

Global Engagement and Leading Campuses Abroad

George Mason University Korea

Incheon, South Korea

November 11, 2022 *(this is an in-person event with no virtual components)

Developing knowledge and capacity to meet the growing demands of local and global challenges remains a significant driver for internationalization efforts at most institutions. As part of an internationalization portfolio, several U.S. universities pursue International Branch Campuses (IBC). Approximately 306 IBCs operate in 37 countries around the world with the United States as the number one exporter of IBCs (C-BERT, n.d.).

Hosted by George Mason University Korea and held at Incheon Global Campus in Songdo, South Korea on Friday, November 11, this AIEA thematic 1-day forum invites participants to discuss current research on international branch campuses, listen to an expert in the field on the establishment and expansion of U.S. campuses abroad, consider the contentions and transformational dynamics from the perspective of university leaders, and tour the global campus. Due to the forecasted growth for international branch campuses and dynamics of the changing higher education landscape, this forum will be of interest to education leaders who are involved with international branch campuses or expanding their campus footprint in the future. It will target education and government professionals currently based in South Korea or with a specific geographic interest in the area.

George Mason University Korea was established in 2014 as part of the Incheon Global Campus and offers U.S. degrees in six undergraduate disciplines. Incheon Global Campus is an education hub established by the Korean government and Incheon Metropolitan City, to innovate the education system of Korea and to nurture next generation of global leaders.

We welcome you to join us at this event!



Global Engagement and Leading Campuses Abroad

Friday, November 11, 2022, 9:00 – 4:00 PM KST

Venue: Small Theater, Incheon Global Campus, 119, Songdomunhwa-ro, Yeonsu-gu, Incheon, South Korea

Forum Hosts	IGC Welcome	KeyNote Speaker	IGC Campus Leadership Panel
 <p>Shannon N Davis, Ph.D. Associate Dean for Faculty and Academic Affairs George Mason University Korea</p>  <p>Amy L. Lewis, Ed.D. Associate Professor George Mason University Korea</p>	 <p>PyungRyun Yu, Ph.D CEO Incheon Global Campus</p>	 <p>KYLE A. LONG, Ph.D. Senior Director Office of Organizational Strategy and Change, Northwestern University; Author, "The Emergence of the American University Abroad"</p>	 <p>Robert Matz, Ph.D. Campus Dean George Mason University Korea</p>  <p>Taejun Han, Ph.D. President Ghent University Global Campus</p>  <p>Hamid Hefazi Ph.D. Provost The State University of New York Korea</p>  <p>Gregory C. Hill, Ph.D. Chief Administrative Officer The University of Utah Asia Campus</p>

Tentative Schedule

- 9:00 – 9:15 AM
Registration and Coffee
- 9:15 – 9:25 AM
Welcome by Forum Co-Hosts
- 9:25 – 9:35 AM
Briefing by IGC CEO
- 9:45 – 11:30 AM
The Internationalization of Higher Education and U.S. Branch Campuses - Research Talks
- 11:45 AM – 12:30 PM
Keynote Speaker
- 12:45 – 2:00 PM
Networking Lunch
- 2:30 – 3:45 PM
IGC Campus Leadership Panel
- 3:50 – 4:00 PM
Closing by Forum Co-Hosts

Language of Forum: English

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Registration

1-day \$30



<https://bit.ly/MKAIEA>

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Global Engagement and Leading Campuses Abroad

An AIEA Thematic Forum
George Mason Korea University
Nov. 11, 2022

Final Report





Developing knowledge and capacity to meet the growing demands of local and global challenges remains a significant driver for internationalization efforts at most institutions. As part of an internationalization portfolio, several U.S. universities pursue International Branch Campuses (IBC). Approximately 306 IBCs operate in 37 countries around the world with the United States as the number one exporter of IBCs (C-BERT, n.d.).

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The Context for the AIEA Thematic Forum

The MK-AIEA Thematic Forum will explore the dynamic landscape of international branch campuses at Incheon Global Campus in Songdo, South Korea, delving into their progress and challenges. This forum holds great relevance for international education leaders currently engaged with or planning to expand their campus presence abroad. It is expected to attract professionals with a specific interest in South Korea.

George Mason University Korea will spearhead the organization and hosting of this 1-day event, in partnership with other global campuses at IGC, including The University of Utah Asia Campus, Ghent University Global Campus, and The State University of New York Korea. Participants can look forward to valuable opportunities, including engaging in a moderated panel discussion with the highest-level officials representing each campus.

Moreover, participants will have the chance to explore current research on international branch campuses, enhancing their understanding of this evolving field. The forum will also offer an enlightening tour of Incheon Global Campus, providing firsthand exposure to its vibrant academic community.

To maximize outreach, strategic marketing efforts will be employed, targeting professionals planning to attend the CIEE Annual Conference in Seoul from November 8th to 10th, 2022. By positioning this AIEA forum as an opportunity to connect with institutional leaders advancing internationalization at their campuses, its significance and relevance will be highlighted through advertisements on international education websites and digital media platforms.

