

**Secretariat Report
On the Status of the Global U8 Consortium**

By

Judy K. Beckman, Ph.D.

Submitted to the 5th Council of Presidents

September 23-24, 2008

Melbourne, Australia

Overview of Committee Activities Since the 4th COP, June 28-29, 2007

During this time period the Office of the Secretariat, including the responsibility for the GU8 web site, was transferred to the University of Rhode Island. Assistant Secretary-General Melissa McCarthy and I would like to express our thanks for the support we have received from former Secretary-General YT Chang, particularly in his conduct of the 4th COP itself, and staff member Jakyung Kim for their support in facilitating this transition.

Education Committee

We have conducted two Education Committee (EC) meetings since the 4th COP in June 2007: the 4th EC in November, 2007, hosted by RMIT University; and the 5th EC in August, 2008, hosted by the University of Hull. Each meeting was attended by seven of the 10 member institutions: neither a representative from the University of Washington nor a representative from Meiji University attended either meeting; the representative from the University of Hawaii attended only the November 2007 meeting in Melbourne; and the representative of the University of Haifa attended only the August 2008 meeting in Hull. At the 4th EC meeting in Melbourne, committee members reviewed a approved a revised charge for consideration by the COP following the merger of the Building Administrative Capacity Committee (BACC) at the 4th COP. Having served as EC Chair through the five meetings, Eveline Fallshaw will relinquish her position at the completion of this COP meeting. The EC has proposed that Peter Lutzeier, Pro-Vice-Chancellor (Teaching and Learning), University of Hull, United Kingdom, succeed Eveline Fallshaw, pending discussion and approval by the COP.

Joint Research Committee.

The University of Le Havre hosted the one Joint Research Committee (JRC) meeting held during this time period, in June 2008. Representatives from seven of the ten member universities attended; neither the University of Hawaii, nor Meiji University, nor the University of Washington dispatched delegates to attend. The JRC has proposed that Barry Winn, Pro-Vice-Chancellor (Research & Enterprise), University of Hull, United Kingdom, succeed Peter Alfonso,

Vice President for Research and Economic Development, University of Rhode Island, pending discussion and approval by the COP. Peter Alfonso, Chair of the JRC and Vice President for Research and Economic Development at URI, also has proposed, and the JRC has reviewed and approved, an Intellectual Property Policy for the GU8 including the establishment of the GU8 Research

Foundation. The proposal was made available in advance of the COP on the GU8 web site in order that its implications may be fully considered by member presidents prior to attending the COP. JRC Chair Dr. Alfonso addresses that topic more fully in his separate report.

Major Activities by Committee and Other Activities

Research Committee Activities

Two research workshops have been conducted in accordance with item 11 of the Le Havre Declaration of the 4th COP.

Best Practices in Global Logistics Workshop. In March, 2008, the Best Practices in Global Logistics workshop was conducted at the East-West Center, Hawaii. Pursuant to the proposal originally made by Professor Jaechon Park at Inha University and endorsed by the 4th COP, the meeting was organized by the GU8 Secretariat Office, the University of Rhode Island, the Jun Seok Research Institute of International Logistics and Trade at Inha University, ISEL at the University of Le Havre, and the University of Hawaii. The workshop was further sponsored by the URI Transportation Center and Xiamen University. The GU8 Secretariat appreciated the help of Edward Shultz, Interim Dean, School of Pacific and Asian Studies and Jenny Samaan, Director, Office of International Affairs, as well as their staffs, for support in conducting this workshop. Representatives from eight of the ten Consortium member institutions attended; Meiji University and the University of Haifa did not send representatives to the workshop. As well, practitioner participants included Joedy Cambridge, Marine and Intermodal Specialist, The Transportation Research Board of the National Academies, and Kevin L. Halloran, Vice President, Corporate Development and Investor Relations, Alexander & Baldwin Inc./Matson. The GU8 Consortium has continued to work with these two individuals by involving them in reviews of transportation-related case studies from the subsequent Marine Affairs workshop discussed later in this report. Outcomes of the Hawaii workshop form the strategy for logistics and supply chain research and will be more fully discussed in the Chair's Report from the JRC. During the time period of the workshop, Peter Alfonso and Secretary-General Judy Beckman met with Chancellor Virginia Hinshaw and Director of International Affairs Jenny Samaan to discuss the GU8 Consortium's

goals and objectives and this COP in particular. On the return journey from Hawaii to Rhode Island, Secretary-General Beckman also visited the University of Washington for a lunch with Provost Wise and faculty members associated with the UW Global Trade, Transportation, and Logistics Research Center; the visit also provided time to work with Tom Leschine, Director, and Marc Miller, Faculty Member, in the School of Marine Affairs on the then-upcoming Marine Affairs Workshop.

