

# Orange Tulip Scholarship Programme for outstanding Mexican students

## Overview 2011 - 2012



Prepared by: **Nuffic Netherlands Education Support Office Mexico**

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## Introduction

In September 2011 the first generation of Mexican students will start their studies with the financial help of the Orange Tulip Scholarship programme. This scholarship, administrated by Nuffic Neso Mexico with funds from 13 Dutch higher education institutions, is the first scholarship programme that is aimed exclusively at Mexican students that want to study at a Dutch higher education institution. This report will give a short overview of the first year of the programme, which will help to improve the programme for the coming years.

## Background

As a result of various surveys and through the direct experience of promoting Dutch higher education in Mexico, it became very clear to Nuffic Neso Mexico that many Mexican students depend on a scholarship to be able to study abroad. At education fairs and during student counseling, it is likely that one of the first questions asked is about scholarships. From the surveys held at the yearly pre-departure meetings, it appears that more than half of the students receive a scholarship or loan from either a Dutch institution or a Mexican organisation. Until 2011 the Huygens Scholarship Programme of the Dutch government provided some financial help, although this was limited to very few Mexican students each year.

Several Dutch institutions offer their own scholarships to international students and some institutions even offered a few scholarships exclusively to Mexican students. However, these scholarships could not be promoted extensively by Nuffic Neso Mexico. Therefore, in 2010 Nuffic Neso Mexico set up the Orange Tulip Scholarship programme for Mexican students.

## Timeline

The whole cycle of the Orange Tulip Scholarship for the academic year 2011 – 2012 lasted over one year, from April 2010 until July 2012.

- *April 2010*  
Nuffic Neso Mexico approaches all Dutch higher education institutions about the new scholarship programme and invites them to participate
- *September 2010*  
All relevant information from the Dutch institutions is received by Nuffic Neso Mexico and published on the website. Start of the active promotion.
- *October 2010*  
The Orange Tulip Scholarship brochure with information about all participating institutions is printed and used for distribution at the Nuffic Neso Mexico office, at education fairs and seminars and sent to Mexican higher education institutions.
- *November 2010*  
Promotion during the Europosgrados fair in Mexico City and Monterrey, in which five of the exhibiting Dutch institutions promoted their own Orange Tulip Scholarships with information sheets provided by Nuffic Neso Mexico.
- *December 2010*  
First application received.
- *February 2011*  
First deadline passed and selection to be made by the first Dutch institution.
- *April 2011*  
General deadline for the Orange Tulip Scholarship. In the last week before the deadline, most applications are received.
- *June 2011*  
Nuffic Neso receives the results from the participating institutions. All applying students receive a notice and the winners are invited to the awarding ceremony.
- *July 2011*  
Nuffic Neso organises the yearly pre-departure meeting which at the same time is the awarding ceremony of the Orange Tulip Scholarship for Mexican students.

## Statistics first year

- Number of participating institutions: 12
- Participating institutions:  
Amsterdam Business School, Delft University of Technology, Eindhoven University of Technology, Leiden University, Maastricht School of Management, Nyenrode Business University, Rotterdam School of Management – Erasmus University Rotterdam, Saxion University of Applied Sciences, TiasNimbas Business School, Tilburg University, University of Groningen and the University of Twente.
- Total number of scholarships available: 31
- Total value of all scholarships: over 360,000 Euros
  
- Number of unique enquiries: 285 e-mail conversations at [ots@nesomexico.org](mailto:ots@nesomexico.org)
- Page visits: 10,610 unique page views on the Spanish Orange Tulip site ([www.nesomexico.org/ots](http://www.nesomexico.org/ots))
  
- Number of applicants: 71
- Number of scholarships awarded: 20

## Promotion of the Orange Tulip Scholarship

The scholarship programme has been promoted extensively by Nuffic Neso Mexico through events, media and the Internet.

### Events

Nuffic Neso Mexico attended 35 education fairs during the 2010 – 2011 where the Orange Tulip Scholarship was prominently promoted. These fairs took place in several regions of Mexico. The largest education fair was Europosgrados 2010 in Mexico City and Monterrey, with an attendance of 10,000 visitors. During this fair, five Orange Tulip institutions were present to promote their study programmes and their Orange Tulip Scholarships. In the appendix a complete list of fairs attended by Nuffic Neso Mexico can be found.

### Media

A press release was sent to all national media and all contacts of Nuffic Neso at Mexican higher education institutions on 23 November 2010. This information has been published 21 times, both in printed media as online media. Many higher education institutions resend the information to their students and/or published the information on their websites.

### Internet

The complete information about the Orange Tulip Scholarship was published on the Nuffic Neso Mexico website. This information included general information about the programme, general requirements, the application process and deadlines, and specific information about each scholarship as provided by each institution. This information is available in English and Spanish, on both the website for Mexican students as the site for Mexican organisations.

The social networks grew very rapidly in the last few years (for details about online behaviour in Mexico, see the report as published on [Nuffic's market information website](#)). Nuffic Neso Mexico mainly uses two platforms: Facebook and Twitter. On these two websites the scholarship was promoted constantly. Amongst other publications, each individual Orange Tulip Scholarship was mentioned on both social networks.

