

How to Get DIASPORA Engaged in Higher Education



HUNGARIAN HIGHER EDUCATION (2023)



64 HEIs



289,991 students



41,947 international students



843 study programmes (2022)



from 171 countries

HUNGARIAN DIASPORA SCHOLARSHIP (HDS)

AIMS

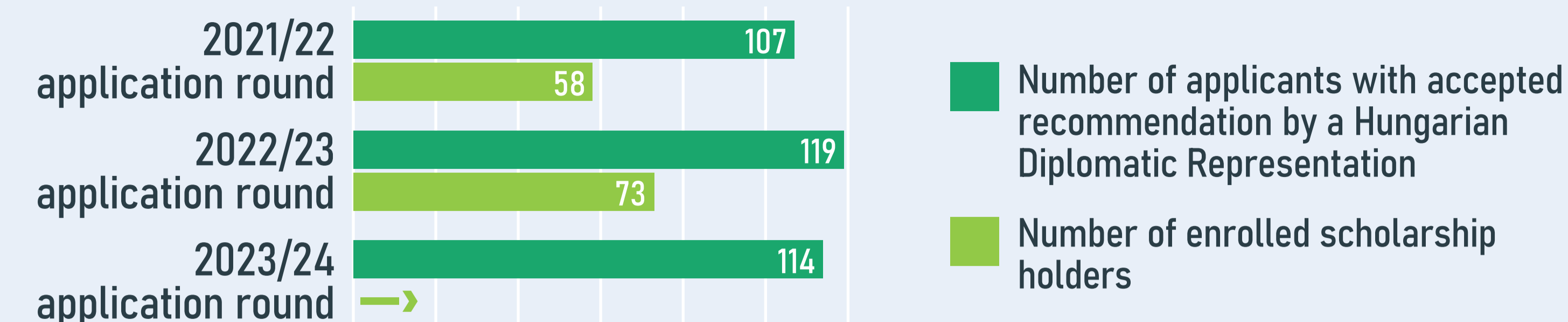
- encourage students with **Hungarian roots** to participate in Hungarian higher education
- supports **Hungarian diaspora** members who are determined to help **their diaspora** after finishing their studies
- strengthening ties between **diaspora communities** and Hungary



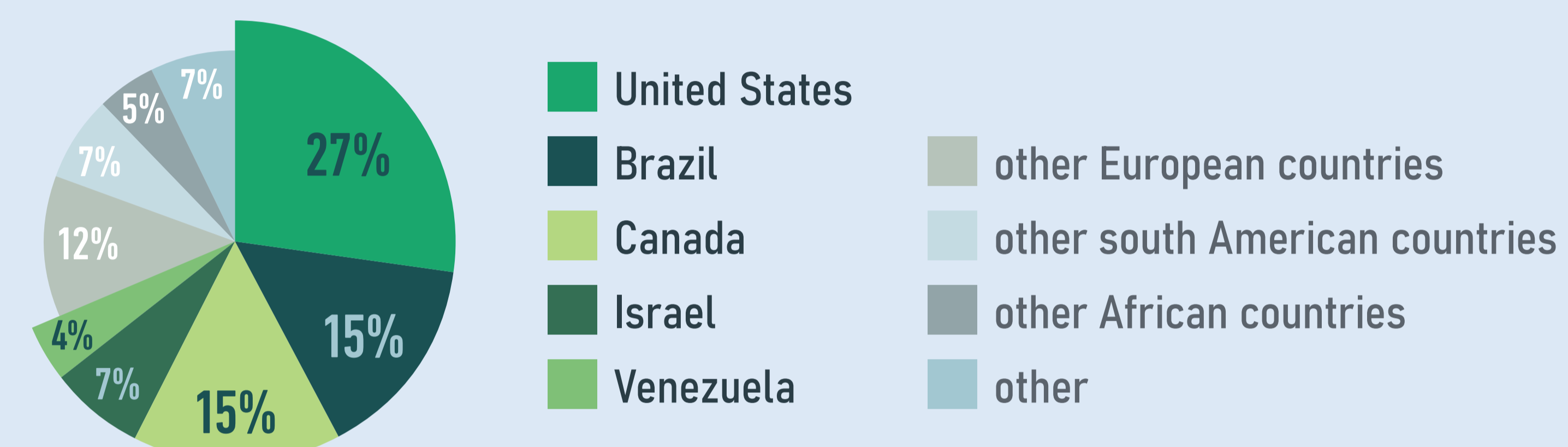
PROVISIONS, GEOGRAPHICAL SCOPE, CAPACITY

- provides** tuition free education, monthly stipend, housing allowance, health insurance and travel allowance
- offers specific courses **related to Hungarian culture**
- important **target countries**: US, BR, CA, IL, VEN, AR
- no upper age limit** for applicants
- approx. **100 new scholarship holders** each year

TRENDS IN THE NUMBER OF APPLICANTS (2021-2023)



