



# **International Plenary: “Increasing International Education Opportunities for Hispanics in the Western Hemisphere”**

**Dr. Fernando León García**

**CETYS University**

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# Global Competitiveness



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**Technology: Internet, Twitter, Facebook, Instant Messaging**

**The economy: Regional blocks regional, production of goods and services multi-national**

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

**Workforce: Diverse, mobile, women**

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# Global Competitiveness



**Internationalization of colleges  
and universities**

**Internationalization of the  
student experience**

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# Internationalization



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## Reasons for internationalization (Altbach y Knight, 2006)

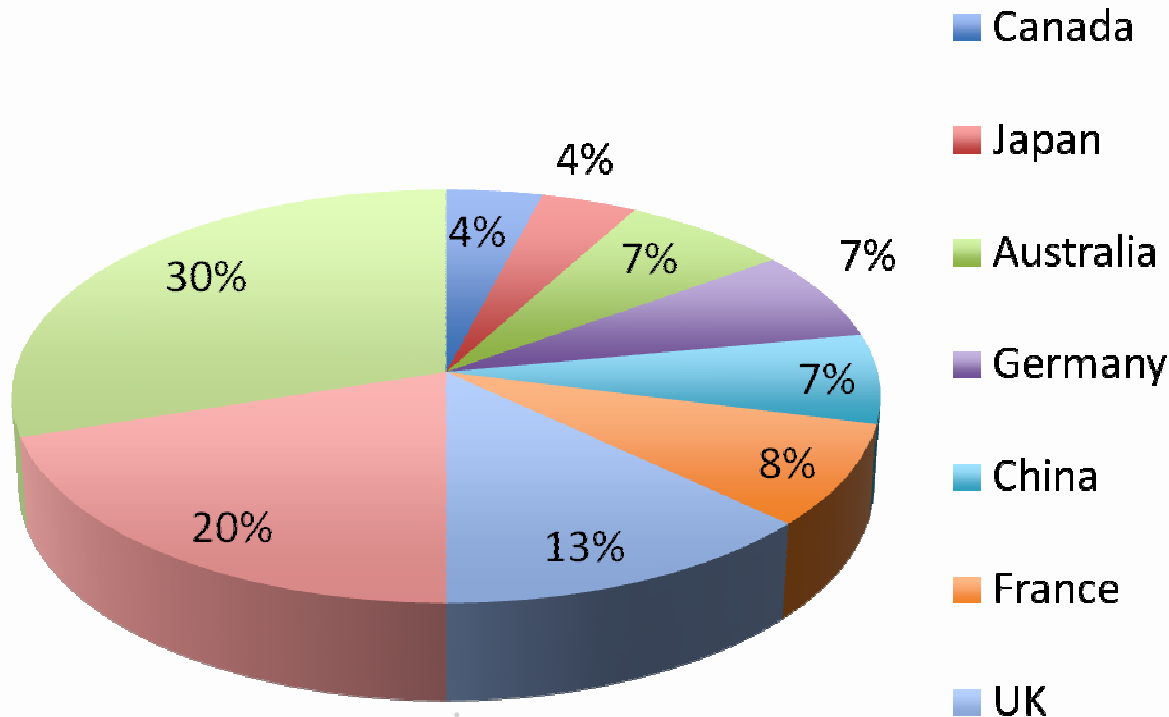
- Traditional
- European
- Developing countries
- Income/revenue generation

