

International Education for the 21st Century:

An All-University Approach

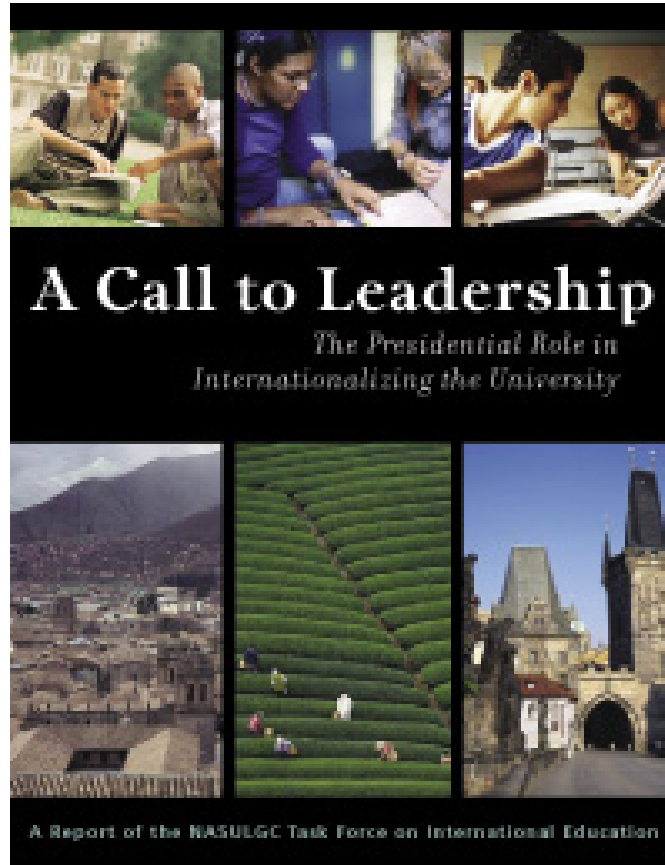


November 3, 2006

Ninth Annual Colloquium
on Internationalizing
Engineering Education

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President
University of Cincinnati

NASULGC Task Force on International Education



- Issued in October 2004

Failing report card at U.S. universities

- **Only 3 percent** of U.S. students in four-year programs participate in education abroad each year.
 - At UC: it's a little over 2 percent – now 839 students.
- **Growth of international enrollment slowing – down 1 percent**
 - At UC: 2056 this year; down from 2126 last year.
- **1 in 10 American students studies a foreign language.**



Defining our terms

- **Internationalization**: The process of integrating international and multicultural perspectives and experiences into the learning, discovery and engagement mission of higher education (Knight, 1994).
- **Globalization**: The integration of countries and people as the result of economic, technological and knowledge advances.
- **International Education**: The full spectrum of educational programs and practices that facilitate internationalized learning. This includes curriculum, education abroad, international research and scholarship, university engagement, and the involvement of international students and scholars on U.S. campuses.
- **Global Competence**: The ability of faculty, staff and students not only to contribute to knowledge, but also to comprehend, analyze, and evaluate its meaning in the context of an increasingly globalized world.

Four good reasons to internationalize



- **For our students**
- **For our communities**
- **For our nation**
- **For our institutions**

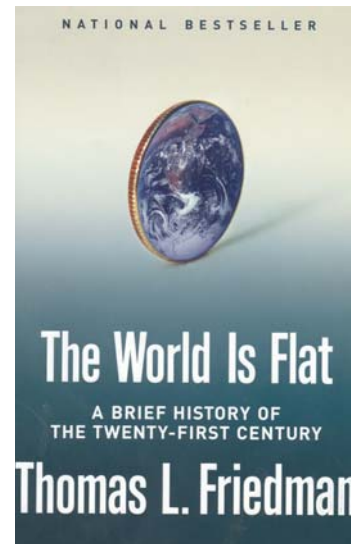
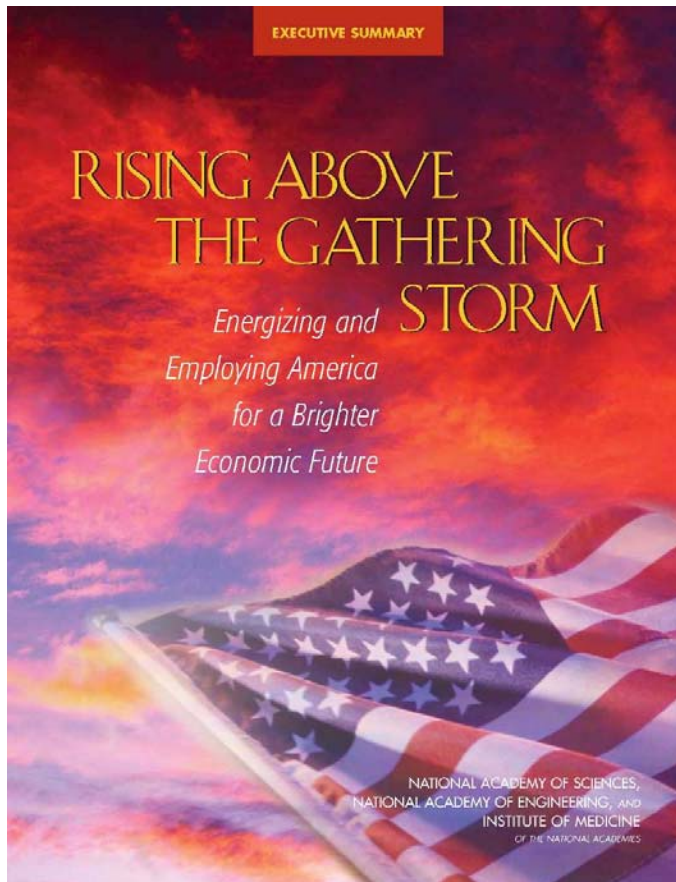
Three A's for presidents