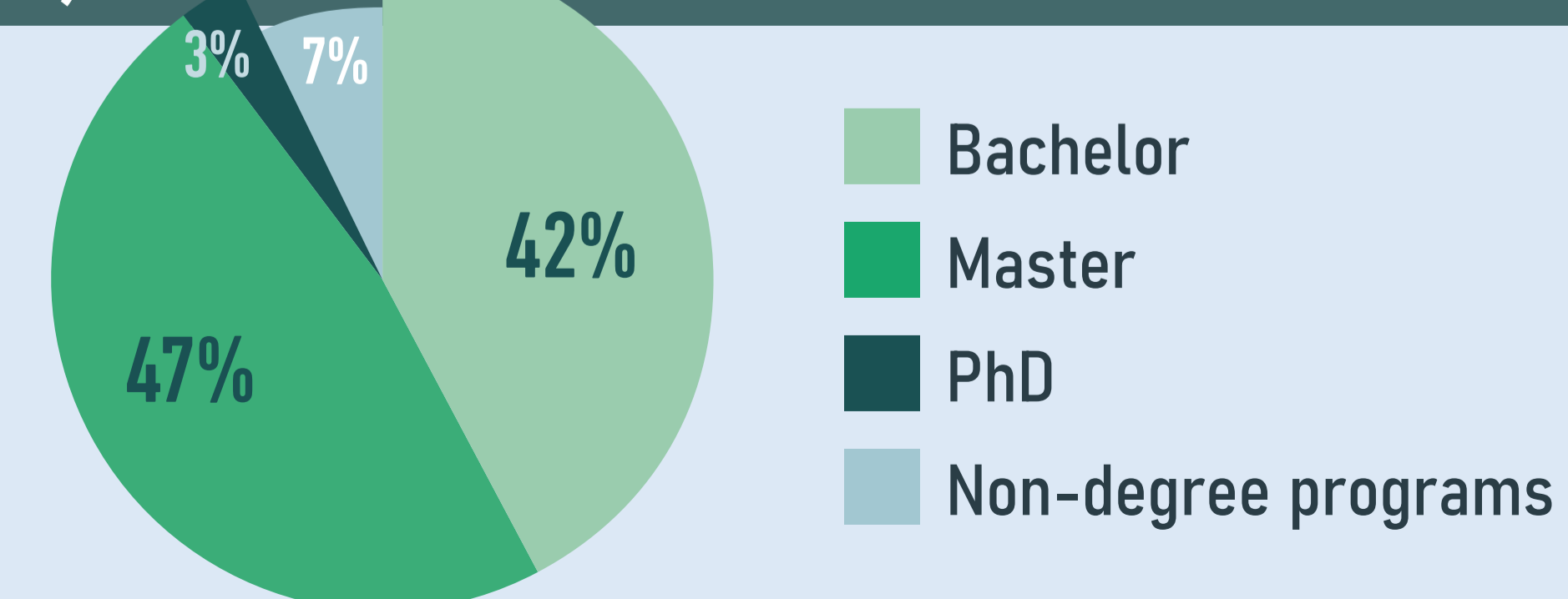
PERCENTAGE OF HDS SCHOLARSHIP HOLDERS FROM THE TOP FIVE SENDING COUNTRIES /ACCORDING TO THEIR CITIZENSHIP/ (2021-2022)



PERCENTAGE OF HDS SCHOLARSHIP HOLDERS IN THEIR 5 MOST POPULAR STUDY PROGRAMMES (2021-2022)



PERCENTAGE OF HDS SCHOLARSHIP HOLDERS AT DIFFERENT LEVELS OF STUDIES (2021-2022)



SYNERGIES WITH THE STIPENDIUM HUNGARICUM SCHOLARSHIP PROGRAMME



GENERAL AIMS

- promoting internationalization and quality development of Hungarian higher education
- reinforcing international relations of the Hungarian scientific elite
- to intensify higher education cooperation with international partner organizations

SPECIFIC AIMS

- establishing** personal and professional attachment of foreign students
- promoting** Hungarian language and culture
- supporting** Hungarian diaspora communities by education
- motivate** young members of Hungarian minorities to maintain Hungarian communities abroad
- improving** Hungarian language proficiency

HEIs

selection procedure for HEI-s – SH Licence

NUMBER OF STUDENTS

approx. 12.000

121

SENDING COUNTRIES

more than 80

all countries (except EU, SRB, UA-Zakarpatska Oblast)

SENDING COUNTRIES WITH MOST STUDENTS

JO, BR, KAZ, SY, KG, VN, TR, RUS, KE, CHN, AZ, IN, MNG, PAK, TUN

US, BR, CA, IL, VEN, AR, GB, MK, AU



SYNERGIES

integrated education, mixed classrooms

joint non-academic programmes

Hungarian language and culture lessons

RECRUITMENT TECHNIQUES FOR DIASPORA



ONLINE

- mapping diaspora organizations by country and providing information
- information days for applicants
- consultation for partners, considering different time zones
- media page for partners with downloadable materials: diasporascholarship.hu/en/media/
- continuous development of the website: diasporascholarship.hu
- continuous presence on the most popular social media surfaces
- advertising campaigns: targeting potential applicants in the priority target regions
- social media campaign targeting specific regions



OFFLINE

- involving Hungarian diplomatic representations, radios, newspapers, informal organizations of diaspora members
- strategic cooperation with professional associations
- presentations at conferences abroad
- offer specific study programmes
- involving alumni in recruitment



DATA AND INFORMATION

- Elements have been included to HDS programme based on a **PRELIMINARY SURVEY** on the expectations of diaspora community members (2021).
- recommendation from a Hungarian diaspora organisation or a Hungarian Diplomatic Representation
- learn Hungarian as a foreign language and culture, pass Hungarian as a foreign language exam
- 2 years voluntary work after graduation in the local Hungarian diaspora community of a foreign country



ANNUAL STUDENT SATISFACTION SURVEY
The student satisfaction survey supports to formulate key messages for recruitment.

RESOURCES: www.oktatas.hu The official website of Educational Authority in Hungary provides statistical data (Higher Education Information System) on higher education.
tka.hu/english The official website of Tempus Public Foundation provides both general and detailed information on internationalisation of Hungarian higher education.

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