
department

External
rental

Head of
Studies

Head of
Studies

Head of
studies

Head of
studies

Head of
Technical
Service

Head
Internation
al Affairs

ICT

Service
functions

Internation
al office

Study
adminstration

Music
Confucius
Institute

Event
department

Online
development



**Musicology
history, ICT,
sound
engineering,
Chinese,
leadership,
photography,
French,
dance, web
and social
media,
graphic
design,
Spanish,
Norwegian,
trumpet,
organ,
museology,
counselling,
English,
intercultural
competences,
marketing
and business.**

The International Affairs Team



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Staff competences



Student workers
EVS European
Voluntary Service



15 years of internationalisation

2000

- International office a part of Study Administration

2004

- Seperate International office was established
- International affairs and guidance

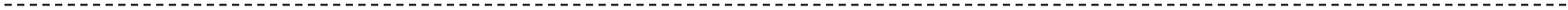
2008

- Tuition fees introduced
 - New Visual Identity
 - Overseas recruitment started
 - US/China strategy
 - Language policy
 - Two internatinal coordinators
-



One important
mentor

2002





15 years of internationalisation

2010

- 1st International strategy formulated
- Branding
- Distance Learning
- Service for international students

2012

- Music Confucius Institute in cooperation with Central Conservatory in Beijing was established

2015

- Development of e-learning platform has started
 - 2nd International strategy formulated
 - Internship
 - Global Recruitment
-

Music Confucius Institute at the Royal Danish Academy of music



- **Director**
- **Vice director, from China**
- **International coordinator**
- **2 Teachers, from China**
- **5 Interns, from China**
- **Student worker**
- **European voluntary service worker**







International strategy

2015-2018

○ National strategy

Technology and
employability

○ European strategy

Mobility, strategic
partnerships

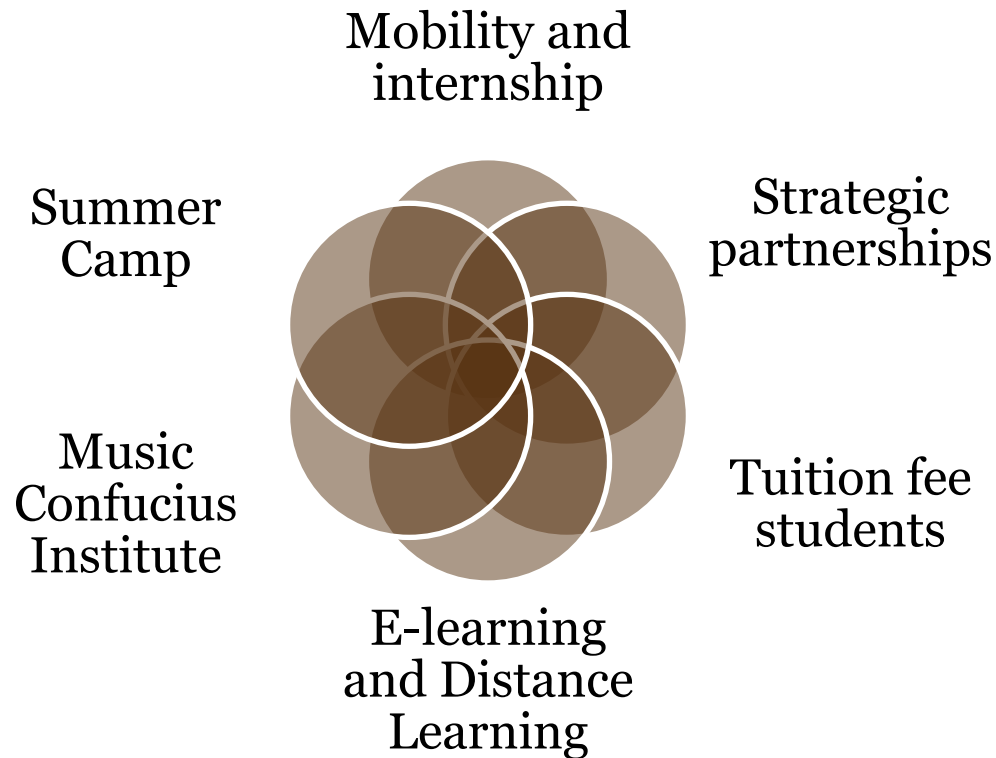
○ Institutional strategy

Talents, quality and
international reputation





RDAM International Strategy 2015-2018



Development, integration and implementation of international strategy

Institutional level

- ◻ Management and head of studies
- ◻ International board meeting
- ◻ Study administration
- ◻ Head of studies
- ◻ Distance learning project group

National level

- ◻ National Agency, Erasmus group
 - ◻ National Agency, Study in Denmark
 - ◻ Minister for culture, Higher Education
 - ◻ Foreign ministry, Asian strategy
-



Division of tasks

Stine (Overseas)

- Overseas activities
- Strategic partnerships
- Mobility (Incoming/Outgoing)
- Intercultural skills
- International Club/Buddy
- IT
- Communication
- Web/social media
- Graphic design
- Project development/management
- Travel planning