Marine Affairs Workshop. Pursuant to the COP Le Havre Declaration item 11, from April 30 to May 2, 2008, URI and the GU8 Office of the Secretariat hosted a Marine Affairs workshop, entitled *Globalization, Marine Affairs, And Ocean Sciences: Understanding the Human Dimensions of Global Change*. In total, 34 participants from eight member universities—all except the University of Hawaii and Meiji University—contributed to making the workshop an outstanding success, achieving strong accomplishments in both research and educational outcomes. The short-term result of the workshop is a list of proposals for 18 educational case studies to be developed from extant research. The research basis for faculty preparation of these cases consists of projects generally funded by organizations such as the U.S. National Transportation Board, the URI Transportation Center, and the Korea Maritime Institute. Topics for these case studies extend beyond pure marine affairs issues to both transportation and business-related content areas. So far, funding has been obtained via a competitive grant application to develop the transportation-related case topics into 4 case studies. A total of \$126,000 in resources will be dedicated to the project, including donation of time by practitioner contributors and \$56,000 of funding from the URI Transportation Center. Further, publishing house McGraw-Hill is interested in publishing the cases as they are prepared, and then compiling them into one case book to be published via their flexible Primus publishing system. All of these publications will carry the GU8 logo, further enhancing our visibility and quality brand image. Information about the workshop and the case studies is available at <http://www.uri.edu/gu8/research/marineaffairs/index.html>.

Research outcomes from the workshop also have been achieved, primarily evidenced by plans for a succeeding workshop to be held at the University of Haifa in the time frame from March to June 2008. The plans for the workshop are centered on the theme of Marine Affairs – A Bridge For Peace: Sustainable Development Of The Eastern Mediterranean Region, Focusing On Aspects Of Future Energy Sources In Marine Affairs.

Researcher Directory. As required by the Incheon Declaration dated 29 April 2004, the GU8 Secretariat has continued progress in development of the Researcher Directory initiated by the Joint Research committee, though some member institutions have not yet contributed. To date, Inha University, the University of Haifa, the University of Rhode Island, RMIT University and Xiamen University have provided data on researchers in their universities. In addition, we have begun to work with staff from one of our newest member institutions, the University of Hull, to access their searchable database through a link via the GU8 web site. The need to advertise the GU8 activities amongst our members is evident from steps that have been taken so far with the planned Marine Affairs workshop in Haifa. However, we as well need to establish a better system of maintaining the database with semi-annual updates. The Secretariat respectfully requests the Council of Presidents to support a charge to your campus research leaders, particularly those who serve on the Joint Research Committee, to focus on this task within their GU8 responsibilities.

Research Foundation and Intellectual Property Policy. As charged by the COP in the Le Havre Declaration item 6, JRC Chair has put forward a proposal to establish a GU8 Research Foundation and implement a policy on intellectual property. That document has been made available to the COP for review prior to traveling to Melbourne in order that its complex implications may be fully discussed during the meeting. The contents of the document are more fully discussed by JRC Chair Peter Alfonso in his report.

Educational Initiatives

Global MBA and Leadership Program. Based on an agreement among Inha University, University of Le Havre, Xiamen University, and the University of Rhode Island signed at Inha University in November 2007, and endorsed by the 4th COP in item 4 of the Le Havre Declaration, the Global MBA and Leadership Program successfully completed its inaugural year on August 19, 2008, and our students returned to their home locations. At the University of Rhode Island, faculty held a debriefing meeting with our five students on August 21, 2008. Students gave clear feedback on the areas of the program from which they most benefited and on some areas in which the program could be improved to better meet the educational objectives of MBA students from their global experiences.

RMIT University, Meiji University, and the University of Haifa have all expressed interest in participating in the program. As well, this program is serving as a model for the newly proposed

Master of Global Logistics presented to, and endorsed by, the EC during its meeting at the University of Hull.

Student and Faculty Exchanges. As further recommended in the 4th COP Declaration Item 8, collaboration among member universities has focused on marine affairs and global logistics in order “to make the Consortium the unique and top notch global consortium in these targeted areas in the world.” Collaboration in Marine Affairs among University of Rhode Island, Xiamen University, University of Washington and Inha University has been extended as evidenced by the success of the Marine Affairs workshop. Marine Affairs faculty exchanges were conducted between Xiamen University and the University of Rhode Island which also resulted in student recruitment for the Marine Affairs program at URI; the student may also be interested in a combination of students with our MBA program.