- ***Articulate*** a clear and compelling vision for a global university within the unique context and heritage of each individual institution;
- ***Advocate*** for the importance of internationalization, on campus and off;
- ***Act*** by implementing specific action strategies that will advance the vision and hold the institution accountable for transformation.

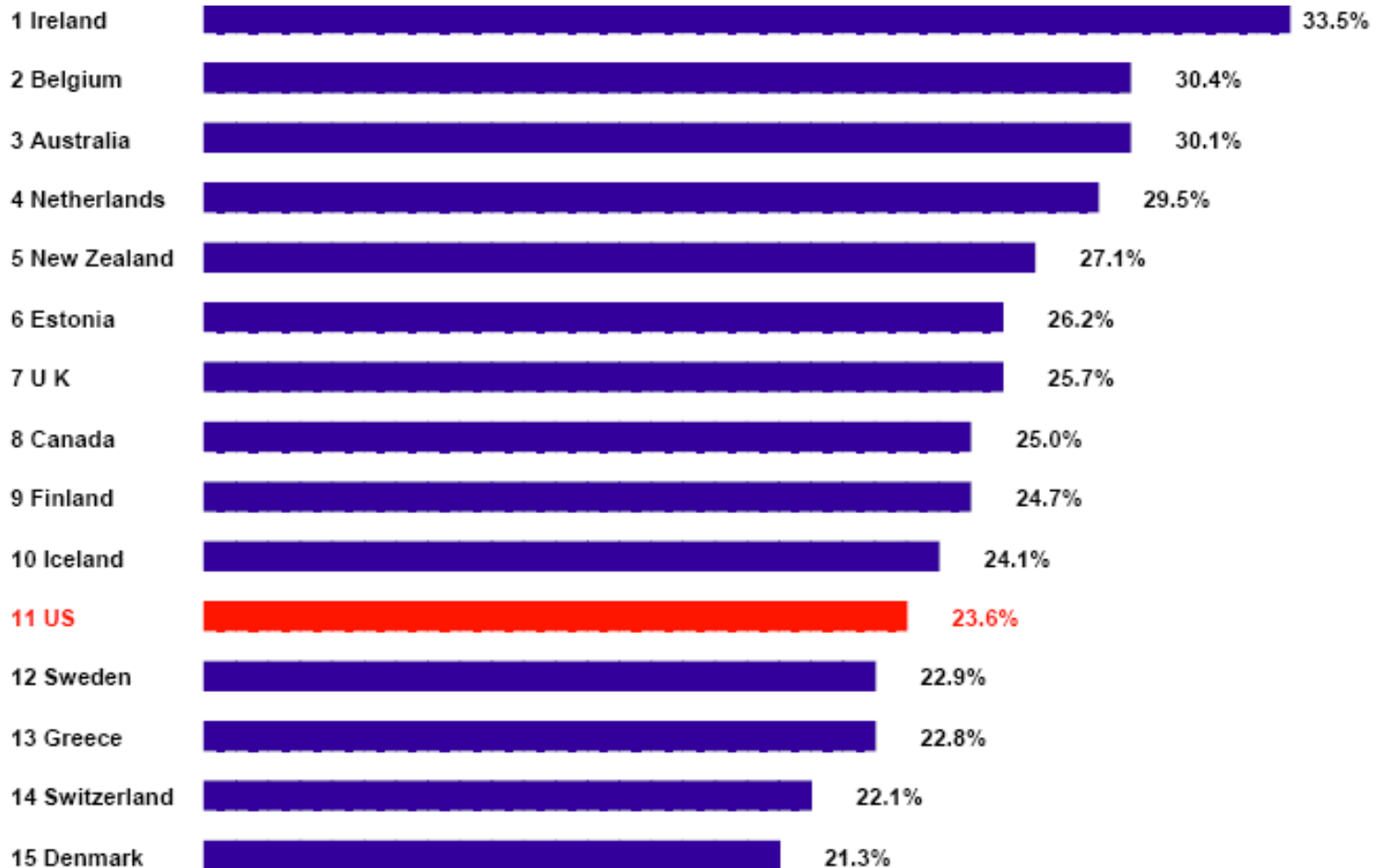
ARTICULATE

US Competition in the
Creative Age: Are We Still
a Nation at Risk?