Katja (EU/Nordic)

- Erasmus +
 - Mobility (Incoming/outgoing)
 - Concert
 - Written project application/fundraising
 - Project development/management
 - Language skills
 - Intercultural skills/communication
 - DL/GAT
 - Summer Campus
 - IP's
-

Introduction of Tuition Fee in 2008

Dealbreaker for RDAM

- ◻ New legislation on tuition fee in Denmark



RDAM can choose two ways

- 1: No more overseas students
- 2: Approach the matter strategically and develop tuition fee studies



Developing international education

Education becomes a commodity

Before

- One size fits all
- All classes in Danish
- Programmes content not all that relevant for all overseas students
- Danish way for all – (take it or leave it)



After

- Service
- Collaboration with other departments
- Language policy
- Language course
- Academic output
- Developing programmes that are relevant to overseas students
- Recognition of diplomas
- Intercultural skills
 - Students
 - Teachers
 - Organisation

Student recruitment

Applicant

RDAM offers the best guidance in admission process

Offer of Admission

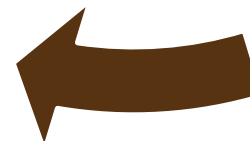
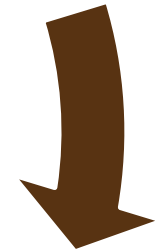
The applicant actually accepts the proposed study place and pays tuition fee

Student

The student is offered substantial guidance and help throughout the study period

Alumni

Happy alumni will recommend RDAM to prospective applicants



Service and guidance – Key areas for internationalization => Student recruitment

- Answering e-mails on the same day as they come in.