## Global learning (Green, Olson & Hill, 2006)



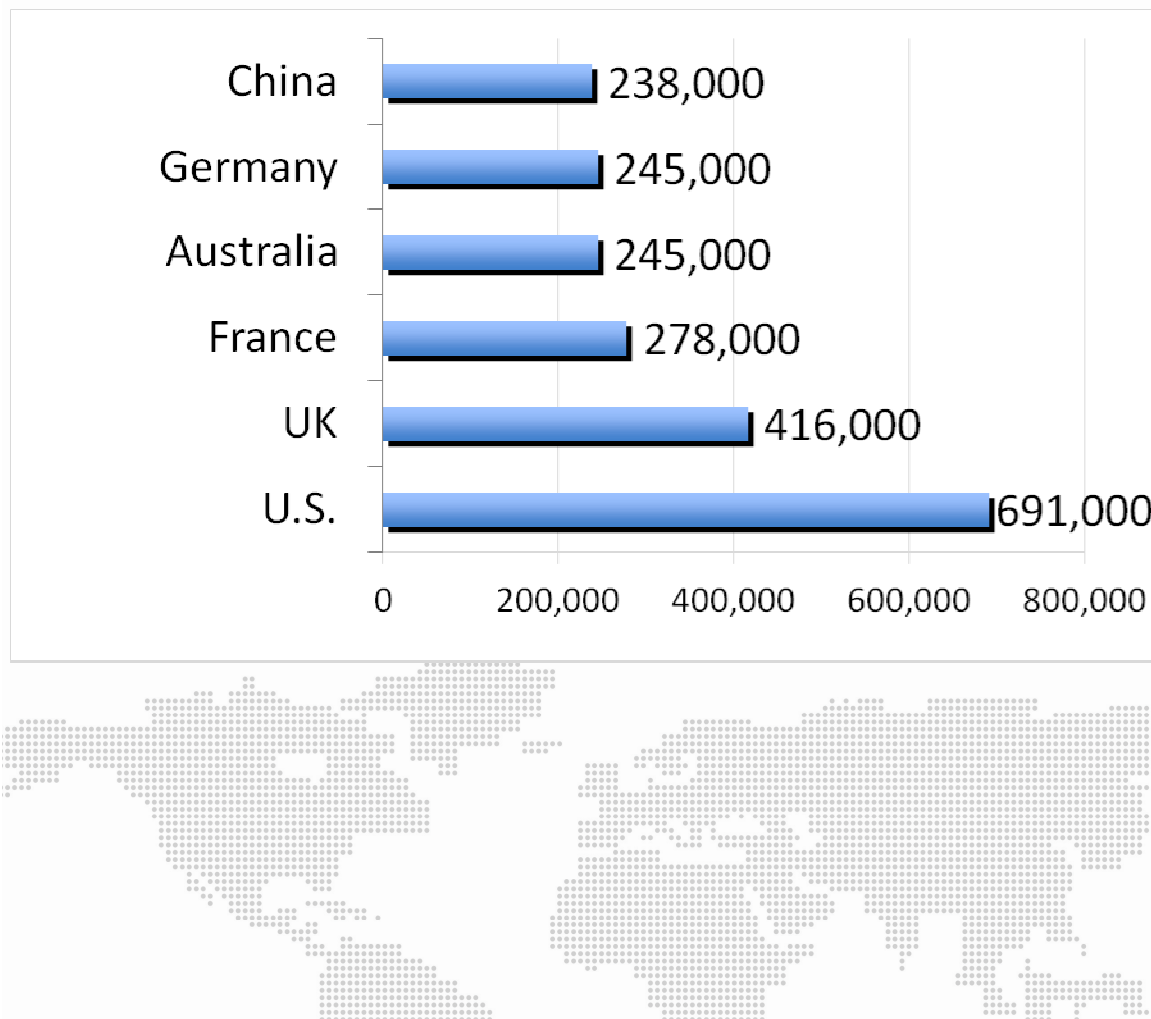


# Worldwide Student Mobility



# Internationalization

## Top Host Countries



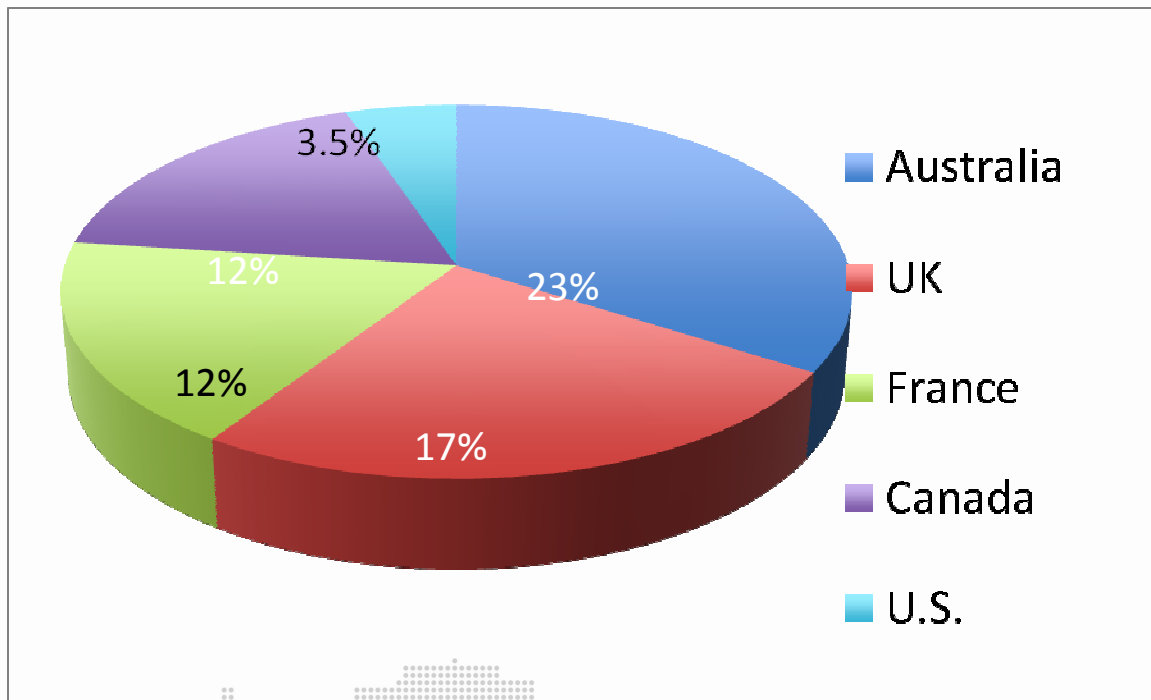
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# Internationalization