Spellings Commission & more

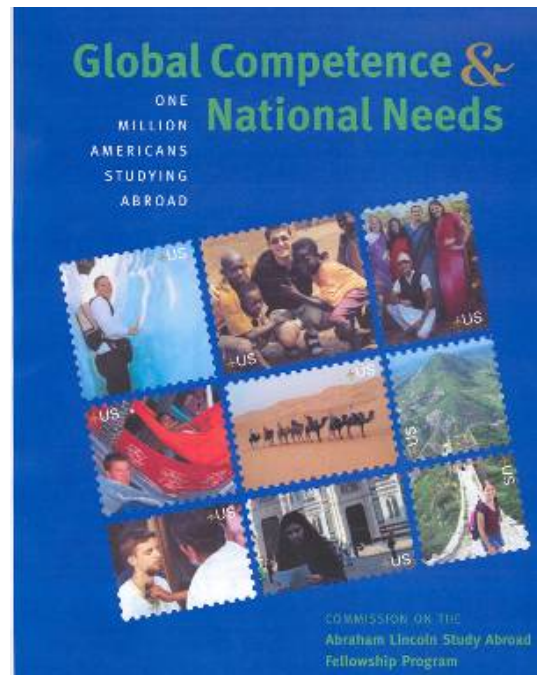


Percentage of workers in the “Creative Class”



ADVOCATE

Lincoln Commission



A call for the “coalition of the converted”

- Bring together faculty, students, administration, community leaders and members of the boards of trustees
- Provide a clear vision of internationalization
- Foster communication among constituencies
- Encourage faculty development
- Build capacity

ACT

UC | 21

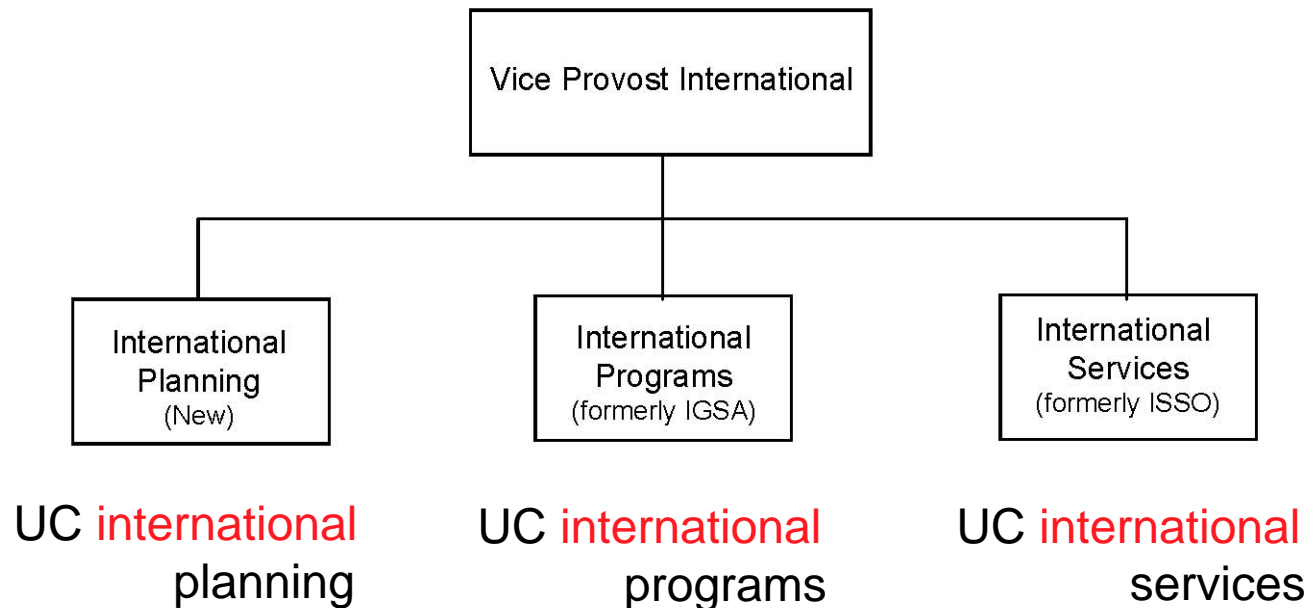
defining the **new**
urban research university

UC|21 strategic goals

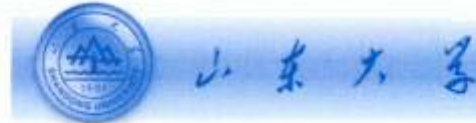
- Place students at the center
- Grow our research excellence
- Achieve academic excellence
- Forge key partnerships
- Create a sense of place
- Create opportunity