Mail

- Always take the time to talk to applicants /students

Personal meetings/
individual guidance

- Help out colleagues and faculty in their efforts to internationalize

Assisting colleagues
/faculty

- Office is always open, when we are there

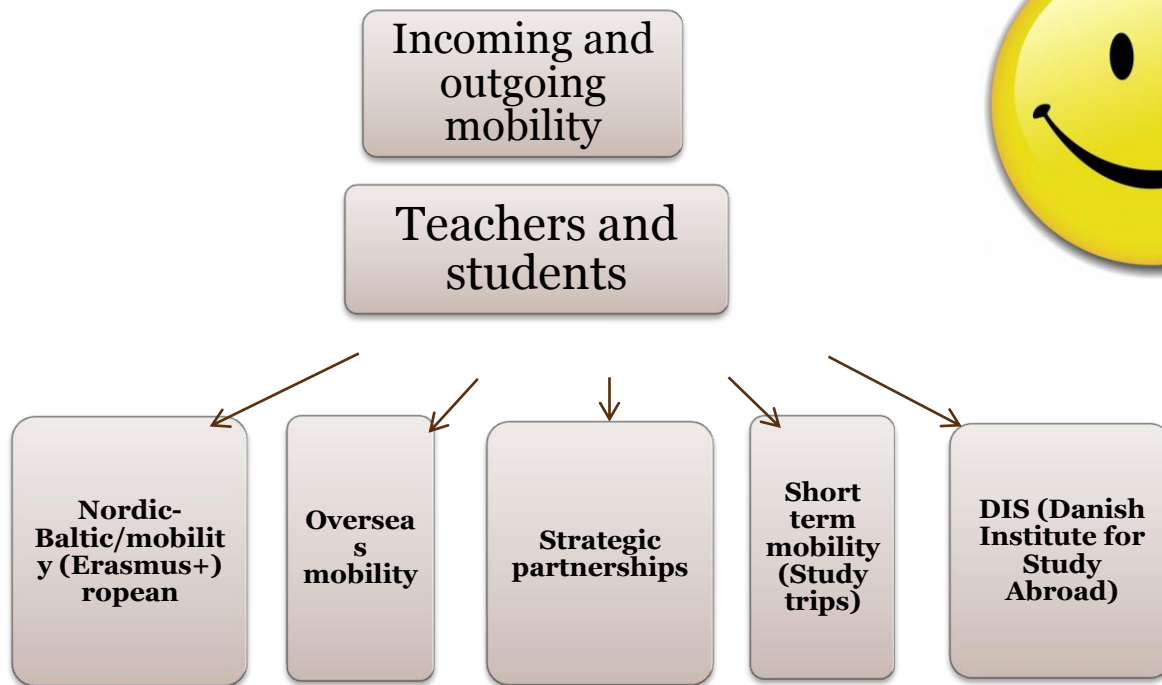
Opening hours

- Internal agreement on how the office is run – service level

Daily practice



Mobility



Marketing and Branding

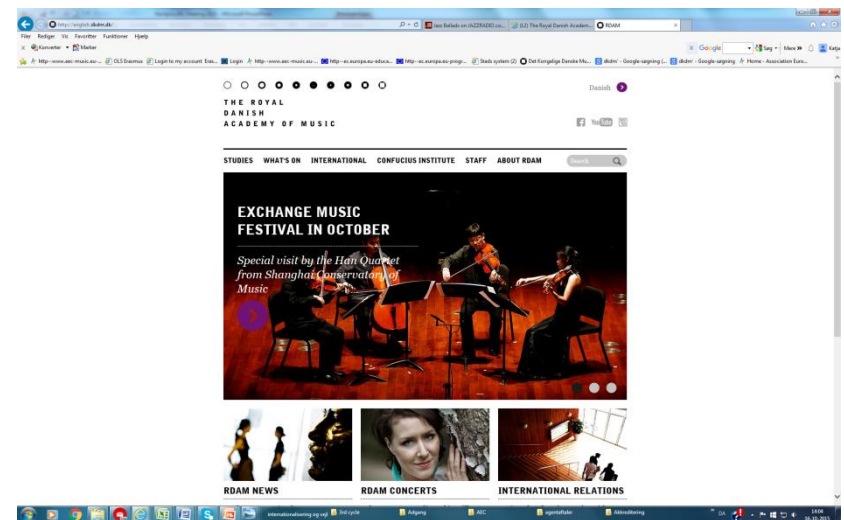
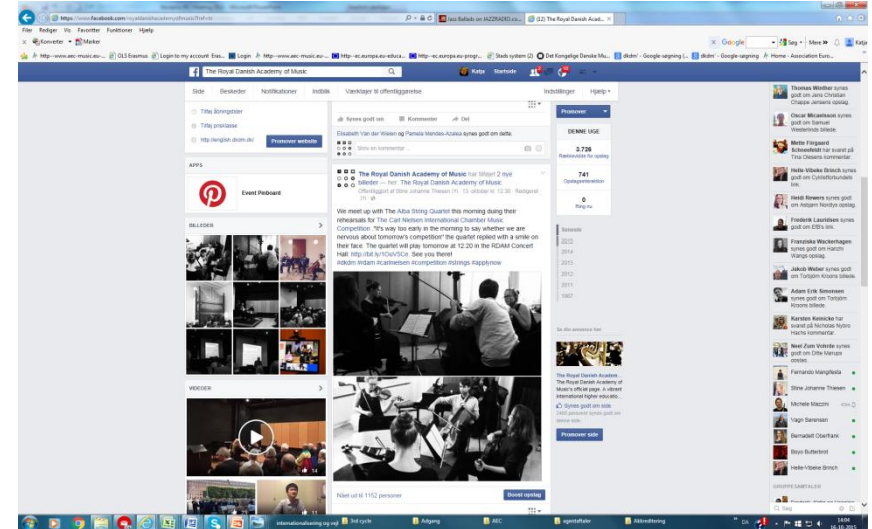
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Website

- Facebook

Alumni

- Projects and events





Welcoming students

- ◻ Orientation day
- ◻ International Club
- ◻ Buddy
- ◻ Welcome Dinner
- ◻ Facebook groups

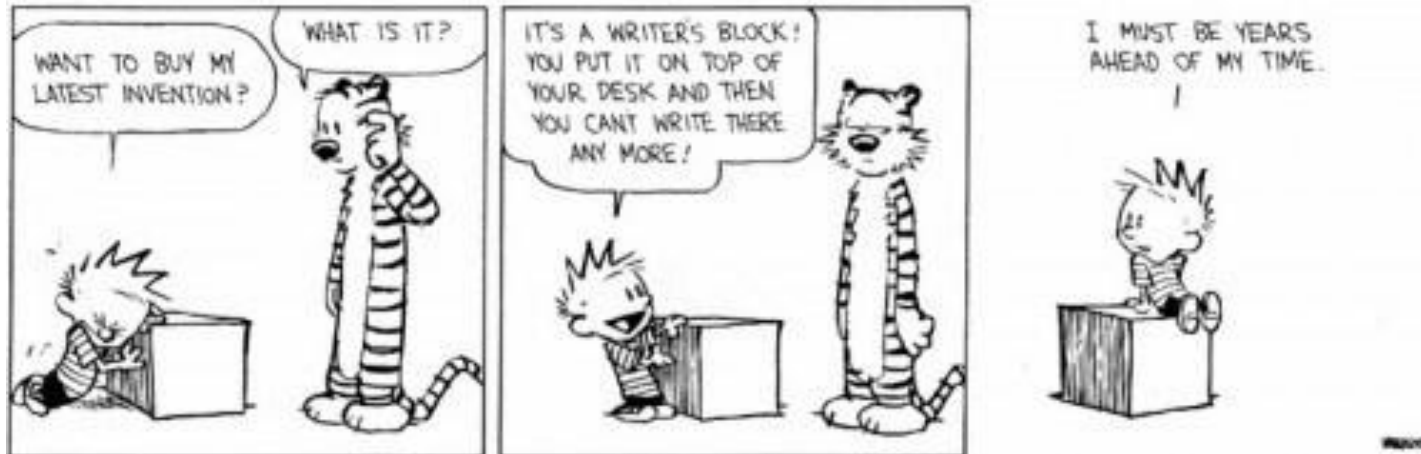




New Ideas in International Office

**The feeling in
International Office –**

Some times 😊



Questions



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