

lamSTUDENT

Pilot model of EU-CONEXUS

Roadmap for student inter-campus life

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1

Introduction

The pilot model of the EU-CONEXUS Roadmap for Student Inter-Campus Life has been developed within the framework of Work Package 3 (WP3) of the IamSTUDENT project. The primary aim of WP3 is to design and implement a comprehensive roadmap that supports and enhances student life across the campuses of a European University alliance. This work package, together with its associated deliverables including this pilot model directly contributes to the overarching goal of the project: strengthening student identity within the European University alliance context.

The Roadmap for Student Inter-Campus Life will provide a basis for structuring services, academic offers, curriculum development, soft skills training, and other initiatives that the alliance can make available to its students (R3.1). It is designed to embed the benefits and opportunities of both active and passive engagement in inter-campus life, thereby fostering a shared alliance-wide student identity. In addition, the framework for recognising student engagement will be assessed. Crucially, the model has been conceived as flexible and adaptable, making it transferable to other alliances, consortia, or joint programmes within the European Universities Initiative, as well as to individual institutional contexts.

This deliverable represents a test version of the EU-CONEXUS Roadmap for student life across different campuses. Using EU-CONEXUS as a pilot example, it provides a tool for identifying existing gaps, offering a structured overview of inter-campus student life, and supporting the development of more effective communication strategies. Ultimately, these efforts aim to strengthen the sense of connection and community among students across the alliance. A roadmap also plays a key role in communicating and disseminating to students what an alliance is doing in terms of activities. A first pilot model was therefore undertaken within EU-CONEXUS to test this roadmap approach. From this experiment, recommendations were drawn for other university alliances on how to design and apply a roadmap effectively.

It is vital that students not only have access to information about the alliance but also develop a strong sense of pride and belonging as active members of the European University community. A key element in the development of this roadmap has therefore been the active involvement of students themselves. Their participation in the co-creation process has been instrumental in accurately identifying the needs and expectations of inter-campus students. These insights are essential for shaping future alliance activities and ensuring that services remain tailored to student realities across diverse academic and cultural environments.

2

Methodology for developing



To develop this EU-CONEXUS Roadmap for Student Inter-Campus Life, the lamSTUDENT project team undertook a comprehensive research process involving consultations, surveys, workshops, and comparative analysis. These activities were designed to gather insights from students, institutional representatives, and alliance partners to ensure the roadmap accurately reflects student needs and promotes effective communication strategies across the alliance.

The following key actions were carried out:

- 1 Student Survey: A targeted survey was conducted from April 2024 to June 2024 to assess the impact of pilot actions aimed at strengthening student identity and awareness within the alliance. Additionally, the survey aimed to identify the most effective media channels for reaching students and disseminating information about EU-CONEXUS activities and services.
- 2 Physical Workshop in Athens (29 November 2024): A physical workshop was organized by the lamSTUDENT team, bringing together representatives from project partner universities. The objective was to review current practices related to the communication of student services and inter-campus engagement, identify successful initiatives, and highlight any missing components that should be incorporated into the final roadmap.
- 3 Benchmarking with other 13 European University Alliances: Comparative research was conducted in the first year of the project in 2023/2024 to examine how other alliances communicate their joint services. This benchmarking activity helped identify good practices and innovative approaches that could be adapted for EU-CONEXUS.
- 4 Consultation with Institutional Coordinators and Student Engagement Officers: EU-CONEXUS institutional coordinators and student engagement officers were consulted in 2023/2024 to understand their preferences regarding the most effective communication tools for informing students about alliance services. Through these discussions, the alliance website was identified as the most efficient and preferred medium for delivering comprehensive and accessible information to students.
- 5 Consultations with the EU-CONEXUS Student Board and Ambassadors (March 2025): Direct engagement with student representatives, including members of the EU-CONEXUS Student Board and official student ambassadors, was conducted to gather firsthand feedback. These consultations provided valuable perspectives on student expectations and communication preferences, ensuring that the roadmap is aligned with the real needs and priorities of the student community.