1: Reorganization & Re-Branding

UC international



2: Managing Opportunity and Risk



Activity Agreement For

*Establishment of Joint Center for Urban Research and
Co-Located Offices*

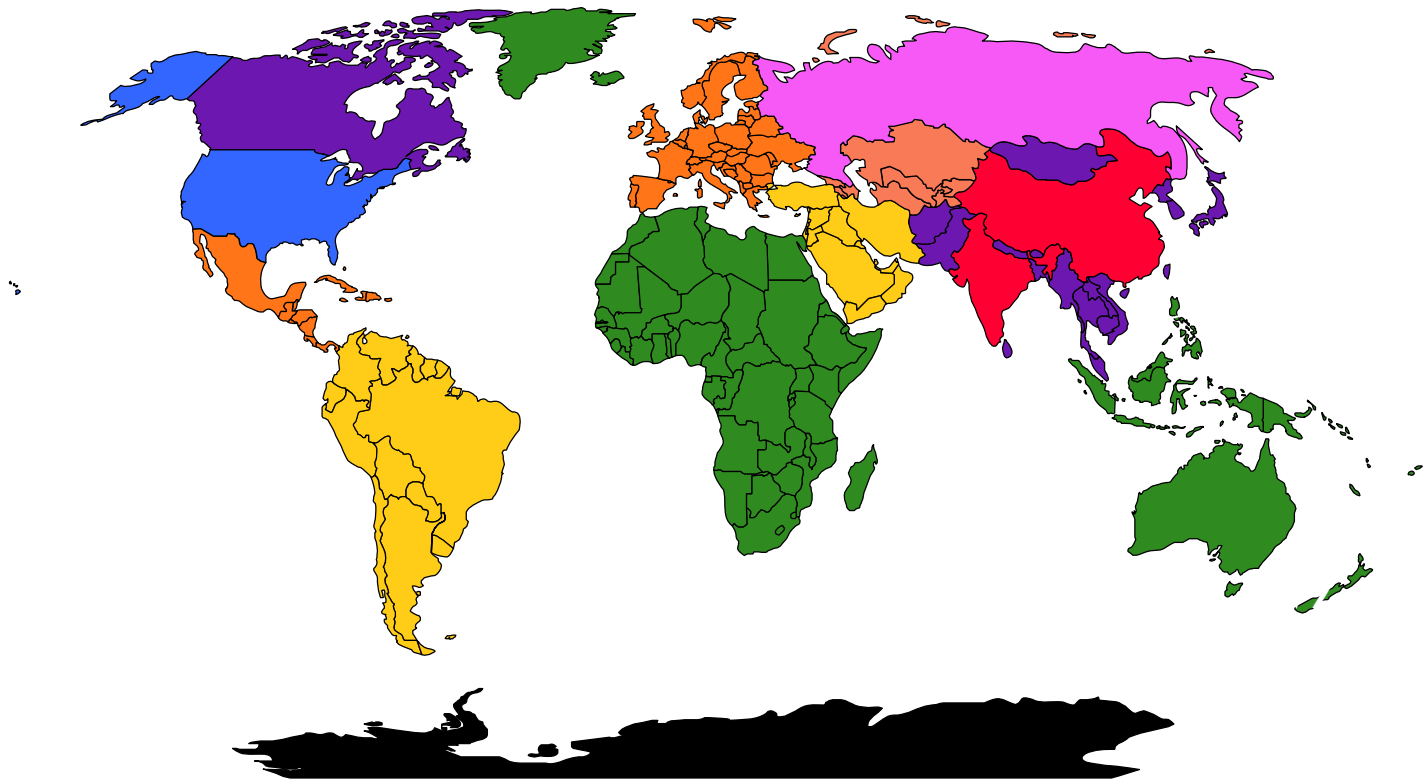
University of Cincinnati

and

Shandong University

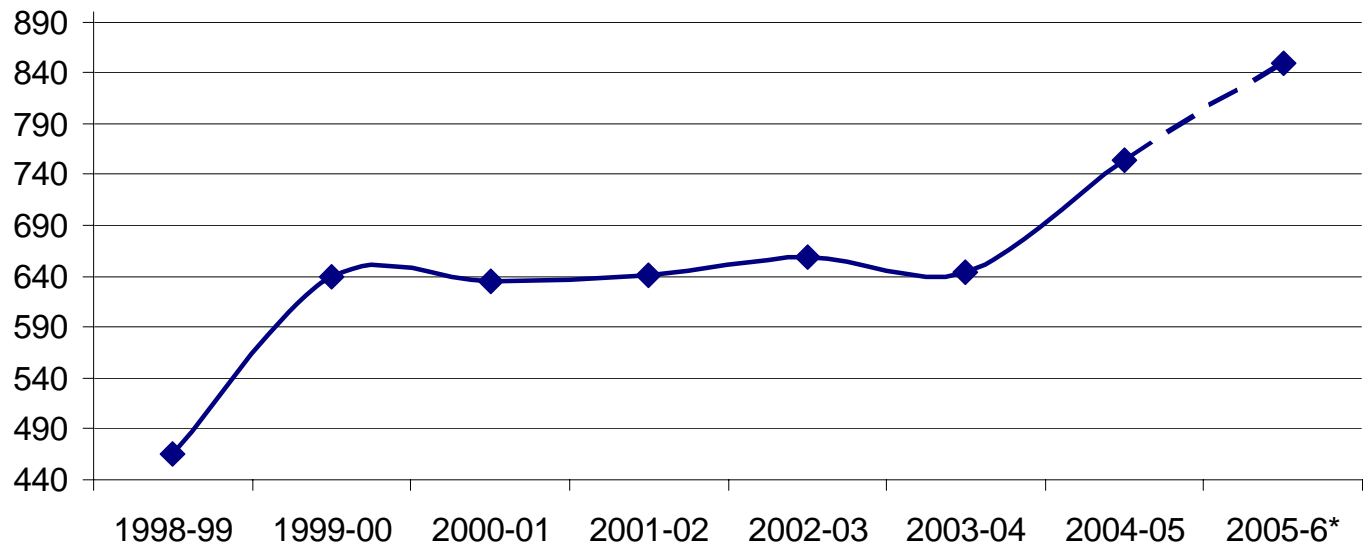
This is an Activity Agreement between the University of Cincinnati (UC) and Shandong University (SDU). It sets out the framework for activities between our two institutions for a five-year period. This Activity Agreement is part of the broader Institutional Collaboration Agreement already signed between our two institutions.

