



Southbound Mobility

It's up to 'U.S.' ...
... no excuses!!

Mike Proctor
February 25, 2015

First a little about why this matters

First, for the University of Arizona:

- Founded in 1885 – at the time perhaps the least hospitable location for a U.S. university
- 27 years before Arizona became a state
- In the southern part of Arizona, which had been purchased from Mexico only 31 years before
- *Created in this geographic and historical flux, the University of Arizona is inextricably tied to Mexico*



And, it's
personal!!



Challenges to traditional mobility

- ❑ Global economic crisis led to wider tuition differentials between U.S. and Mexico as U.S. states defunded public universities
- ❑ Governance attitudes (and sequestration) have widened the gap
- ❑ September 11 impact on immigration policies
- ❑ Perceptions about safety (and Warnings)



... and, in Arizona's case

- ❑ The dreaded “Arizona Effect”
- ❑ HB 1070
- ❑ Congresswoman Giffords
- ❑ *All of these lead the UofA to reexamine our basic conceptions regarding mobility with Mexico*



We had traditional mobility ...

- Several successful study abroad programs
(but significant enrollment drops due to perceptions)
- Traditional exchange
(hit by bilateral perceptions and tuition/fee differentials)
- Regular enrollments and language programs
(hit by all three issues, plus key faculty retirements)



Needed to explore *new* mobility models

- ❑ Dual degrees
- ❑ Jointly delivered courses or certificates
- ❑ Summer research skills programs
- ❑ Service learning



... and more new models

- ❑ Short-term programs
- ❑ Co-convened activities
- ❑ Industry-funded, co-convened projects
- ❑ Technology-mediated collaboration
- ❑ Engaging students in faculty consultation projects



... and *even more* new models

- ❑ Language or multilingual content programs for faculty mobility and “borderless” student mentorship
- ❑ More deeply institutionalized research collaborations (centers and institutes)
- ❑ Networks to distribute risk or leverage new funding sources