## Foreign students in relation to total students



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**“El intercambio te abre los ojos al mundo”**

**Andrea Hernández** en la Universidad Osaka Gakuin de Japón

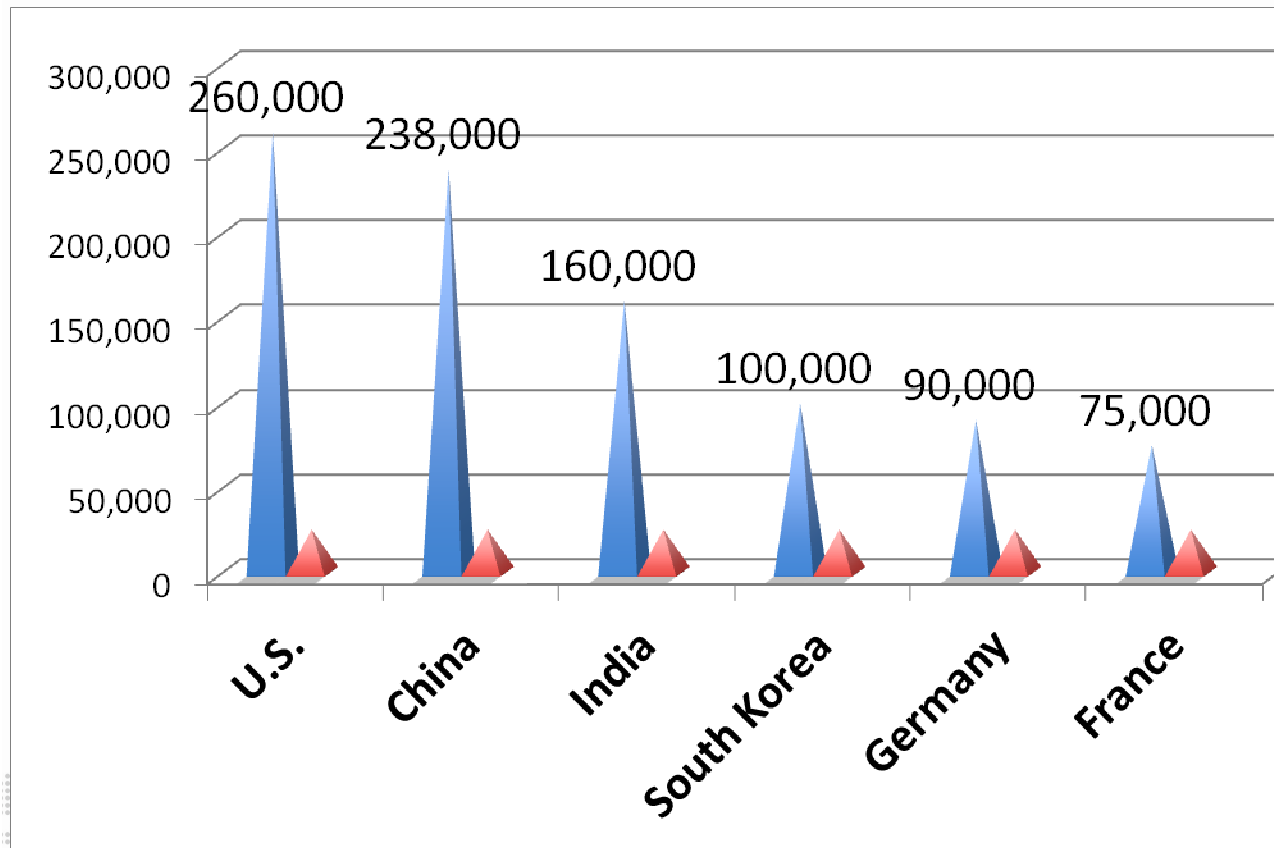
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# Internationalization