3: COSMIC



4: Study Abroad Growth & Diversification

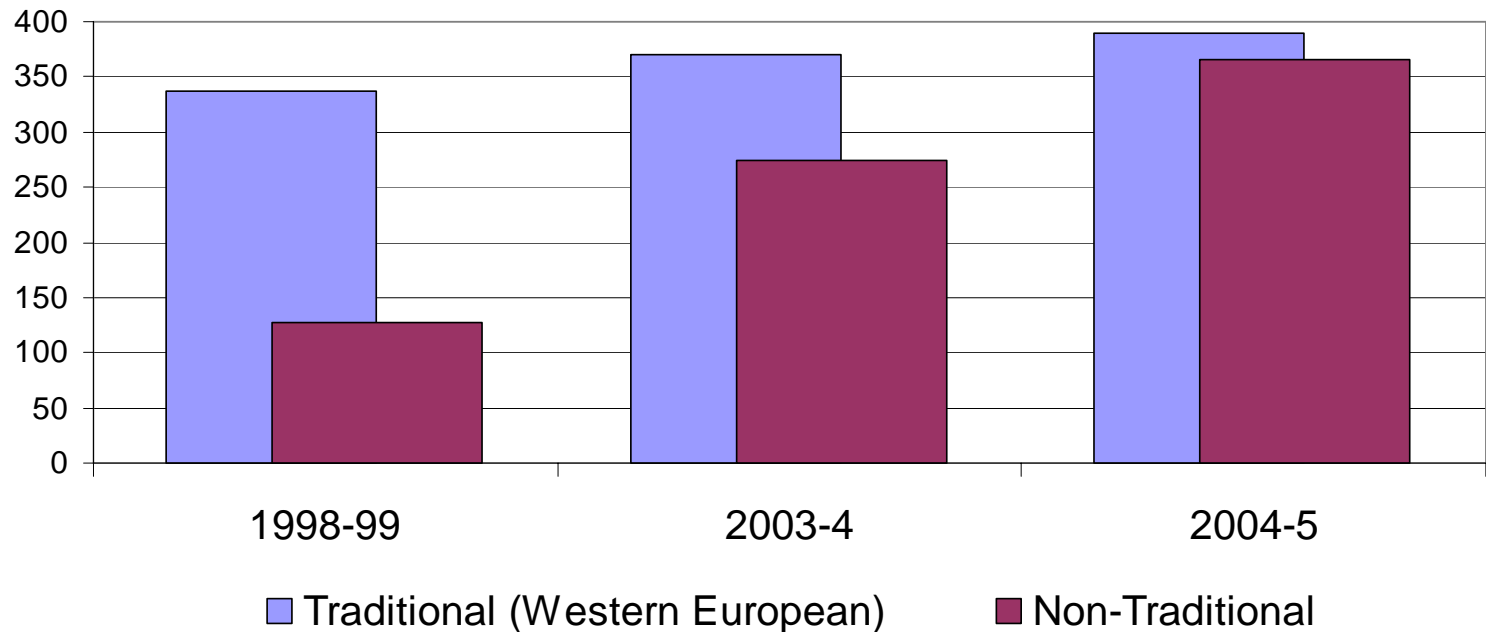
Significant growth in Study Abroad
after five flat years



* Projected

Study Abroad Growth & Diversification

Growth in non-traditional destinations;
now near parity with Western Europe



5: Benchmarking International Student Services

International student satisfaction measured against 24 leading universities (primarily British):

- ***UC led the pack in learning satisfaction, scoring ahead of all others in 10 of 15 categories***

However, significant ***environmental dissatisfaction*** remains:

- Near-campus surroundings
- Public transportation
- Religious worship facilities
- Feeling safe and secure

THE FORUM ON EDUCATION ABROAD



- **First ever standards organization** for international education
- **UC to pilot** implementation of standards (*one of only three research extensive U.S. institutions invited*)

Adoption of the standards will establish UC as an international education brand of highest quality.