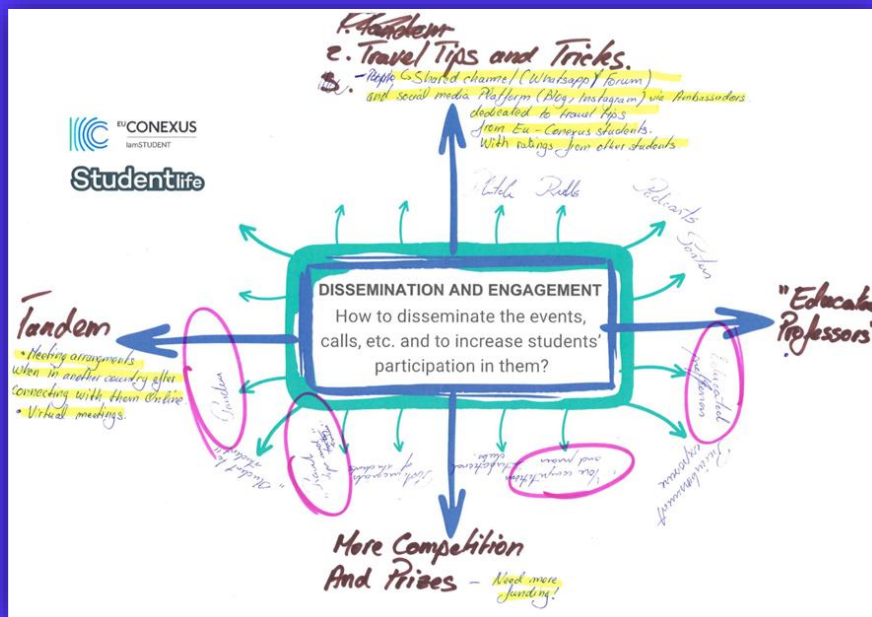
- 6 A physical Student Congress was held during the EU-CONEXUS Festival in May 2025. This event brought together approximately 80 students from across all the alliances within the EU-CONEXUS consortium. The diversity and broad participation provided an excellent opportunity to organise a variety of activities, all aimed at gathering students' opinions and ideas for the future of the EU-CONEXUS alliance, as well as fostering a shared student identity and sense of belonging within the EU-CONEXUS community. During the Student Congress, specific activities were prepared using the data obtained in the above mentioned analysis.

Those activities includes a creative and artistic workshop where students customised boxes in response to strategic questions such as "What does the portrait of a EU-CONEXUS student look like?" and "What services should EU-CONEXUS offer in the future?".

Students also shared their ideas and opinions on key strategic topics. For example, one discussion focused on dissemination and engagement, how to effectively promote events, calls, and initiatives. This input was particularly valuable in confirming the approach to disseminating the roadmap via the IamSTUDENT sub-webpage.

- 7 The final step is to analyse and utilise the results of the Student Congress in relationship with other collected data. During the event, students shared valuable insights regarding the inter-campus activities they would like to participate in.

Figure 1: Mapping tree activity about dissemination and engagement



Through this comprehensive, research-driven approach encompassing surveys, workshops, consultations, and benchmarking the IamSTUDENT team has ensured that the EU-CONEXUS Roadmap for Student Inter-Campus Life is firmly rooted in both qualitative insights and quantitative data. Grounded in the real experiences and perspectives of students and institutional stakeholders across European University alliances, the process has significantly enhanced the roadmap's relevance, coherence, and impact. As a result, the roadmap not only reflects the genuine needs and aspirations of the EU-CONEXUS student community but also provides a strategic and practical framework for strengthening student identity and fostering deeper engagement across the alliance.

3

EU-CONEXUS

Roadmap for student
inter-campus life

1 A COMPREHENSIVE CAMPUS LIFE OFFER

This chapter presents a dual perspective: (1) the current campus life services already available to EU-CONEXUS students, and (2) the future-oriented requests expressed by students during the Student Congress and “Backpack” exercise. This distinction ensures clarity between what has already been achieved and what remains to be developed.