## Top Countries with Students Abroad



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**“Maravillosa experiencia cultural”**  
Karla Paola Muñoz, en la Universidad  
de Salamanca, España

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# Internationalization

## Top Countries with Programs/Campuses Abroad

- USA
- Australia
- UK
- France
- Canada



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# Internationalization



## Higher Education Hubs



– United Arab Emirates



– Singapore



– Hong Kong



– Korea



– Qatar



# IAU Survey



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## Overall Results

- Internationalization more central and of greater and growing importance
- Student mobility an opportunity reserved for the privileged few
- Lack of funding most important internal and external barrier



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# IAU Survey



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## Top 5 Reasons for Internationalization

- Improve student preparedness
- Internationalize curriculum
- Enhance international profile of institution
- Strengthen research and generation knowledge
- Diversify its faculty and staff



**“Corea, una experiencia inigualable”**  
**Elsa Contreras**, en la SoonChunHyang  
University, Corea del Sur

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# IAU Survey



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## Most Important Benefits of Internationalization

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



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# IAU Survey



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## Internal Drivers for Increased Internationalization

- President of the institution
- International office
- Faculty members



**“Intercambio, sinónimo de oportunidades”**  
**Jade Ley Bon**, en la Universidad Fachhochschule  
Salzburgo, Austria

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# EU Study



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## Top 5 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

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# Trends in Student Mobility

- Shorter term
- Double degrees
- Use of technology
- Service learning
- Internships



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## 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.

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# Recommendations



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## Students

- Take part in some kind of international mobility program as this adds value to your portfolio



## Faculty

- Engage in international mobility activities as you are essential for the continuity of internationalization at your respective institutions



## Universities

- Seek comprehensive internationalization and bring the world to your students, as this will impact all students and not just a privileged few



## Government

- Provide financial support for student mobility
- Take advantage of existing sister city relationships to connect with foreign colleges and universities
- Include colleges and universities in economic related missions/visits

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# CETYS 2020



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By focusing on high quality, becoming globally competitive, integrating learning communities, and promoting sustainability, CETYS intends to reaffirm its regional and national standing and achieve international recognition.