6: Foreign Recruitment: An Emerging Network

- **Representatives appointed in India**, covering 13 cities
- New international admissions system in development to **accelerated undergraduate recruitment**
- Representatives to be added in **China and other strategic markets**
- **New Indian alumni association** under development – a model for others



7: International Co-op Program

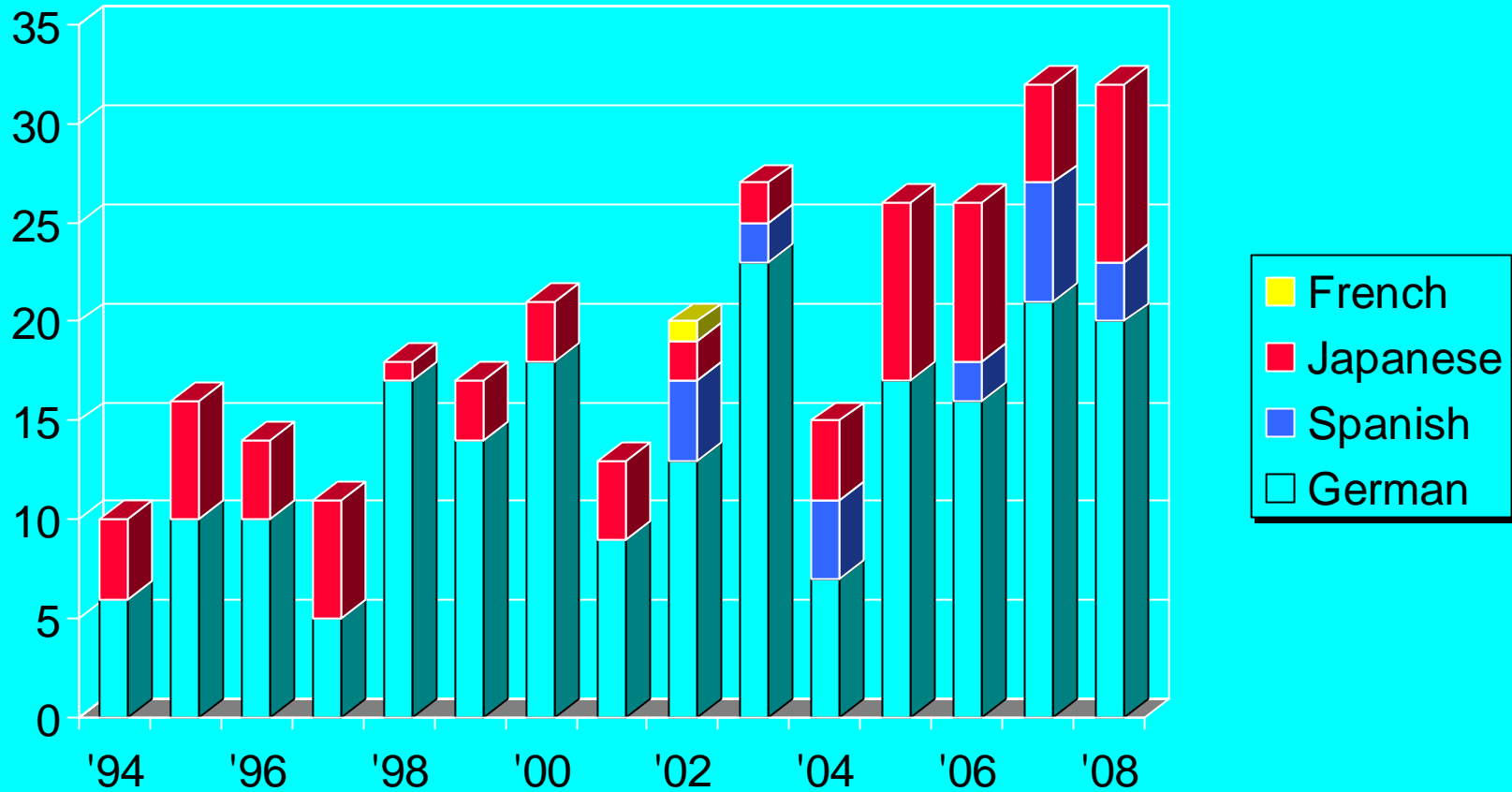


International Co-op

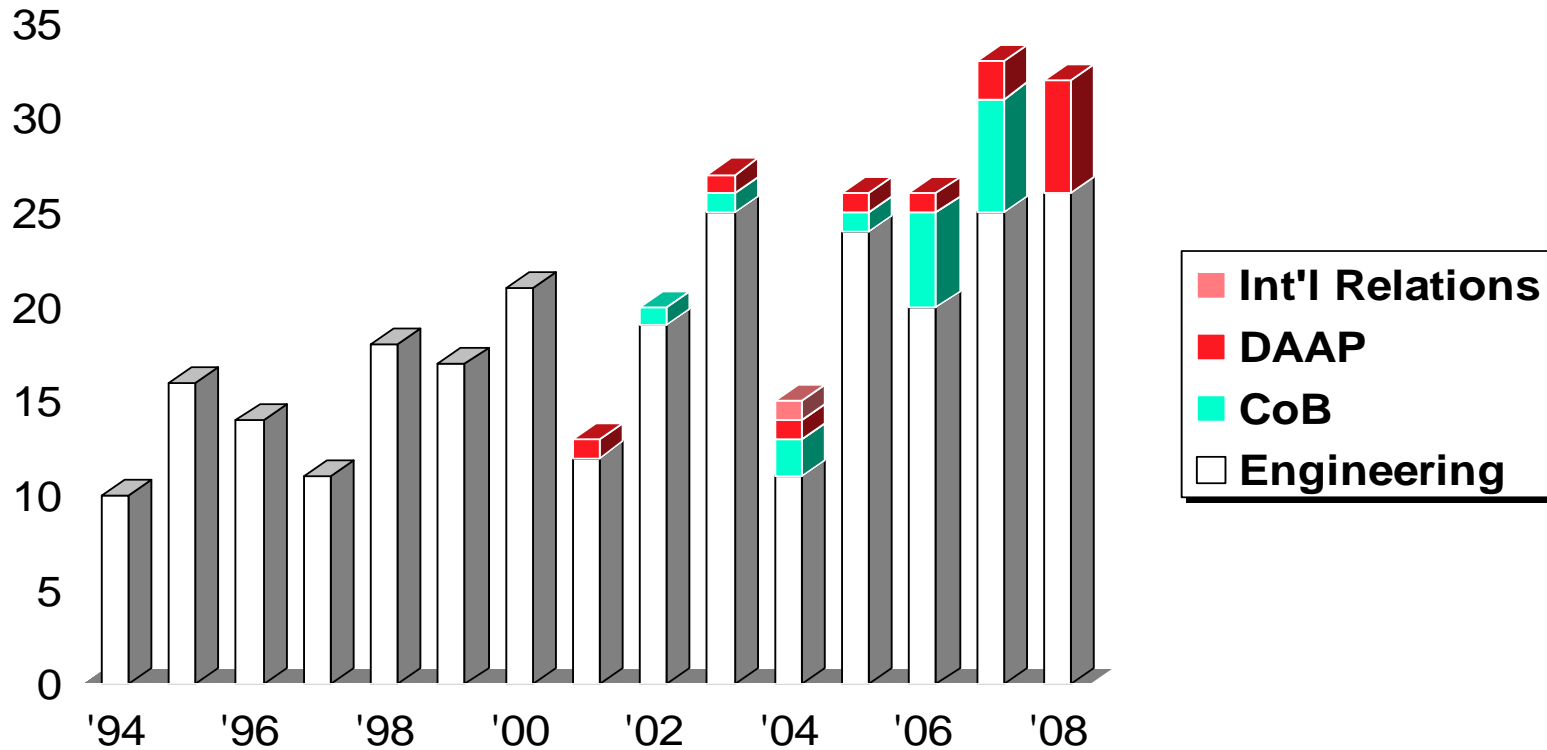
- Destinations in Germany, Japan, Latin America
- Work during your final two co-op quarters with a company overseas
- Receive specialized language/culture courses in German, Japanese or Spanish
- Acquire cross-cultural communication skills and experience that will enhance employability



