Internationalization Across the University: From Periphery to Mainstream

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Overview of this presentation

- Important trends in internationalization
- Changes in student international experience
- Ideas and suggestions for comprehensive internationalization
CETYS University

- 6,000 students across Campuses in Mexicali, Tijuana, and Ensenada
- Business, Engineering, Psychology, Law, Education
- Highly internationalized
- Accredited in USA by Western Association of Schools and Colleges
CETYS Students Abroad
(Exchanges and Double Degrees)
CETYS Graduates in Different Countries
Important Trends in Internationalization
Global Competitiveness

Technology: Internet, Twitter, Facebook, Instant Messaging

The economy: Regional blocks regional, production of goods and services multinational

Demographics: More than 97% of the future population growth will be Asia, Africa, Middle East, Latin America Latina and the Caribbean

Workforce: Diverse, mobile, women
## Rationales for Internationalization (by Regional Results)

<table>
<thead>
<tr>
<th>Rationales for internationalization</th>
<th>World</th>
<th>Africa</th>
<th>Asia</th>
<th>Pacific</th>
<th>Europe</th>
<th>Latin America</th>
<th>Middle East</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve student preparedness</td>
<td>30%</td>
<td>19%</td>
<td>31%</td>
<td>27%</td>
<td>39%</td>
<td>22%</td>
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</tr>
<tr>
<td>Internationalize curriculum</td>
<td>17%</td>
<td>15%</td>
<td>17%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
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<tr>
<td>Enhance international profile</td>
<td>15%</td>
<td>13%</td>
<td>14%</td>
<td>20%</td>
<td>6%</td>
<td>17%</td>
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<tr>
<td>Strengthen research and Knowledge production</td>
<td>14%</td>
<td>24%</td>
<td>15%</td>
<td>13%</td>
<td>16%</td>
<td>22%</td>
<td>8%</td>
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<tr>
<td>Broaden an diversity source of students</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>10%</td>
<td>4%</td>
<td>5%</td>
<td>17%</td>
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</tr>
</tbody>
</table>

### KEY:
- **1st**: Green
- **2nd**: Peach
- **3rd**: Blue

Nuevos retos, misma pasión
Most Important Benefits of Internationalization (from institution’s point of view)

- Increasing international awareness of students
- Strengthening research and generation of knowledge
- Fostering international cooperation and solidarity

Gloria Elisa Brassea López, PUC-Rio, Brasil
### Benefits of Internationalization (by Regional Results)

<table>
<thead>
<tr>
<th>Benefits of internationalization</th>
<th>World</th>
<th>Africa</th>
<th>Asia Pacific</th>
<th>Europe</th>
<th>Latin America</th>
<th>Middle East</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased international awareness of students</td>
<td>24%</td>
<td>15%</td>
<td>20%</td>
<td>23%</td>
<td>30%</td>
<td>18%</td>
<td>33%</td>
</tr>
<tr>
<td>Strengthened research and knowledge production</td>
<td>16%</td>
<td>24%</td>
<td>20%</td>
<td>14%</td>
<td>18%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>International cooperation and solidarity</td>
<td>12%</td>
<td>15%</td>
<td>11%</td>
<td>14%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Enhanced internationalization of the curriculum</td>
<td>11%</td>
<td>7%</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Enhanced prestige/profile for the institutions</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**KEY:**
- 1st
- 2nd
- 3rd
Internal Drivers for Increased Internationalization (who is the ‘key detonator’?)

- President of the institution
- International office
- Faculty members
EU Study

Top Obstacles to Student Mobility

- Lack of information on mobility opportunities
- Low motivation levels or little interest in being mobile
- Inadequate financial support
- Foreign language skills deficiencies
- Insufficient time for mobility within framework of program of study

“Recomiendo a todos los alumnos irse de intercambio”
Alexis Cinco en la Universidad de Marne-la-Vallée, Francia
## Priority of Internationalization Activities (by Regional Results)

<table>
<thead>
<tr>
<th>Internationalization activity</th>
<th>World</th>
<th>Africa</th>
<th>Asia Pacific</th>
<th>Europe</th>
<th>Latin America</th>
<th>Middle East</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outgoing mobility opportunities for students (study, internships, etc.)</td>
<td>44%</td>
<td>29%</td>
<td>40%</td>
<td>49%</td>
<td>45%</td>
<td>18%</td>
<td>43%</td>
</tr>
<tr>
<td>International student exchange and attracting international students</td>
<td>43%</td>
<td>27%</td>
<td>50%</td>
<td>45%</td>
<td>29%</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>International research collaboration</td>
<td>40%</td>
<td>46%</td>
<td>52%</td>
<td>41%</td>
<td>35%</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Strengthening international/intercultural content of curriculum</td>
<td>31%</td>
<td>29%</td>
<td>33%</td>
<td>30%</td>
<td>27%</td>
<td>25%</td>
<td>40%</td>
</tr>
<tr>
<td>Developing joint and double/dual degree programmes with foreign partner institutions</td>
<td>30%</td>
<td>24%</td>
<td>27%</td>
<td>35%</td>
<td>27%</td>
<td>30%</td>
<td>17%</td>
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</tbody>
</table>

**KEY:**  
- **1st**  
- **2nd**  
- **3rd**  
- **4th**  
- **5th**
Trends in Student Mobility

• Shorter term
• Double degrees
• Use of technology
• Service learning
• Internships
Lessons in Internationalization

- Expectations & frames of reference
- Communication
- Personal relations
- Hierarchy
- Time
- Significance of MOUs
- Global perspective, local relevance
- Principle of “Complementarity”

“Espero no ser el único en animarse a esta gran experiencia”
Luis Manuel Espinoza la Universidad Soonchunhyang, Corea del Sur.
Comprehensive Internationalization
- > Does ‘Comprehensive Internationalization’ include student exchanges?

- > Are student exchanges the only aspects/elements of comprehensive internationalization initiatives?

- > What else would comprehensive internationalization include?
Comprehensive Internationalization: Inside an Institution

- Internationalization of Curriculum
- Online courses (taught by faculty from abroad)
- Courses taught in another language
- Visiting Faculty
- Distinguished Chairs
- International Conferences
- Exchange students
- Winter and Summer courses taught by faculty from abroad
- Interaction with international delegations
- Training in Internationalization
Comprehensive Internationalization: Outside an Institution

- Exchanges
- Double Degrees and Articulation Programs
- Summer and Winter courses abroad
- Field trips
- Language programs
- Study Visits
- Summer Programs / Winterims
- Internships
- Certificates
- Faculty Exchanges
References

❖ Atlas of Student Mobility [http://www.iie.org/projectatlas]


❖ EGRON, E., HUDSON, R. (2010). Internationalization of Higher Education: Global Trends, Regional Perspectives. IAU.

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❖ OECD Education at a Glance, 2011

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