- 6,000 across Campuses in Mexicali, Tijuana, and Ensenada
- Candidate for accreditation with Western Association of Schools and Colleges
- Highly internationalized



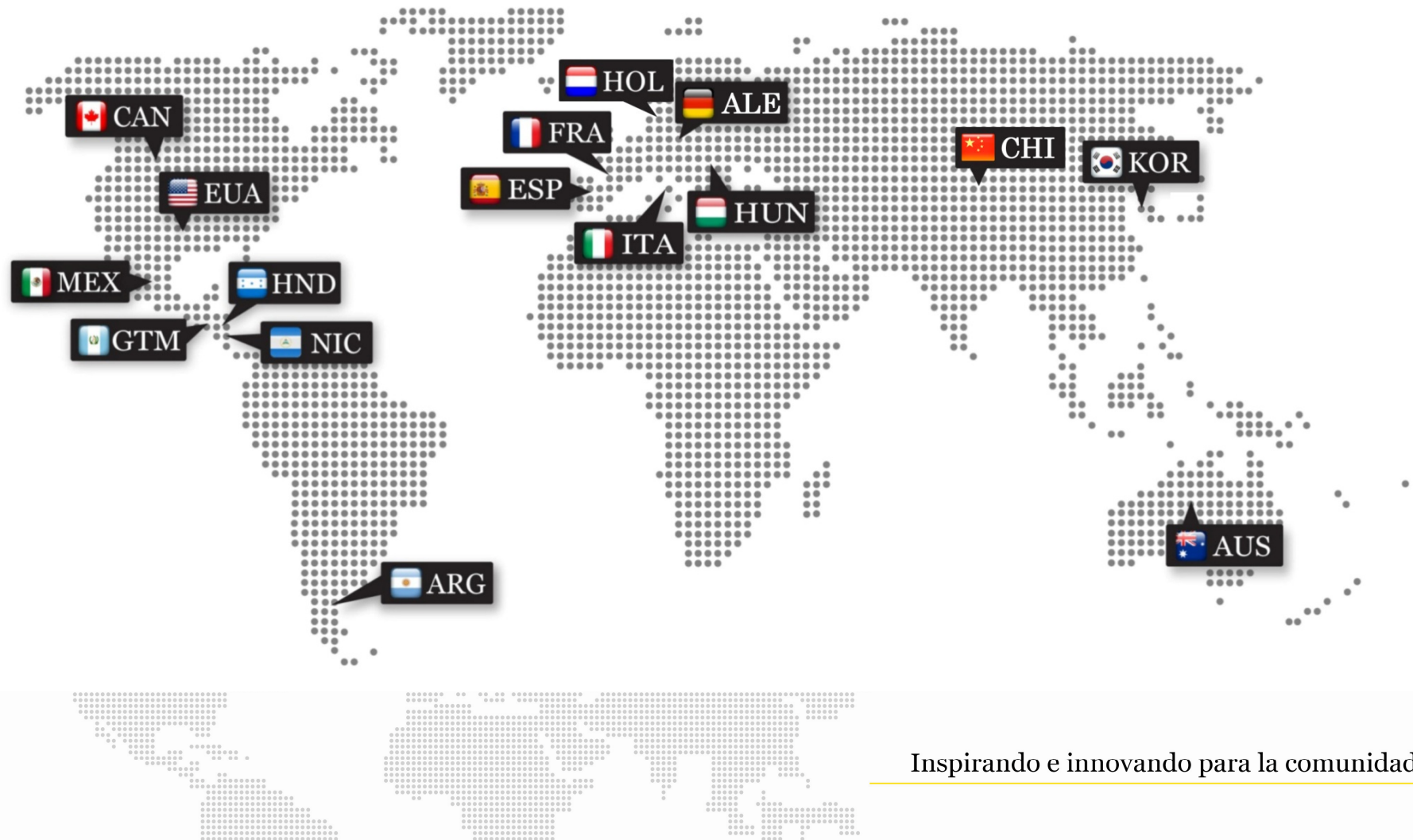
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# CETYS Students Abroad (Exchanges and Double Degrees)





# CETYS Graduates in Different Countries



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Thank you!



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