

Institutional Report: IamSTUDENT Project Promotion & EU-CONEXUS Roadmap Integration



I. Executive summary

This report outlines the strategic initiatives undertaken by the UTCB EU-CONEXUS team to enhance the visibility of the **IamSTUDENT** project and the **EU-CONEXUS Roadmap**. By leveraging key academic milestones, the team successfully fostered a stronger sense of European student identity and engagement through a blend of formal orientation and interactive outreach.

II. Strategic outreach framework

The dissemination strategy was executed in two primary phases, specifically tailored to the university's academic calendar to ensure maximum student reach.

- **Phase 1: Faculty orientation and freshman integration (September 29, 2025)**

During the official opening ceremonies across all **seven UTCB faculties**, the EU-CONEXUS team conducted high-visibility presentations. This initiative targeted approximately **700 students**, predominantly incoming freshmen. The objective was to embed the EU-CONEXUS identity into their initial academic experience, introducing the "Roadmap" as a fundamental component of their educational journey at UTCB.

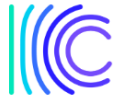




- **Phase 2: EU-CONEXUS Open Day (March 25, 2026)**

A dedicated "Open Day" was hosted in the Faculty of Civil, Industrial and Agricultural Buildings facility, serving as a central touchpoint for deeper engagement. Attended by over **100 participants**, this event focused on clarifying the practical benefits of the alliance, such as mobility and professional development opportunities within the IamSTUDENT framework.





EU CONEXUS

IamSTUDENT



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III. Implementation methodology

The UTCB team moved beyond traditional administrative reporting, adopting a "Fun and Engaging" pedagogical approach to capture student interest:

- **Gamified assessment:**

To quantify the impact of the information sessions, an interactive **digital quiz** was implemented. This allowed the team to track participation accurately and verify the students' comprehension of the EU-CONEXUS opportunities in real-time.

- **Logistics and incentives:**

Utilizing lamSTUDENT resources, the team provided high-quality branded merchandise to participants who excelled in the quiz. These included professional stationery, eco-friendly tote bags and electronic peripherals, which served as effective tools for long-term brand recall on campus.

- **Staffing and peer mentorship:**

The events were managed by the **UTCB EU-CONEXUS department**. Crucially, the presence of **Student Ambassadors** and alumni of previous programs (such as lamSTUDENT Student Congress, Portathon, ESA, Minor and Microcredentials courses) provided "peer-to-peer" validation, making the European University concept more relatable and aspirational.

IV. Impact analysis and outcomes

The localized activities at UTCB yielded several significant results:

- **Community identity:** The events successfully bridged the gap between students. By inviting the ones currently enrolled in Minor or Microcredential programs to share their experiences, the team fostered a sense of belonging to an elite international academic community.
- **Increased academic interest:** There was a marked rise in inquiries regarding the **lamSTUDENT Campus Life** initiatives.

- **Student perception:** Feedback indicated that the "Open Day" format was perceived as "new and refreshing." The shift from static lectures to dynamic, prize-supported interaction significantly lowered the barrier for student participation in international projects.

V. Administrative and logistics data

- **Execution format:** On campus (Face-to-face), ensuring direct interaction with the student body.
- **Lead coordinator:** The EU-CONEXUS UTCB Team.
- **Documentation:** Participation evidence is supported by digital quiz records and media gallery of on-site activities.