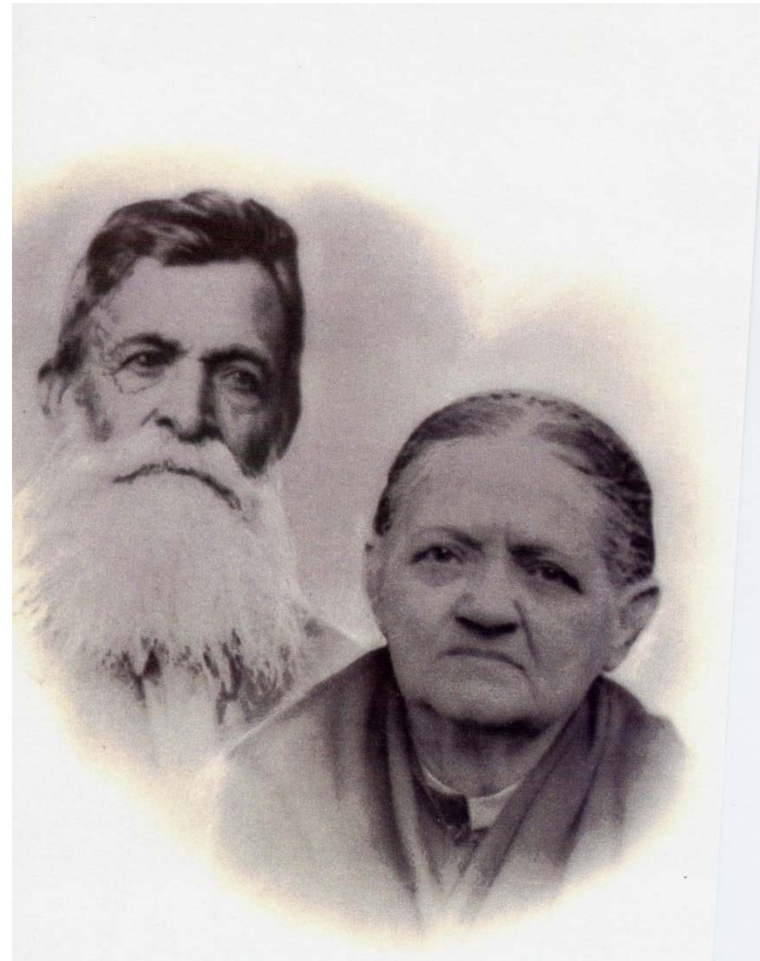


...while still supporting traditional programs

- *Verano en Mexico*, a collaboration with local NGOs running consistently since 1986 in Guanajuato and Mexico City, minimum 10 students per year
- *Culture, Land and Politics*, 8 weeks focused on sustainable development and social justice, based in Oaxaca, generally 15-20 students
- New: *Vivir en Mexico*, originally based on Verano but focused on underrepresented students, 15 students in second year



And it is
finally
coming
together...



... as the new concepts emerge:

- Hybrid and dual delivery of Nutritional Science undergraduate certificate with UES in Hermosillo

- Industry funding borderless student engineering teams to design manufacturing solutions, partnering with ITESM Noroeste; 24 students in first cohort, waiting list for second!
 - Martinrea
 - Continental



And we have found additional support:

Two “100,000 Strong in the Americas” awards:

- For northbound mobility between the Universidad Autonoma de Guanajuato and UA in our Verano de Investigacion program
- For bilateral mobility between the Universidad de Guadalajara and Arizona, extending the Sonora project to manufacturing here in Guadalajara