The structure below follows the final categories co-developed with students:

[News & Events](#)

Current offers

- Events and news from across EU-CONEXUS partner universities are regularly published on the Campus Life webpage.
- Ongoing updates highlight inter-campus initiatives and opportunities for participation.

Student requests

- Establish the Annual EU-CONEXUS Festival as a fixed tradition.
- Increase the number of cultural exchange events and networking opportunities.
- Strengthen international integration through the visibility of new missions and research.

[Calls](#)

Current offers

- Annual calls allow students to apply for projects, develop skills, and participate in mobilities across Europe.

Student requests

- More calls with greater flexibility to accommodate diverse student schedules.
- Increased capacity for participation in high-demand mobilities.
- Additional funding opportunities to widen access to international activities.

Less visible services

- Some students indicated that existing calls are not well known; improved communication and promotion are required.

[Get Involved](#)

Current offers

- Student Board.
- Student Projects.
- Ambassador Programme.

Student requests

- Stronger student leadership programmes.
- New alliances with other universities worldwide.
- Structural reforms to empower student participation in EU-CONEXUS governance.

[Culture & Sports](#)

Current offers

- EU-CONEXUS Festival (piloted, with a student request to make it annual).
- Photo competitions.
- Dance project.

Student requests

- A broader range of cultural exchange activities across campuses.
- Opportunities to learn new languages.
- Exploring food traditions and strengthening friendships through travel and sport.

[Career Centre](#)

Current offers

The EU-CONEXUS Career Network (via JobTeaser) connects students and graduates with:

- Internships and graduate jobs.
- Employer and alumni insights.
- Practical resources and online training/events.

Student requests

- More international internships and placements.
- Additional European funding to support student careers abroad.
- A wider variety of Joint Master's programmes linked to employability.

[Deeper Knowledge](#)

Current offers

- Online Lab Hours.

- Student Research Hubs.
- Innovation Contest.

Student requests

- Expansion of Student Research Hubs across partner universities.
- Participation in new research missions led by students.
- Opportunities to contribute to European missions with global impact.

[Practical Information & Support](#)

Current offers

- Each partner has developed a Practical Arrival Guide to support students undertaking mobility.
- Information on travel, accommodation, language support, and student services.

Student requests

- More mobility opportunities across Europe and beyond.
- Stronger funding for student mobilities.
- Clearer and more unified guidance, both before and during mobility.

Ongoing development

- All partners are preparing a common Practical Guide template, expected by September 2025, to ensure consistent support for students.

2 ACADEMIC AND STUDY OFFER

To avoid confusion between “Campus Life” and “Studies,” the study offer is presented on a separate webpage.

Current offers

- Bachelor level: Minor programmes, Micro-credentials.
- Master’s level: Joint Master’s in Marine Biotechnology, Master’s Micro-credentials.
- PhD: PhD and post-doctoral opportunities.
- Scholarships & Grants: Dedicated funding for the Marine Biotechnology programme and PhD studies.

Student requests

- Greater variety of Joint Master’s programmes with international integration.
- More PhD and research hub opportunities across campuses.
- Stronger connections between academic programmes and career pathways.

In summary, the EU-CONEXUS campus life offer provides a strong foundation of academic, cultural, and mobility services. However, student feedback highlights the need to:

- Expand mobility and funding opportunities.
- Increase the diversity of Master’s and PhD programmes.
- Strengthen cultural and networking events.
- Empower students with leadership roles and active participation in governance.

This structured overview responds directly to Deliverable R3.3, presenting both the current services already available and the future directions co-developed with students. The roadmap will be communicated primarily through the EU-CONEXUS website, ensuring efficiency, accessibility, and sustainability in presenting inter-campus life opportunities. Finally each partners will organise an interne event at each campuses in order to promote this EU-CONEXUS roadmap during the lifespan of the project.