In the seven newsletters sent to student contacts from September 2010 until May 2011, the scholarship was mentioned every time. Also the institutional newsletter was used to promote the scholarship among the people working at Mexican higher education institutions.

## Lessons learned

The first year was a learning year for all parties involved. The following is a list of lessons learned that will help Nuffic Neso Mexico to improve the promotion and administration of the scholarship for next years.

- All applicants must receive a unique number for their file. Since it is not possible to publish the names of the winners on the Nuffic Neso website, it is better to publish a registration number so students can easily see whether they are the winner of a scholarship.
- The Orange Tulip Scholarship brochure must provide clearer information about the application and selection processes.
- It proved successful asking students to apply only with scanned documents, since this makes the administration easier and clearer.
  
- The general promotion worked well this year, however, better results can be achieved if the scholarships are also promoted more actively at Mexican higher education institutions at a faculty or study programme level.
- In 2011 Nuffic Neso organised a very successful contest called TulipArt. Much promotion came directly through the Facebook page for TulipArt 2011. A separate Orange Tulip Scholarship Mexico page can be made for promotion. This page will of course include pictures and logos of all participating institutions.
- For the 2011 – 2012 academic year no Mexican companies participated. Nuffic Neso Mexico will approach companies again to see whether they are interested in participating in the scholarship programme.
- Radio stations have a good impact on Mexican society. This medium can be used more in the promotion of the Orange Tulip Scholarship.
- Promoting the programme as a scholarship exclusively for Mexican students is very successful.
- With the disappearance of the Huygens Scholarship programme, the Orange Tulip Scholarship Mexico programme will be the only scholarship actively promoted by Nuffic Neso Mexico. The Orange Tulip Scholarship will replace the Huygens programme on the scholarship calendar of the Mexican Secretary of Foreign Affairs.
- The application process must be explained more clearly, indicating that students can apply for the scholarship as soon as they have received the universities' confirmation of reception of their admission documentation.
- The call from September/October until April is a good period for students to be able to apply for the scholarship. The results must be published in the first week of June, since many universities need a confirmation from the student in order to start the visa application procedure.

## Appendix: list of fairs attended by Nuffic Neso

Fair Name	Organized	Level	City	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Feb.	Mar.	Apr.
IIEFF	Government		Chihuahua	B5									
BUAP	University	B Ex/M	Puebla	B8									
Fray Luca Paccioli	University	B Ex/M	Cuernavaca		B7								
UNITEC	University	B Ex.	Mexico City		C5								
QS World Grad Tour	Agency	M	Mexico City				A10						
Expo Beca Querétaro	Government	B Ex./M	Querétaro					B9					
Expo Cursos en el Extranjero	Agency	M	Monterrey					A8					
Expo Cursos en el Extranjero	Agency	M	Mexico City					A9					
Expo Cursos en el Extranjero	Agency	M	Puebla					A9					
Expo Cursos en el Extranjero	Agency	M	Guadalajara					A9					
La Salle	University	B Ex/M	Mexico City					B9					
IPN	University	B Ex./M	Mexico City					A8					
UNAM	University	B Ex./M	Mexico City						A9				
Foro Oportunidades	Agency	M/PhD	Mexico City						B8				
Instituto Thomas Jefferson	High School	B	Mexico City						B6				
Green Gates	High School	B	Mexico City						B7				
American School Foundation	High School	B	Mexico City						B7				
AMPEI Feria de becas	Government	M	Manzanillo						B7				
UABC	University	B Ex.	Mexicali						C5				
Expo Posgrados & MBA	Agency	M	Mexico City							A8			
Expo Posgrados & MBA	Agency	M	Puebla							B7			
Europosgrados	Nuffic Neso a.o.	M/PhD	Mexico City							A10			
Europosgrados	Nuffic Neso a.o.	M/PhD	Monterrey							A10			
UDEM	University	B/M	Monterrey								B8		
UR	University	B/M	Monterrey								B6		
ITESM	University	B Ex./M	Monterrey								A9		
ITESM	University	B Ex./M	Guadalajara								A8		
ITESM	University	B Ex./M	Cuernavaca								A9		
ITESM	University	B Ex./M	Atizapán								A9		
ITESM	University	B Ex./M	Puebla								A9		
ITESM	University	B Ex./M	Queretaro								A9		
Expo Cursos en el Extranjero	Agency	M	Monterrey										A9
Expo Cursos en el Extranjero	Agency	M	Puebla										A9
Expo Cursos en el Extranjero	Agency	M	Mexico City										A9
Expo Cursos en el Extranjero	Agency	M	Guadalajara										A8

Explanation of the letters and numbers:

Organization, Publicity, Space, Stand, Cooperation, Facilities

C: Not sufficient, B: between (almost) sufficient and excellent, A: more than excellent / above expectations for this position held.

Students Profile

5: almost sufficient, 6: sufficient, 7: more than sufficient, 8: good, 9: very good, 10: excellent