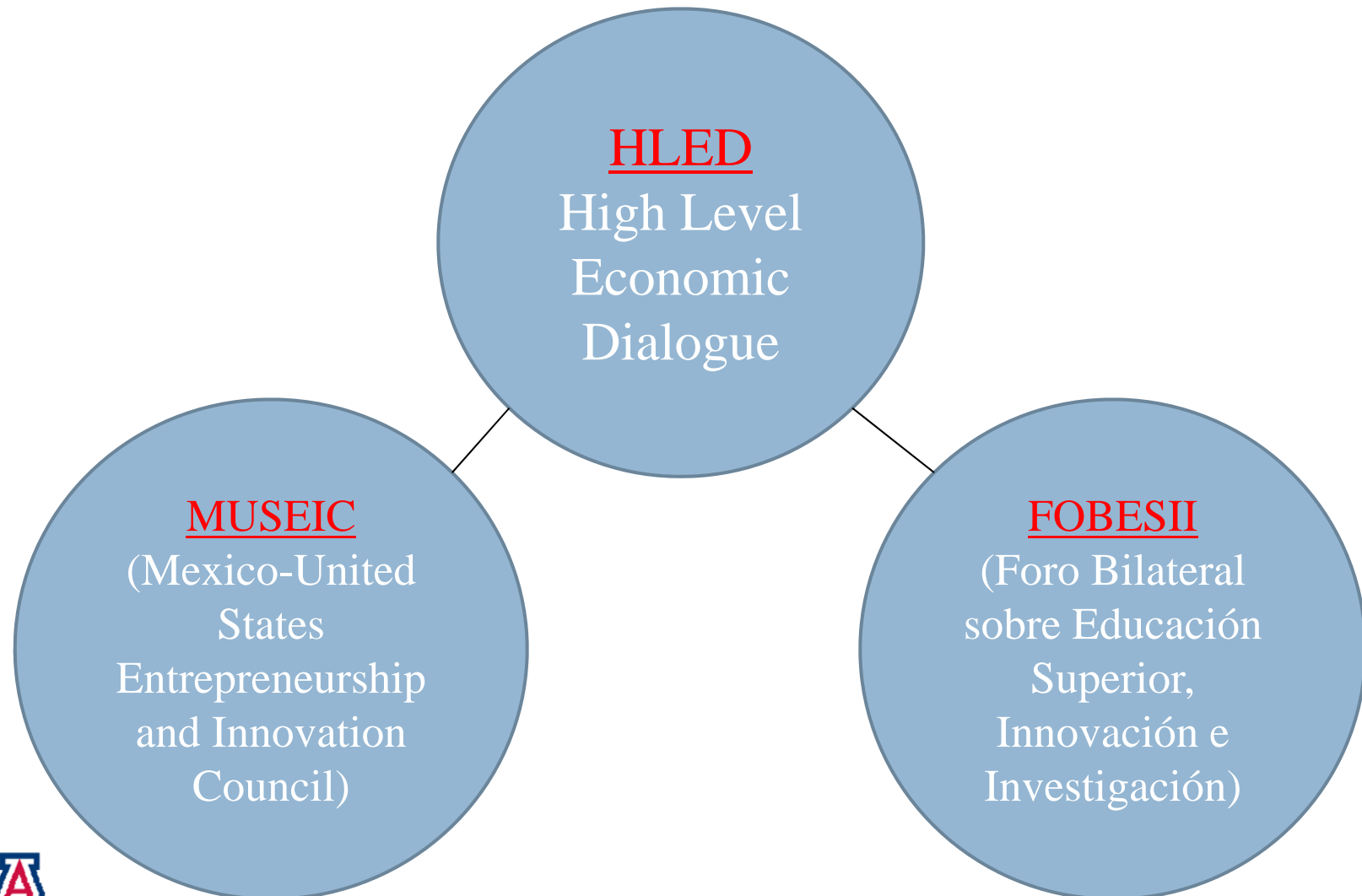


But Mexico outworks all of us!!!

- ❑ Major mobility initiatives as part of Mexico's own Proyecto Cien Mil (English for now)
- ❑ CONACYT funded fellowships northbound
- ❑ Many programs funded by COMEXUS and Univision