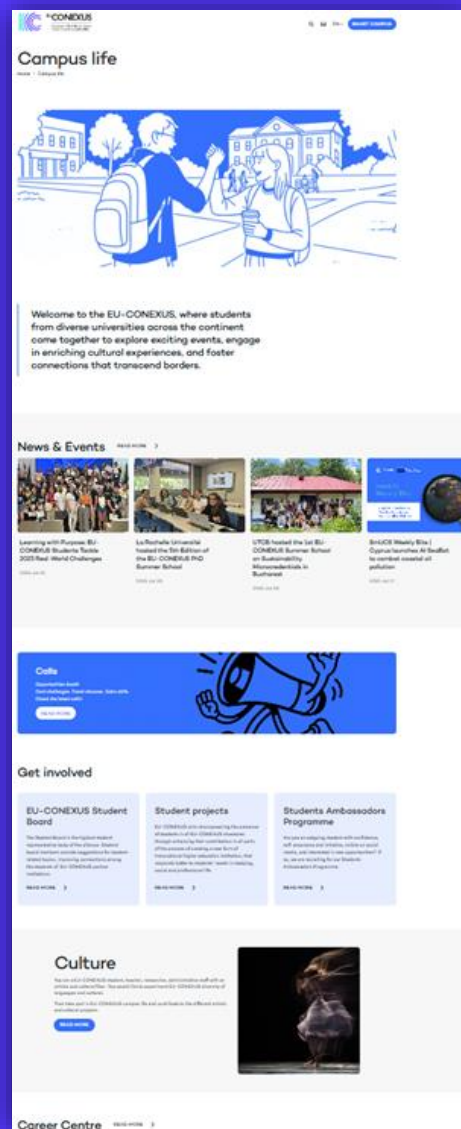
4

Development of Roadmap for
student inter-campus life as
part of eu-conexus.eu web

Figure 2: Screenshot of the Campus Life webpage

Figure 3 : Screenshot of Studies webpage

EU-CONEXUS Campus Life webpage : <https://www.eu-conexus.eu/en/campus-life/>



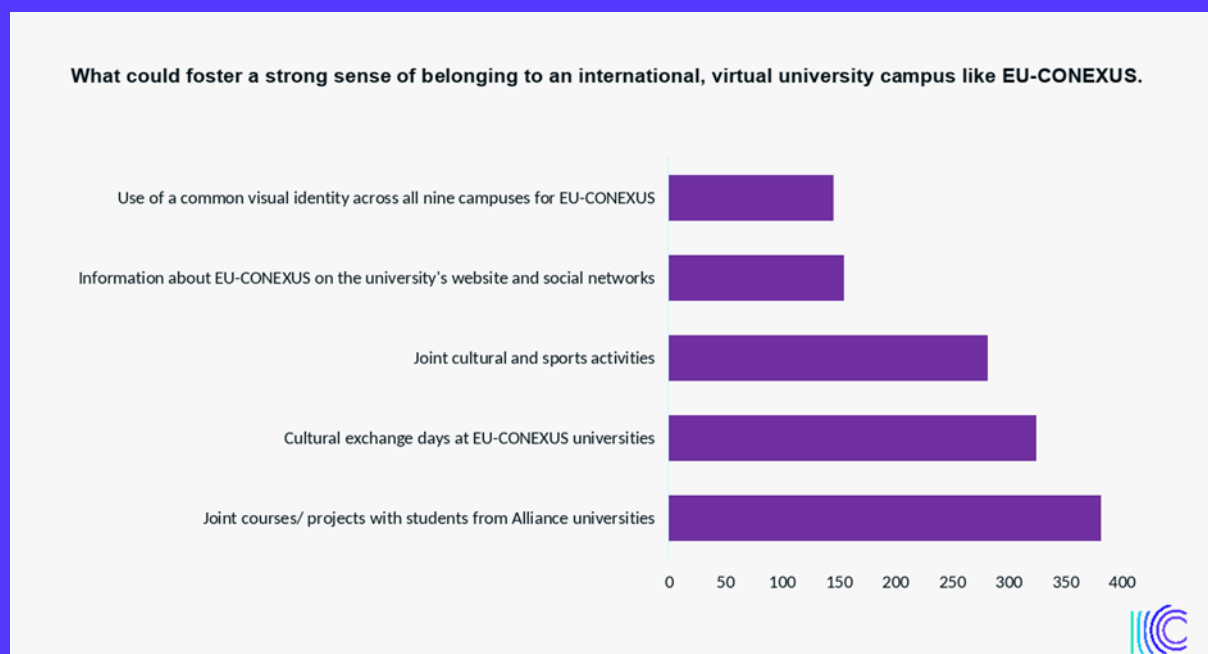
Firstly, this approach significantly enhances our operational efficiency. This would involve designing the document, gathering and curating the information, securing approvals, and then managing the ongoing maintenance and updates. By leveraging the existing website, we eliminate this duplication of effort. The website already serves as the central repository for all student-related information, making it the natural and most logical platform for the roadmap.

