

How to fill in your institution's page on IM.eu

Welcome to your institution's page!

InclusiveMobility.eu allows you to provide clear and consistent information about your institution to potential students and (prospect) partners, on a wide range of topics:

- From the different support services available at your institution
- To the contact of your inclusion/disability office
- Or the welcoming activities organised at your institution for (international) students
- And the institution/city's accessibility

Note that each Higher Education Institution has only one page and one account, and as such, should provide only one coordinated submission. You will most probably need to collect information from various parts of your Institution to answer the different questions (e.g. inclusion/disability office, international office, student services, medical services, etc.).

Why fill in your institution's page?

Thanks to this page:

- Students with disabilities will be able to better understand what their possibilities are and have better expectations about the amount of support they can receive at your institution
- (Prospect) partner higher education institutions will be able to have an overview of your approach and services. This will facilitate partner cooperation and communication in exchanges of students.

What information is needed on my institution's page?

Focus on the basic and accurate information: "What services do we offer currently? Who should you contact? How can you get in touch with us?"

Users of the InclusiveMobility.eu platform will want to find information that is:

- Correct and up-to-date: so keep your page updated! You are responsible for this. You will receive from us an update mail each year. But we advise you to update your page each semester.

- Short and to the point: the basic information must be clear at a glance.
- Practically oriented: can I make my mobility there and, if so, how do I best contact you?
- Structured: visitors will most likely “scan” several pages first, then look into it into more details.
- Simple language: no jargon; the information must also be clear without in-depth knowledge of the certain terminology

The clearer your information is, the more people will be interested to know more about your institution and the more relevant the requests will be. After all, you want to prevent students and partner higher education institutions from having the wrong expectations. That will save your institution and services an important amount of time.

Few tips for a good, useful page

You can get very far with a few simple tips:

- Limit yourself to the essentials:
 - Be as concrete as possible: your concrete offer is more important than your mission or vision
 - Stay concise and refer to your own website with a hyperlink whenever possible (in this case, make sure the information is available in English on your website!)
 - “Sloganesque” advertising texts such as “We are the best in A, B, C” are not relevant here
- Avoid false expectations: is a certain service not accessible? Then this is also essential information. Try to formulate this briefly, but simply.
- Be brief, but concrete: do not write: "advice", but "advice about rental problems"
- Do not overestimate your audience: what is an everyday term for you (e.g. "UDL", "reasonable adjustment", etc.) is not always clear for someone else. So:
 - Avoid professional jargon
 - Explain difficult words briefly, but simply
 - Always add the full version for abbreviations

Update your page

Institutions are in constant evolution: processes might evolve, new support services might be added, a new contact person might be recruited. Remember to keep your page up-to-date! We recommend doing a brief review at least once a year, ideally every semester.

If you have any questions regarding the platform and how to best keep it up-to-date, you can contact us at info@inclusivemobility.eu