International co-op by language

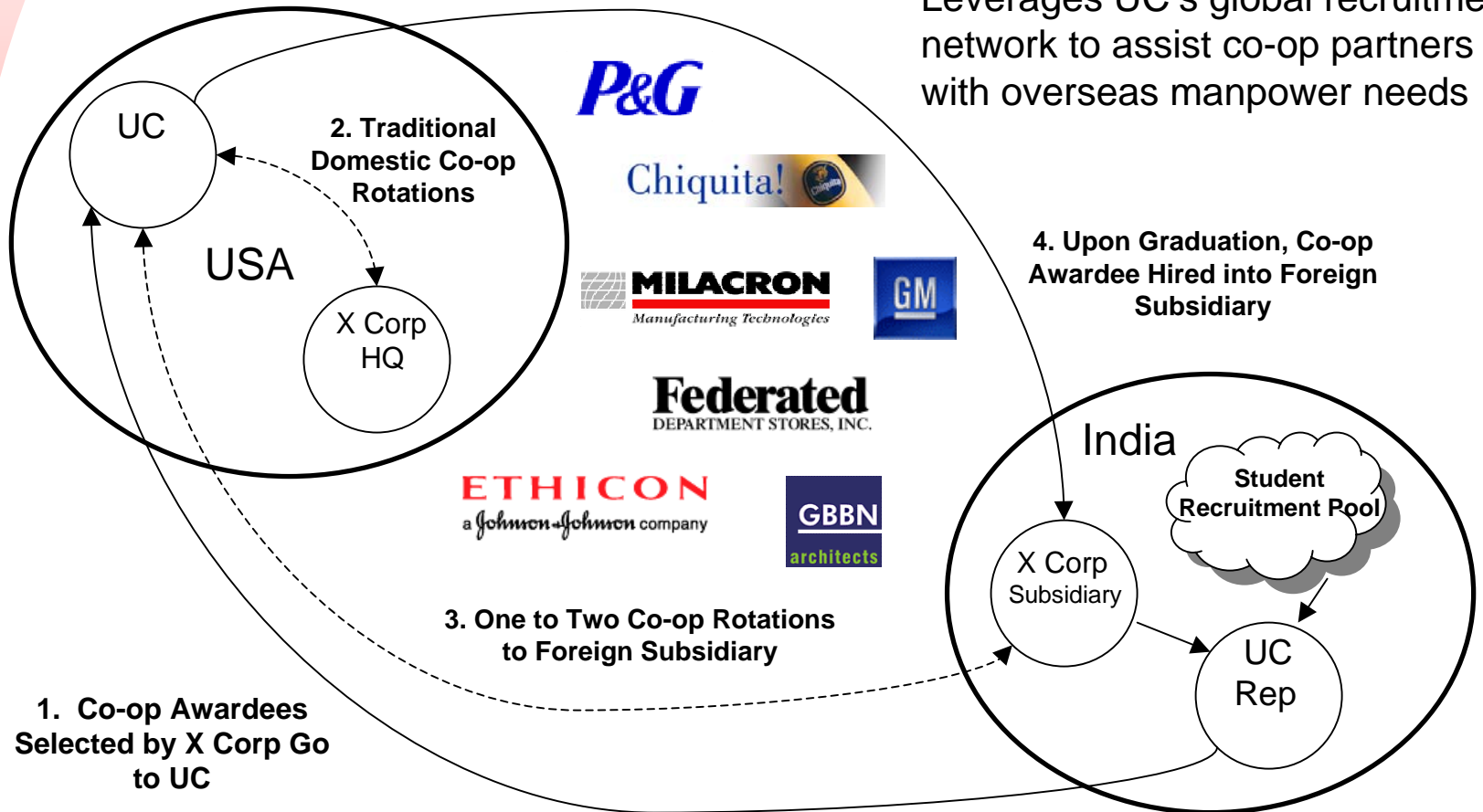


International co-op by college



Global Co-op Recruiting Initiative

Leverages UC's global recruitment network to assist co-op partners with overseas manpower needs



8: Global Quality Assurance Services



- Possible first -- the Al Hussein Fund for Excellence (HFE) commissioned Dean Andrea R. Lindell to **review all associate and baccalaureate nursing programs in Jordan** in collaboration with the Center for Quality Assurance in International Education (USA)
- **UC now on the radar** of the Royal Family, Ministers of Health and Education, and Jordanian university presidents
- Project completion late 2006
- UC International is **positioning UC as a leader** in global higher education quality assurance



9: Organizing by a Value Proposition

Built Environment & Rapid Development Challenges Confronting Universities

Strengths of University of Cincinnati

Challenges of Rapid Development

Urban & Regional Planning

Industrial Automation

*Work Integrated Learning – Co-op
Design*

Environmental Health & Safety

Health Care & Delivery Systems

Industry Partnerships

Construction Management

Real Estate Studies

Ecological Counseling

Economic Geography

Human Migration & Dislocation
Hyper Urbanization Workplace Alienation
Environmental Disasters Real Estate Valuation
Managerial Inexperience Industrial Pollution
Property Rights Manufacturing Design Innovation
Inadequate Regulation & Compliance
Evolving Legal Code Skilled Labor Shortages
Environmental Degradation Industry Relevance
Education Capacity Transportation Infrastructure
Infectious Disease Foreign Standards Compliance
Inadequate Planning Workplace Safety
Intellectual Property WTO Demands

Industrial Design

Land Use Planning

Environmental Engineering

Geographic Information Systems

Legal & Regulatory Studies

Transportation & Automotive Design

Education Studies

Occupational Safety & Health

Criminology & Criminal Justice

Technology Transfer & Licensing

Urban Geography

Environmental Design & Planning

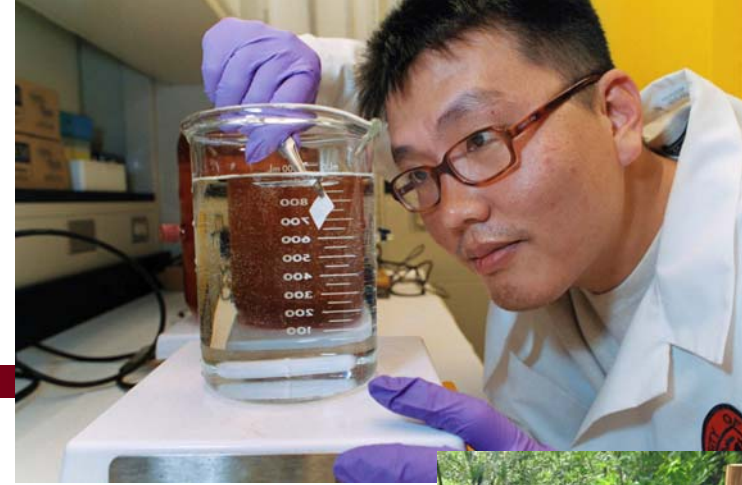
Toxicology

Mechanical Systems and Engineering

Crime

Emerging China Strategy

- Development of **UC “value proposition”**
- Focus on institutions aligning with UC disciplines and mission
- **Long-term project commitments** across various colleges
- **Circulation and collaboration of faculty** between institutions:
 - faculty development
 - co-operative education
- Deans from 8 colleges on **business development mission in April**



Emerging Asia-Pacific (Singapore) Strategy

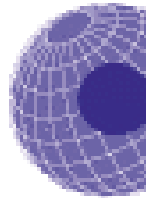
- **Singapore Economic Development Board (EDB):**
 - identified DAAP as the top design program worldwide
 - invited UC to establish Asia-Pacific design institute
- **Possible alliance** with Singapore Polytechnic to deliver degree programs
- The Singapore Government has pledged **substantial financial subsidies**
- **Feasibility study** underway



10: Global Urbanization



Global Center of Greater Cincinnati



**WORLD AFFAIRS COUNCIL
OF GREATER CINCINNATI**