

Wednesday, November 22

Large 1

14:50 – 15:30

■ **Label ‘Bienvenue en France’:
a Quality seal for Attractiveness of HEI**

Stéphanie Beauchêne, Campus France



« Bienvenue en France » label

A quality seal for attractiveness of
Higher Education Institution





CAMPUS FRANCE

A national agency in charge of

- Promoting French higher education abroad
- Welcoming foreign students and researchers to France
- Encouraging international mobility
- Managing scholarship programmes and the alumni network.





“BIENVENUE EN FRANCE” A NATIONAL ATTRACTIVENESS STRATEGY LAUNCHED

- Several measures aimed at attracting more international students in French HEI – 500 000 by 2027



The ‘Bienvenue en France’ Label, is coordinated by Campus France





THE GOVERNANCE OF THE 'BIENVENUE EN FRANCE' LABEL

A Steering Committee

- Define the objectives
- Meets twice a year

The labelling commission

- Certification of higher education institutions
- Five assessors
- Meets three or four times a year

A dedicated team of 4 people within the agency

A pool of experts made up of 72 external experts





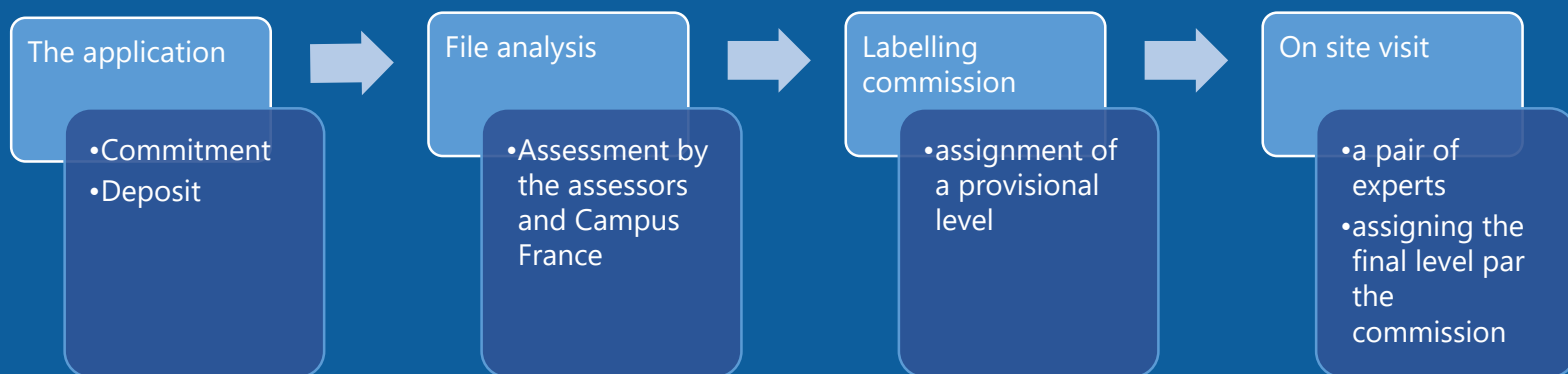
THE 'BIENVENUE EN FRANCE ' LABEL GOAL

- **Inform international students** (L&M) about reception conditions and provide a guarantee of confidence
- **Provide a framework** for evaluation and generate a positive approach within the higher education sector to improving the quality of the welcome services
- **Highlight the initiatives** of institutions and serve as a tool for raising their profile
- **Increase the attractiveness** of our higher education institutions by demonstrating the positive approach initiated by France





THE LABELLING PROCESS



3 LEVELS OF CERTIFICATION





EXPERTISE AND ASSESSMENT

The label's expertise is based

- On a framework that has been built around the student experience
- By consulting students to get a better understanding of their needs
- 6 chapters and 28 indicators





THE EVALUATION FRAMEWORK

Before

- Quality and accessibility of the information
- Presentation of the training offer & training in english
- Application procedures

During

- Welcome services & welcome booklet
- Life on campus, sports
- Medical support & taking account of disability
- Intégration events
- Housing supply
- Tutoring, mentoring, buddy system
- the school's commitment to sustainable development and social and environmental responsibility