- ❑ Many universities in Mexico dedicating their own resources



Mexico – HLED, FOBESII, MUSEIC



... the kickoff ...

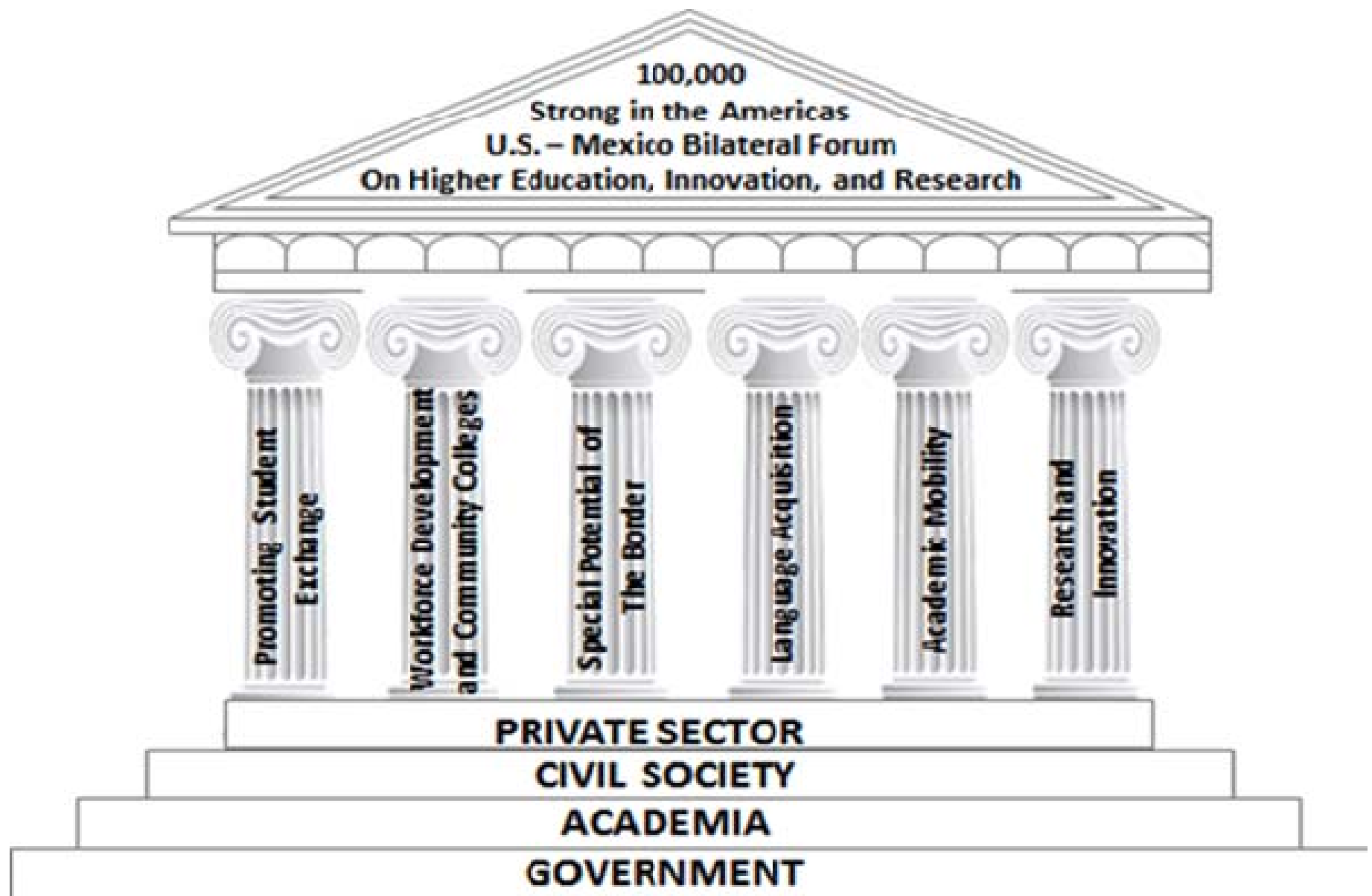
- Presidents Peña Nieto and Obama met in Mexico City, May 2013, to announce the initiative