Secondly, this approach prioritizes the user experience. The EU-CONEXUS website is the established and familiar platform for students to access information about programs, services, and opportunities. By integrating the roadmap directly into the website's structure, we ensure a seamless and intuitive experience. Students can access all relevant information within a single, centralized location, eliminating the need to navigate multiple platforms or search for separate documents. This streamlined approach simplifies the information-seeking process, reducing potential confusion and improving overall satisfaction. Add data about the web preference from the surveys that were carried out (WP2, WP4, event from the Congress. Students were identifying web as one of the most preferred sources for information.

Survey data strongly supports this preference. Feedback from WP2, WP4, and the EU-CONEXUS Congress highlights that students consistently identify the website and digital platforms as their preferred channels for receiving information. In WP2, students emphasised the need for a central networking platform that not only improves connectivity between students and staff but also ensures timely promotion and communication of alliance-wide activities. Similarly, WP4 survey results reinforce the importance of accessible online content information on the EU-CONEXUS website and social networks ranked as one of the top five elements fostering a sense of belonging.

Insights from the *Dissemination and Student Engagement* working group further validate this digital-first strategy. Students recommend the use of WhatsApp channels, Discord, and virtual spaces such as Whaller to foster engagement. Testimonials, virtual events, and blended learning activities (e.g. escape rooms, language exchanges, online study sessions) have been identified as effective methods to build community and enhance communication. The proposed virtual tools and collaborative platforms align perfectly with integrating the roadmap into the website, ensuring it becomes not just an information hub but a vibrant, interactive space that supports connection, engagement, and alliance identity.

Figure 4: WP4 survey results



Thirdly, this strategy optimises resource allocation. Creating and maintaining a separate roadmap would incur additional costs related to design, maintaining and ongoing updates. By using the existing website, we avoid these expenses and allocate our resources more effectively. This allows us to focus on enhancing the website itself, providing more robust content, and improving the overall user experience.

Fourthly, this approach promotes long-term sustainability. The website's dynamic nature allows for easy and efficient updates. As programs evolve, new opportunities emerge, and policies change, we can quickly and easily update the roadmap to reflect these developments. This ensures that the information remains current, accurate, and relevant, providing students with the most up-to-date guidance and support. A separate, static document would require more complex and time-consuming revisions, potentially leading to outdated information and a less effective resource.

Fifthly, this approach enhances accessibility. The website is designed to be accessible across various devices and platforms. By using the website as the roadmap, we ensure that all students, regardless of their location or device, can easily access the information they need.

This promotes inclusivity and ensures that all students have equal access to the resources they require to succeed.

[In conclusion](#), the decision to utilise the EU-CONEXUS website as our roadmap is a strategic and well-considered choice. It is the most efficient, user-friendly, cost-effective, and sustainable approach. It streamlines the information-seeking process, enhances the user experience, optimizes resource allocation, promotes long-term sustainability, and ensures that students have access to the most up-to-date and relevant information. This decision reflects our commitment to providing students with the best possible resources and support. This approach represents a deliberate choice to streamline processes, enhance the user experience, and ensure the long-term relevance and accuracy of the information we provide to our students.

5

Recommendation for
other alliances: how
to developed the
roadmap

The pilot model of the EU-CONEXUS Roadmap for Student Inter-Campus Life, developed within Work Package 3 (WP3) of the IamSTUDENT project, offers valuable insights for other European University alliances aiming to strengthen student identity and cohesion. The following recommendations are based on the EU-CONEXUS experience and are designed to guide the creation of an effective, student-centred roadmap

1 INITIATE STUDENT CONSULTATION

Whatever the European alliance, the first and most crucial step in developing a roadmap is consultation with students. This process helps ensure the roadmap reflects the real needs, expectations, and ideas of the student community.