After

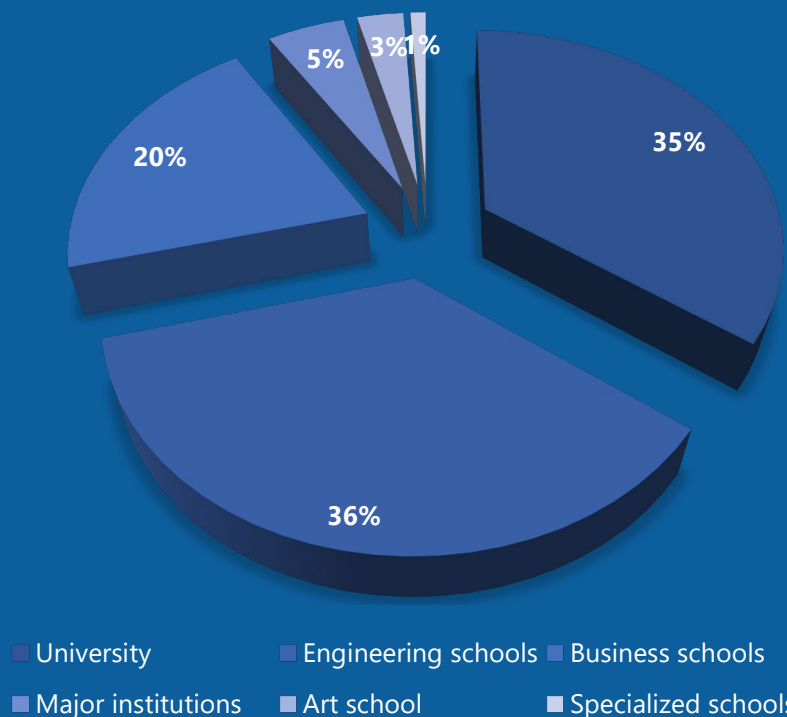
- Postgraduate follow-up
- Support for employment and entrepreneurship
- Professional integration
- Alumni network



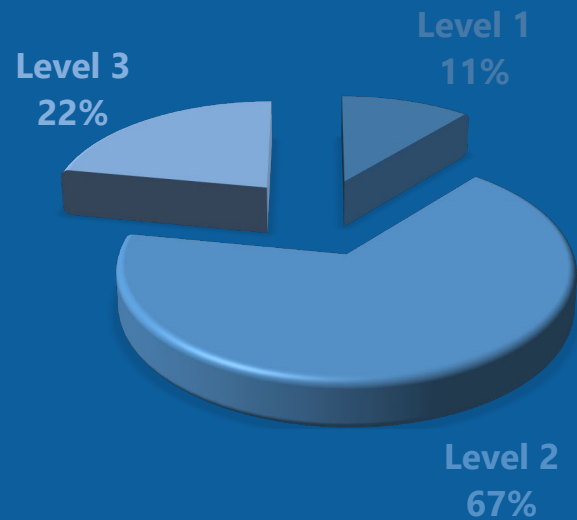


LABEL FIGURES

Breakdown of accredited institutions



Certification levels





First edition
2019-2022



Second edition
2023-2028

- An evolving framework of expertise that takes account of new concerns
- the duration of the label has been extended from 4 to 5 years
- Institutions sign up again for the 2nd edition
-





<https://www.campusfrance.org/en/presentation-of-the-bienvenue-en-france-label-in-video>





EXPERIENCE
the Bienvenue en France Quality

So, I made up my mind. I'm going to study in France!

Campus France!

Have you heard of the Bienvenue en France Label?

Certified institutions provide quality services, from orientation to Programs Taught in English and accommodation.

Welcome! I'll be helping you settle down and get off on a good start at your new university.

Wow, this is great!

Thanks for the warm welcome! I'm so thrilled to meet my mentor!

Where would you find all the info?

It's all on the certified Higher Education Institutions website.

Can't wait for orientation week to begin.

The sport facilities on campus are awesome!

Apparently my campus supports actions for a sustainable quality of life. I could even earn ECTS credits!

I'm so signing-up!

Also, Mom and Dad will be glad to know there's an on-campus medical centre.

I'll be meeting new people from all around the world, student advisors, and discover campus – finally...

Medical services include general practitioners, nurses, psychologists, disabled persons contacts, social workers, and a call centre.

Thanks. With that, and the mock interview sessions, I'm sure to improve my job-hunting skills.

Let's keep in touch to talk about job opportunities!

I'm part of the France Alumni Network.

Will you be coming tonight to set up the intercultural soirée?

Can't. I've got French conversation classes with native students.

You're welcome to attend the resumé workshop and submit your CV for feedback afterwards.

65% of the international students are registered in a French HEI, which is awarded the Bienvenue en France Label

72 Experts who participate in the Bienvenue en France assessment process

151 French HEI's engaged in the labelling process

3 Labelling levels

101 ★★

17 ★

33 ★★★

11% **67%** **22%**

Universities 35%
Engineering schools 36%
Business schools 20%
Art schools 3%
Major institutions 5%
Specialized schools 1%

Women 66% Men 34%

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THANK YOU FOR YOUR ATTENTION

DISCOVER
WHAT
'BIENVENUE'
means

BIENVENUE
EN FRANCE

REPUBLIC
FRANÇAISE
Liberté
Égalité
Fraternité

Find out more here: www.campusfrance.org/en/the-bienvenue-en-france-label

CAMPUS
FRANCE