... the relationship between our nations must be defined—not by the threats we face—but by the prosperity and opportunity we can create together...



Clearly
intended to
be a
binational
initiative





Past Developments and Workshops

- ❑ Outreach (Mexico City, January 2014)
- ❑ Workforce Development (University of Texas at El Paso, February 2014)
- ❑ Special Potential of the Border (Mexico City, March 2014)
- ❑ Academic Mobility and Language Acquisition (Mexico City, May 2014)
- ❑ Research and Innovation (University of Arizona, June 2014)



As a result, change is afoot , but perhaps only Northbound?

- ❑ **13,983** students in 2013
- ❑ **Undergraduate: 7,564** representing **54.4%** (including 2-year and 4-year institutions)
- ❑ **Graduate: 4,188** representing **30.1%**
- ❑ **Other: 1,096** representing **7.9%** (non-degree students, including intensive English)
- ❑ **OPT - Optional Practical Training: 1,045** representing **7.5%** (temporary jobs)



Mexico – Proyecta 100K

- Increase Mexican student enrollment in U.S. *from 14,000 to 100,000 by 2018*
- Increase U.S. student presence in Mexico from *4,000 to 50,000 by 2018*
- 38 research consortia and other graduate study agreements
- 20 virtual innovation centers or binational projects for innovation in strategic sectors



Mexico - Proyecta 100K and the “The First 10,000”

- ❑ CONAHEC and UA were asked in May to solicit proposals *for summer 2014*
- ❑ 80 U.S. universities offered 4,000 spaces in ten days!
- ❑ Financial commitment fell through
- ❑ Individual universities funded 2500 spots



... completed in two 2014 calls ...

- ❑ In October of 2014 we were again asked to facilitate a second call, for the rest of the 10,000
- ❑ SEP/SRE wanted to place 7500 spots before the end of 2014 – in two months
- ❑ Again U.S universities responded, opening nearly 8000 spots at 190 institutions within 20 days



And now the 2015 call

- Still primarily focused on English language
- ***But widened to include:*** professional/technical English courses, English for academic purposes, short-term research programs, pre-master's programs, certificate programs in specific areas and short professional stays.
- Proposals are due March 13
- Goal to send ***46,000 students to the U.S. in 2015***



So, Mexico has stepped forward...
creating a generation of global citizens...