- Recommended consultation formats include:
- Structured meetings with student representatives (e.g. Student Board, Ambassadors)
- Focus groups with a broader student audience
- Workshops to facilitate creative and open discussions
- Surveys to collect quantitative insights

For alliances where Student Boards and Ambassadors already work closely with administrative staff, these groups can serve as an initial consultation body. However, it is also essential to reach beyond these representatives and include students from diverse academic backgrounds, campuses, and experiences.

Key feedback from EU-CONEXUS students that may benefit other alliances:

"We would like guides for living in different partner cities, including accommodation options, transport, entertainment, and estimated living costs. That way, students participating in exchanges won't need to wait until arrival to access practical information and tips."

"Student testimonials on the website are outdated. Life has changed significantly over the past few years, so having more current experiences would better reflect the reality of studying abroad today."

"The website images feel like stock photos and lack warmth. Using real photos from EU-CONEXUS universities would help make the website more relatable and inviting."

These comments highlight the importance of practical support, up-to-date content, and emotional resonance in student-facing communication.

Additionally before finalising the first version of the roadmap, it is highly beneficial to consolidate insights and test assumptions during a major student-focused event, such as a Student Congress.

EU-CONEXUS successfully organised a Student Congress during its cultural festival in May 2025, bringing together around 80 students from all partner institutions. This diverse gathering allowed for:

Dynamic, inclusive workshops where students creatively engaged with strategic questions (e.g. “What is the portrait of a EU-CONEXUS student?” or “What services should EU-CONEXUS offer in the future?”).

Further discussion of key issues such as communication, dissemination, and engagement strategies.

Validation and enrichment of roadmap structure and priorities.

Choosing a strategic moment, such as a festival or alliance-wide event, ensures a high turnout and engagement. Workshops should be designed to be interactive and accessible to all student profiles, enabling feedback from a variety of educational and cultural backgrounds.

2 CLASSIFY THE SERVICES TO HELPS TO STUDENTS TO GET ORIENTED

Once the needs of students are collected and analysed, the next essential step in building an effective roadmap is the **classification of services**. A clear, logical, and student-centred structure ensures that information is not only available but also easy to find and navigate. The EU-CONEXUS experience shows that classification plays a key role in student orientation: when services are well grouped, students save time, feel less overwhelmed, and can quickly identify relevant opportunities and support systems.

The roadmap should therefore be organised into thematic “blocks” reflecting the main dimensions of student life across partner universities. Each block becomes a gateway, where students can either explore alliance-wide opportunities or access university-specific information through dropdown menus, links, or interactive tools.

3 INVOLVE COMMUNICATION TEAMS: WEBSITE AS THE ROADMAP PLATFORM

To ensure the roadmap is visible, accessible, and regularly updated, it is highly recommended to integrate it into the alliance’s main website rather than developing a separate document or platform. The EU-CONEXUS experience confirms the value of this strategic decision for the following reasons:

Efficiency: Avoids duplication of effort by leveraging an existing communication platform.

User Experience: Centralises all information in one place familiar to students.

Resource Optimisation: Saves time and money on the design, approval, and maintenance of a new tool.

Sustainability: The website can be easily updated to reflect changing services and priorities.

Technical accessibility: Ensures all students, regardless of location or device, can access information easily.

The roadmap content should be co-developed with students and logically structured. At EU-CONEXUS, the roadmap is integrated into the existing website under the « Campus life » subwebpage. It is important to note that the structure and content are not permanent and will continue to evolve as the EU-CONEXUS alliance enhances and updates its inter-campus offering for students.

The EU-CONEXUS pilot roadmap model serves not only as a planning tool but also as a framework for community building and student engagement. Through sustained consultation, integration into the central website, and dynamic student events, other European University alliances can adopt and adapt this model to suit their own identities and objectives. The process ensures that students are active co-creators of their inter-campus experience, thereby strengthening their sense of belonging and commitment to the alliance.

