

THE FIRST SET OF INSTITUTIONS TO EARN THE LABEL



- AIX-MARSEILLE UNIVERSITÉ
- LANGUEDOC-ROUSSILLON UNIVERSITÉS
- UNIVERSITÉ D'ANGERS
- UNIVERSITÉ DE CAEN NORMANDIE
- UNIVERSITÉ DE DIJON
- UNIVERSITÉ DE FRANCHE-COMTÉ - BESANÇON
- UNIVERSITÉ DE LA RÉUNION
- UNIVERSITÉ DE LA ROCHELLE
- UNIVERSITÉ DE LIMOGES
- UNIVERSITÉ DE REIMS CHAMPAGNE-ARDENNE
- UNIVERSITÉ DE RENNES 1
- UNIVERSITÉ DE STRASBOURG
- UNIVERSITÉ FÉDÉRALE DE TOULOUSE MIDI-PYRÉNÉES
- UNIVERSITÉ JEAN MONNET SAINT-ÉTIENNE
- UNIVERSITÉ PARIS-SUD
- ÉCOLE POLYTECHNIQUE - PARIS
- BURGUNDY SCHOOL OF BUSINESS
- ÉCOLE DES BEAUX-ARTS DE NANTES SAINT-NAZAIRE
- ENGÉES - ÉCOLE NATIONALE DU GÉNIE DE L'EAU ET DE L'ENVIRONNEMENT DE STRASBOURG
- ÉCOLE NATIONALE SUPÉRIEURE DE L'ÉLECTRONIQUE ET DE SES APPLICATIONS
- ÉCOLE NATIONALE SUPÉRIEURE DES MINES DE SAINT-ETIENNE
- EIGSI - ÉCOLE D'INGÉNIEURS GÉNÉRALISTES, LA ROCHELLE
- EPITA - ÉCOLE POUR L'INFORMATIQUE ET LES TECHNIQUES AVANCÉES
- ESSEC BUSINESS SCHOOL
- INSTITUT MINES-TÉLÉCOM BUSINESS SCHOOL

Labeling Commission, July 1, 2019

28, rue de la Grange aux belles - 75010 Paris






label@campusfrance.org

2019, September

THE "CHOOSE FRANCE" RECRUITMENT STRATEGY

THE "BIENVENUE EN FRANCE" LABEL



France ranks fourth in the world in hosting international students. The nation has adopted a comprehensive strategy to further enhance the international appeal of its institutions of higher education.

A major asset in the diplomacy of influence, attracting and enrolling international students strengthens France's place in the world.

The "Bienvenue en France" label, a part of the country's recruitment strategy, is designed to recognize the support services that French institutions offer to their international students.

Through the strategy, France is expanding its ability to train tomorrow's leaders while promoting its values abroad.



FRANCE IS COMMITTED TO SUPPORTING INTERNATIONAL STUDENTS

As a guarantee of the high quality of student support services offered in French institutions of higher education, the “Bienvenue en France” label offers international students the confidence that they will have ready access to information and services essential to the success of their period of study in France.



The “**Bienvenue en France**” label encourages a culture of support that benefits educational institutions as well as the international students they enroll:



> Because it recognizes the support services they provide, **the label is a valuable tool** for schools and universities seeking to recruit more international students. It encourages the development of **good student support practices** within institutions.



> The label also assures international students that they will receive a warm welcome and informs them of the services available to them.

The “**Bienvenue en France**” label informs prospective international students of the support they can expect to receive from a labeled institution. The label is awarded based on the quality and accessibility of:



> **information** (multilingual guidance, online applications, digital tools);



> **orientation** (*Welcome Desk*, student handbook and welcome kit, orientation events)



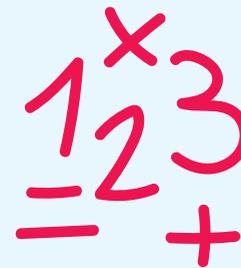
> **degree programs** and **support services** (varied degree options, programs taught in English, introduction to French academic methods, training in study skills, courses in French language)



> **campus life** and **housing** (guidance and orientation, housing options, referrals and guarantees)



> **postdegree services** (alumni network, help finding employment, business startups).



THE LABEL IN FIGURES

> **165** French higher education institutions engaged in the labeling process: universities, academic clusters, *Grandes Écoles*, engineering schools, business schools, schools of art, and other specialized schools

> **70** institutions expected to be labeled by end 2019

LABELING PROCESS AND REQUIREMENTS

Institutions seeking to earn the “**Bienvenue en France**” label are asked to complete an evaluation form describing the support services they offer to international students.

Labeling process:

- Step 1: Commission evaluates candidate institution's application
- Step 2: Experts conduct site visit (beginning in year 2)

Period of validity of label: 4 years (possibility of interim reassessment of level)

Number of levels: 1 to 3 stars.*

*No stars indicates that the labeling process is in progress, pending a decision on level.