SO HOW DO WE RESPOND???

- Will we reciprocate?
- *Or will we merely accept the largesse of Mexico's government?*



... is there are greater goal???

- *Will we merely assume that Mexico's students will benefit from their experience with us??*
- **Or will we expose our students directly to one of the most profoundly beautiful and powerful cultures in the world??**



What will *YOU* do???

- ❑ How many here currently have programs in Mexico?
- ❑ How many of you know what the State Department travel warning says today about Mexico?
- ❑ How many of you know whether your institution would permit travel to Mexico?
- ❑ How many of you will personally work to understand and correct perceptions?
- ❑ How many are willing to take students to Mexico?



So what is next???

- ❑ Service-learning, co-convened student activity, and project-based curriculum (*learning outcomes*)
- ❑ *Integrated curriculum* including “mandatory options” and dual degrees
- ❑ Technology to connect *LEARNERS*
- ❑ Enhanced focus on *consortia and networks* for funding, mobility and policy leverage
- ❑ Increased reliance on *language mobility*
- ❑ ***A BORDERLESS KNOWLEDGE PARTNERSHIP!!!***



Consortia – CONAHEC and Puentes

- CONAHEC

- 47 U.S. members
- 17 Canadian members
- *83 Mexican members*

- Puentes

- Six universities, border focus

Others and more???



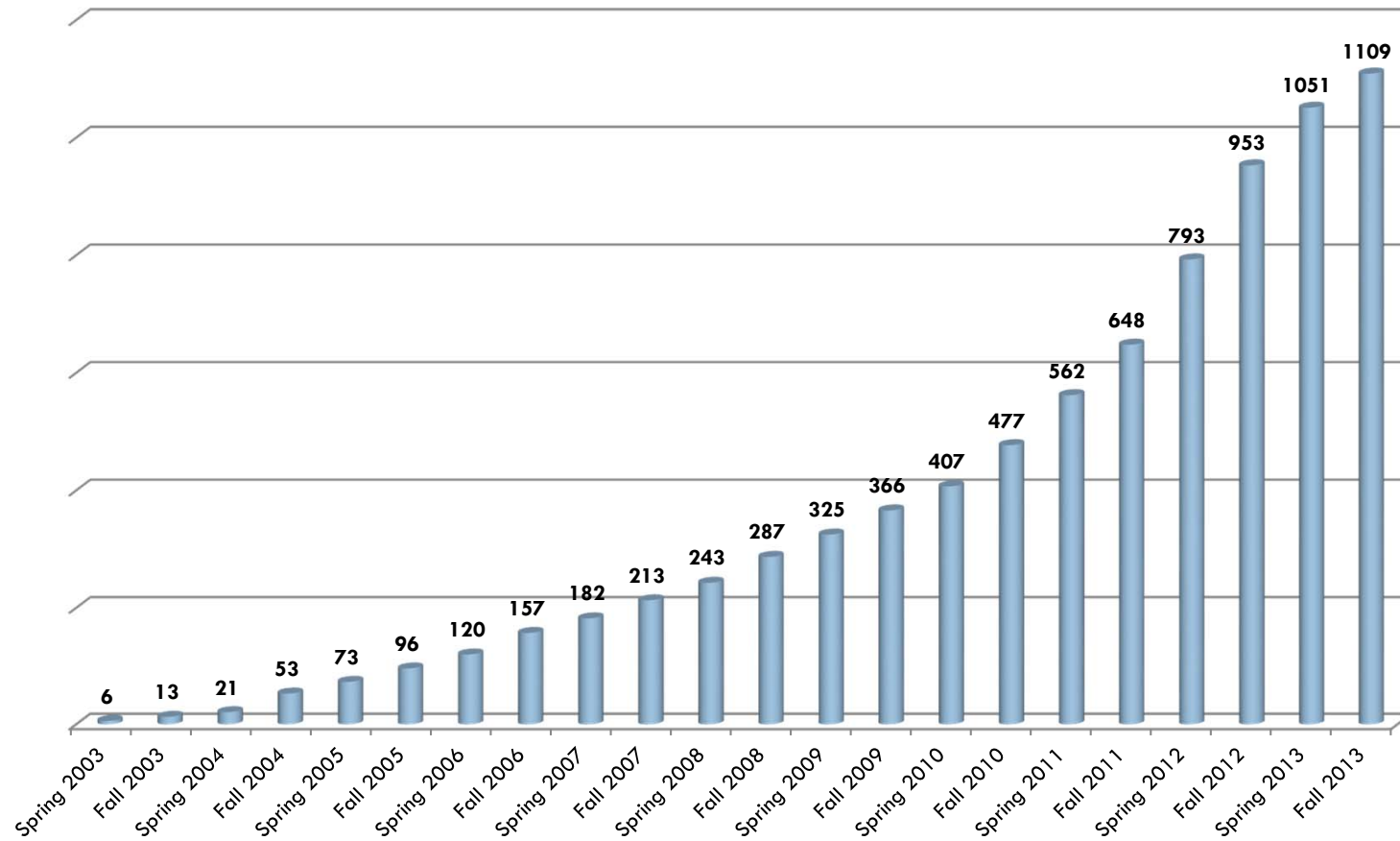
CONAHEC Exchange (Consortium for North American Higher Education Collaboration)