6

Impact of the Roadmap on students and next steps for promotion

The EU-CONEXUS Roadmap for Student Inter-Campus Life has already had a meaningful and positive impact on students by providing greater clarity on the alliance's services, fostering a stronger sense of shared identity, and encouraging more active engagement across campuses. Developed in close collaboration with students, the roadmap reflects not only institutional aims but also the lived experiences and expectations of the student community. This inclusive approach has enhanced the visibility of EU-CONEXUS among students and reinforced their sense of belonging within a wider European academic space.

Key impacts observed include:

Improved access and awareness: Students now benefit from a centralised platform where they can easily find information about inter-campus opportunities, services, and events across all partner universities.

Strengthened sense of belonging: The participatory development of the roadmap and the integration of student voices have helped build a deeper emotional connection to the alliance. **Empowerment through co-creation:** Students were actively involved in shaping aspects of their academic and social experiences, fostering a greater sense of ownership and involvement.

Enhanced inter-campus integration: The roadmap helps overcome fragmentation and supports a more cohesive student experience across geographically diverse institutions.

To ensure continued dissemination and student engagement, each EU-CONEXUS partner university will organise at least one internal event dedicated to promoting the roadmap and the broader EU-CONEXUS vision. These events will:

- Present the roadmap to local student communities, highlighting available opportunities through the alliance;
- Serve as a platform to promote inter-campus mobility, student initiatives, and the European University concept;
- Feature testimonials from students who contributed to the roadmap's development or who have benefitted from EU-CONEXUS activities;
- Invite feedback from participants to support ongoing refinement and relevance of the roadmap.

Where possible, these events will be integrated into existing institutional calendars such as welcome weeks, open days, mobility fairs, or student forums to ensure wide visibility and student participation. This initiative marks an important step in embedding the roadmap into the daily life of each university and reinforcing its role as a practical and strategic tool to support student integration across the alliance.

By leveraging these internal events, each partner institution contributes to promoting EU-CONEXUS values, increasing student engagement, and further solidifying the roadmap as a shared and evolving asset of the entire university community.

7

Conclusion

The pilot EU-CONEXUS Roadmap for Student Inter-Campus Life, developed under Work Package 3 of the IamSTUDENT project, offers a replicable and student-centred framework for enhancing student engagement and cohesion across European University alliances. Grounded in a comprehensive, research-based methodology including surveys, in-person workshops, benchmarking, and consultations with students and institutional stakeholders the roadmap reflects the diverse needs, priorities, and aspirations of students across multiple campuses.

A key strength of the roadmap lies in its integration within the existing EU-CONEXUS website, under the “Campus Life” section. This strategic choice ensures high visibility, accessibility, and long-term sustainability by embedding up-to-date and dynamic content within the central student information hub. It also streamlines the user experience, avoids duplication of effort, and enables ongoing updates as alliance offerings develop.

The roadmap is defined by its emphasis on co-creation and continuous student involvement. From the initial survey to the Student Congress held during the EU-CONEXUS Festival, students have played a vital role in shaping both the structure and content of the roadmap. This approach has not only improved the roadmap’s relevance but also empowered students as co-creators of their inter-campus experience, strengthening their sense of ownership and belonging within the EU-CONEXUS community.

Key outcomes include improved access to information, greater awareness of inter-campus opportunities, and better alignment of services with student expectations. The selection of flagship initiatives such as the EU-CONEXUS-themed Escape Room and the Language Exchange Tandem demonstrates how student-led input can directly influence impactful, alliance-wide activities.

For other European University alliances, the EU-CONEXUS model provides clear guidance: prioritise early and inclusive student consultation; involve communications teams to embed the roadmap within the central website; and validate key initiatives through dynamic student-centred events, such as a Student Congress.

In essence, the EU-CONEXUS Roadmap for Student Inter-Campus Life is more than a planning tool it is a collaborative, evolving platform that fosters a shared European academic identity and supports the development of vibrant, connected student communities across institutional and national boundaries.