Overall, student exchanges among member universities were discussed at the EC meeting at the University of Hull in order to facilitate discussion of some imbalance issues that persist among member institutions. Each representative to the Education Committee has submitted individual reports to the Secretariat; Secretary-General has prepared a summary format that may be used to consolidate reporting through the EC Committee chair from this point forward. This summary is based on a head count only. Further, the EC Chair Report includes proposals for alternative forms of establishing exchanges in addition to setting goals of numbers of students exchanged in year long placements under purely bilateral agreements; for example, agreements could support systems based on exchanges providing global workplace experiences. Finally, the EC Chair report also discusses the role of the EC as a sponsor of occasional workshops designed to help member institutions’ staff better understand the barriers to success in student exchange programs.

Other Activities and Issues

Enhancing the Visibility of GU8 Activities. Item 7 of the Le Havre Declaration listed several actions to enhance the visibility of GU8 activities: establishing an electronic news letter utilizing the Researcher Directory; utilizing the list serve developed by Inha to disseminate information and exchange of ideas; and displaying the progress of the Best Practices in Global Logistics project on the GU8 website. During this year ending September 2008, we in the Office of the Secretariat have striven to show all ongoing research activities on the GU8 web site. Assistant Secretary-General Melissa McCarthy and her staff are to be commended for the outstanding work

they have done in building on the web site foundation begun at Inha University and transferred to URI. Progress on the Best Practices in Global Logistics project as well as the case study project from the Marine Affairs workshop at URI are displayed on the web page. Finally, two newsletters were distributed in the past year, one by President Seoung-Yong Hong, and one letter to the GU8 presidents by President Robert L. Carothers.

Focus on Marine Affairs and Global Logistics. Item 8 of the Le Havre Declaration emphasized that GU8 activities should focus its education and research efforts on Marine Affairs and Global Logistics to make the Consortium the unique and top notch global consortium in these targeted areas in the world. Most activities undertaken during the past year have been focused around Marine Affairs, Ocean Sciences, and Global Logistics. Further, the intellectual property beginning to be developed within the Consortium's connections have retained this focus. For example, the 18 case studies proposed from the Marine Affairs workshop include many with a transportation and/or business focus as well as purely Marine Affairs orientation.

Plans for the Future

Impact of the Merger of BACC into EC. In his report to the 4th COP, former Secretary-General Young-Tae Chang outlined agenda items from the 3rd Building Administrative Capacity Committee (BACC) meeting, prior to its merger into the EC, and the 2nd Library Workshop on April 17-19, 2007, at the University of Haifa. The plans expressed in that report were for the BACC to "...endeavor to strengthen the exchange of students and faculties among the GU8 member universities," including addressing issues in relation to imbalanced or dormant student exchange programs. These initiatives have been undertaken by the EC and are particularly well supported by the EC membership now being constituted by two representatives from each member university, one high-level academic program leader and one high-level international program leader. Plans for coping with these issues are further discussed in the EC Chair's report. The BACC members also were charged with "building the homepage information on GU8," an activity that is now being conducted by the Office of the Secretariat.

The last BACC meeting also involved GU8 member librarians. The librarians proposed initiatives there that clearly will further GU8 Consortium interests but those initiatives have not been realized. EC members are keen on seeing those initiatives develop and contact among Secretary-General Judy Beckman, EC Committee member Peter Lutzeier, EC Chair Eveline Fallshaw, and potential leadership among GU8 member institution librarians has been initiated. We will continue to work together to resurrect this group's interesting activities.

Continued Effort to Publish Agendas in Advance of Meetings. Also noted in item 10 of the Le Havre Declaration is the point that provisional agenda should be sent to participants three months in advance of all GU8 activities. While we in the Office of the Secretariat have striven to accomplish that goal, we also acknowledge that member institutions are aware of the dates of meetings at least three months ahead of their happening. The draft agenda for the Joint Research Committee meeting was distributed via email approximately one month ahead of the meeting date. The draft agendas for each Education Committee meeting were distributed approximately two months prior to the scheduled meetings; the agenda for this COP was not distributed until approximately six weeks ahead of the meeting. However, we enhanced the usefulness of the planning process by making significant documents available on the web site discussion list.

Membership. The University of Cairo was again invited to present to the Council of Presidents of for possible membership in the GU8 Consortium but has not confirmed participation as of the date of this writing.

Planned Meetings. Upcoming meetings associated with the GU8 include the planned Business Administration Conference at Inha University in October 10-11, 2008; the next JRC and an associated Marine Affairs Workshop is scheduled for June 2009 at the University of Haifa; and the next EC meeting is scheduled for sometime from June to October 2009 at Xiamen University. Already noted in the Le Havre Declaration item 11 is a planned conference or workshop on Business Model Innovation in the Global Era scheduled for Xiamen University in October 2009.