- ❑ CONAHEC is network of 182 higher ed institutions (75 from Mexico) and 24 other organizations (*housed at UA*).
- ❑ Exchange Network among 90 members replaces bi-lateral exchanges with a single multi-lateral exchange, reducing the focus on one-for-one matching.



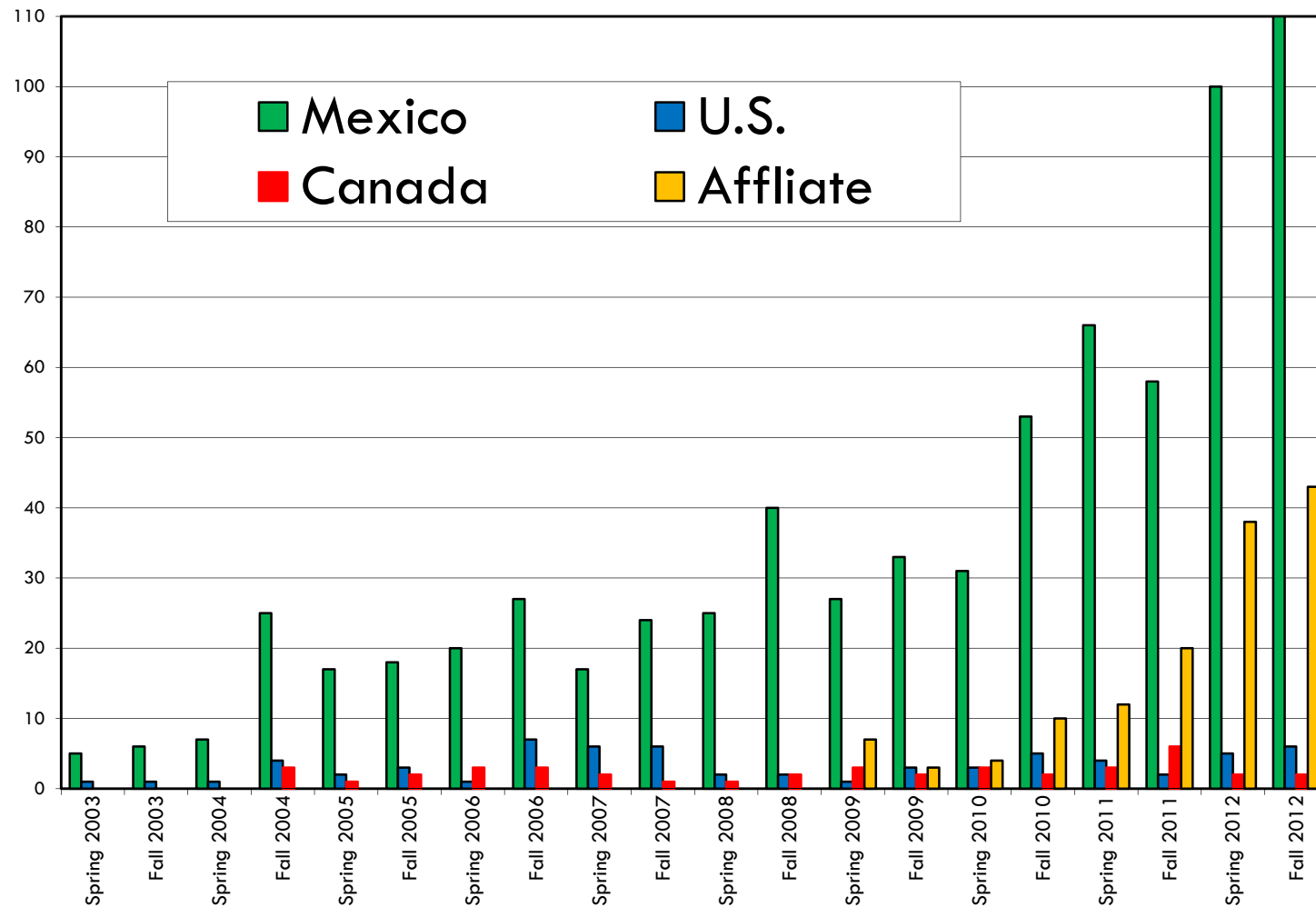


Exchanges to Date





Student Participation by Region



Issues and options:

- Significant program growth resulting from universities outside Mexico/U.S.
- 1. Tuition imbalances can constrain direct one-to-one, but overall system balance can offset.
- 2. Are there target institutions that might accommodate pilot projects?
- 3. Triangulation possibilities?



More issues and options:

- Mexico continues to send more students to U.S. than U.S. sends in return, resulting in caps.
- 1. Emphasize aid or lower-tuition institutions to increase flexibility regarding balance.
- 2. Look at different time, place and convening models to minimize costs (cash and opportunity).



Even more issues, but options:

- Continued travel concerns at U.S. institutions exacerbate imbalance.
- 1. Educate more aggressively regarding travel safety.
- 2. Be more location-specific.
- 3. Focus on multilateral exchanges involving institutions that will send students to Mexico.



This is
not
always
going to
be
easy...



Mexico - REINU

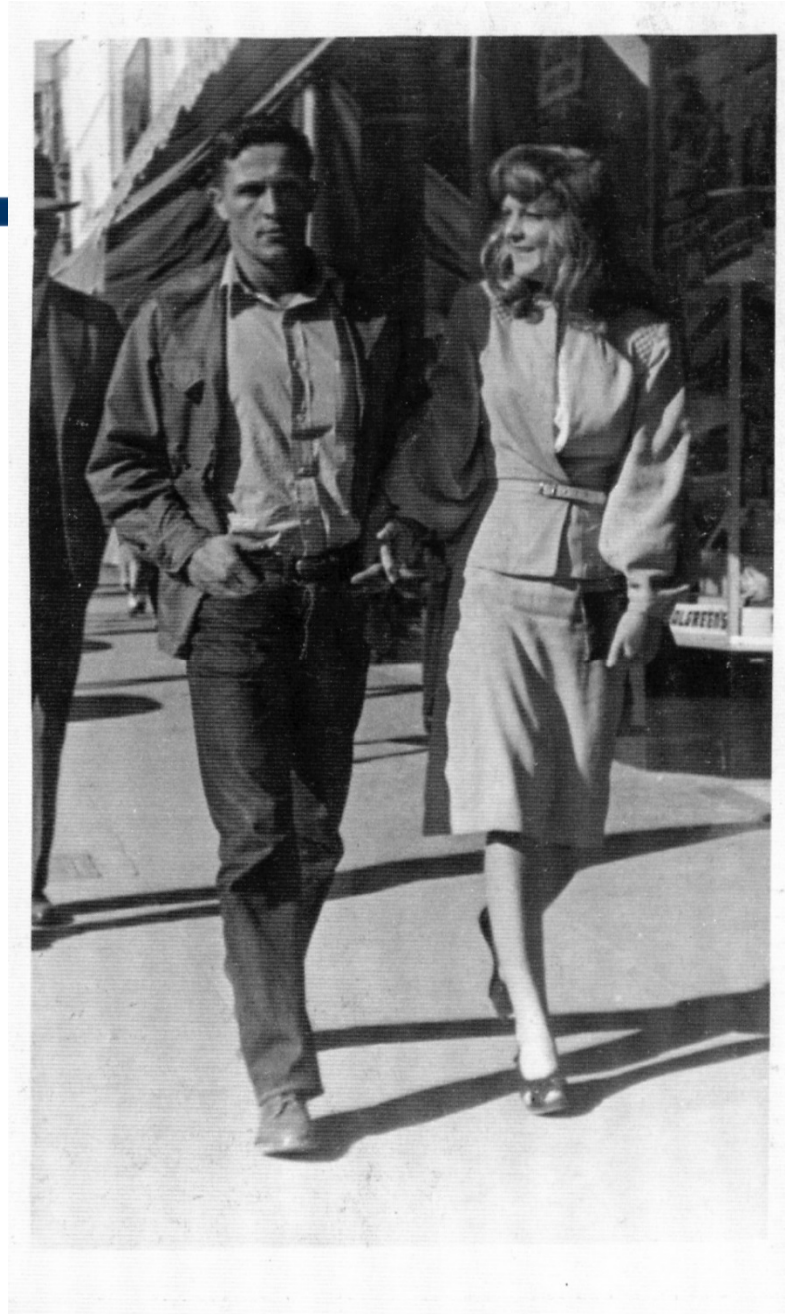
- ❑ REINU (Red de Extensión e Innovación Nacional Universitaria)
- ❑ Funded by SAGARPA (Secretaría de Agricultura, Ganadería, desarrollo Rural, Pesca y Alimentación)
- ❑ Phase One: 4-S (Servicio, Salud, Sentimiento y Sabiduría) youth development



REINU Participating Universities



Lo que
tu
deseas,
lo
puedes
lograr!!!



So what DO you want?

And how hard are you willing to work for it?

- ❑ Are you willing to deeply review the US State Department Travel Advisory?
- ❑ Are you willing to review and possibly influence your own institutional travel policy?
- ❑ Are you willing to send students to safe areas in Mexico?



[DISCUSSION]

Web Link for Mexico Travel Advisory

[http://travel.state.gov/content/
passports/english/alertswarnings/
mexico-travel-warning.html](http://travel.state.gov/content/passports/english/alertswarnings/mexico-travel-warning.html)



Mexican States with no travel advisory

- ❑ Campeche
- ❑ Chiapas
- ❑ Guanajuato
- ❑ Hidalgo
- ❑ Mexico City
- ❑ Oaxaca
- ❑ Puebla
- ❑ Queretaro
- ❑ Quintana Roo
- ❑ Tabasco
- ❑ Tlaxcala
- ❑ Yucatan



UA Travel Policy

http://policy.arizona.edu/sites/default/files/Interim_International_Travel_Policy.pdf



APLU-Arizona Initiative

- ❑ Currently developing a task force of approximately 6-8 universities
- ❑ Approaching other educational organizations (NAFSA, ANNUIES, HACU?)
- ❑ Will create the definitive whitepaper on Mexico travel safety (with help from State and SRE)
- ❑ Develop familiarization visits through CONAHEC
- ❑ Develop a Mexico Mobility Consortia



What will *YOU* do???

- ❑ How many here currently have programs in Mexico?
- ❑ How many of you know what the State Department travel warning says today about Mexico?
- ❑ How many of you know whether your institution would permit travel to Mexico?
- ❑ How many of you will personally work to understand and correct perceptions?
- ❑ How many are willing to take students to Mexico?





Mike Proctor
VP, Global Initiatives
mproctor@arizona.edu