Additionally, close collaboration with CIEE will enable access to registrants of the CIEE Annual Conference, extending invitations to attend the AIEA Thematic Forum. By leveraging this partnership, the forum aims to attract a diverse and engaged audience, enriching the discussion and fostering meaningful connections among participants.

With combined efforts and a strategic marketing approach, a successful and impactful AIEA Thematic Forum is anticipated, contributing to the advancement of internationalization efforts at Incheon Global Campus and beyond.



Global Engagement and Leading Campuses Abroad



Sessions

The Forum commenced with a warm and welcoming address by co-hosts Shannon N. Davis, Associate Dean for Faculty and Academic Affairs at George Mason University Korea, and Amy L. Lewis, Associate Professor at George Mason University Korea. Their enthusiastic greetings set the tone for a day of engaging discussions and collaborative exchanges, all centered around the theme of Global Engagement and Leading Campuses Abroad.

The one-day forum featured four highly engaging sessions, each contributing valuable insights to the ever-evolving landscape of international branch campuses at Incheon Global Campus. Participants were also treated to an informative IGC Campus Tour, providing them with firsthand exposure to the vibrant academic community.

During the first session, attendees had the privilege of hearing from PyungRyun Yu, Ph.D., CEO of Incheon Global Campus, who delivered an insightful briefing on the organization's overall introduction. Dr. Yu highlighted its major achievements, goals, and ongoing developments, providing valuable context and setting the stage for further discussions throughout the forum.

In the second session, titled **“Global American Higher Education: Diversity, Collaboration, Mutuality”** Dr. Kyle A. Long, Senior Director of the Office of Organizational Strategy and Change, delved into diverse models of American universities abroad. His valuable insights offered a deeper understanding of the multifaceted landscape of international branch campuses.



The third session featured the IGC Leadership Panel, consisting of Dr. Robert Matz, Dr. Taejun Han, Dr. Hamid Hefazi, and Dr. Gregory C. Hill, who shared their experiences and expertise as leaders of international branch campuses. Attendees gained valuable perspectives from these esteemed campus leaders.

Finally, the fourth session offered attendees an enriching IGC Guided Tour around the campus, providing them with an up-close and vivid experience of the enthusiastic academic atmosphere at Incheon Global Campus.

Throughout the forum, participants engaged in thought-provoking discussions, discovering new approaches to fostering global engagement and enhancing their understanding of leading campuses abroad. The event proved to be an invaluable platform for knowledge exchange and collaboration, inspiring attendees to further advance their institutions' internationalization efforts at Incheon Global Campus and beyond.



During the highly anticipated second session of the MK-AIEA Thematic Forum, attendees were enthralled by Dr. Kyle A. Long's keynote speech, "Global American Higher Education: Diversity, Collaboration, Mutuality." As the esteemed Senior Director of the Office of Organizational Strategy and Change, Dr. Long's profound knowledge and expertise in international education added depth to his captivating exploration of diverse models of American universities abroad. His valuable insights provided participants with a deeper understanding of the multifaceted landscape of international branch campuses.

Throughout the session, Dr. Long delved into the complexities of international branch campuses, offering a nuanced perspective on the varied approaches adopted by American universities in their global pursuits. From partnerships with local institutions to establishing stand-alone branch campuses, the array of strategies highlighted the adaptability of American higher education institutions in their pursuit of global engagement.

Participants were particularly captivated by Dr. Long's emphasis on collaboration and mutuality in the context of international branch campuses. His insights underscored the significance of cultivating partnerships that benefit both the home and host institutions, fostering meaningful connections in the global education landscape.

Furthermore, Dr. Long's presentation encouraged thoughtful discussions among participants about the challenges and opportunities inherent in navigating the ever-changing landscape of international education. By addressing the intricacies of operating in diverse cultural and regulatory environments, Dr. Long prompted reflections on the strategies required to ensure successful and sustainable international branch campuses.

In conclusion, Dr. Kyle A. Long's keynote speech was a highlight of the forum, leaving participants inspired and equipped with a deeper appreciation of the diverse models and complexities of American universities operating abroad. His invaluable contributions enriched the discussion, fostering a collective commitment to advancing global engagement in the realm of higher education.



In the much-awaited first session of the MKAIEA Thematic Forum, participants were privileged to listen to the esteemed CEO of Incheon Global Campus (IGC), Dr. PyungRyun Yu. With his wealth of knowledge and expertise in international branch campuses, Dr. Yu's insightful presence and valuable insights enriched the discussions, setting the stage for an engaging and enlightening day focused on this vital aspect of global education in South Korea.

As the CEO of IGC, Dr. Yu holds a pivotal role in shaping and overseeing the dynamic landscape of international branch campuses at Incheon Global Campus. His extensive experience and visionary leadership have been instrumental in guiding IGC towards remarkable achievements, solidifying its position as a hub of global education excellence.

During his insightful briefing, Dr. Yu provided attendees with a comprehensive overview of IGC, giving them a deeper understanding of the institution's foundational values and ambitious goals. With a keen focus on fostering collaboration and knowledge exchange, Dr. Yu highlighted the institution's commitment to global engagement and its dedication to leading campuses abroad.





In the third session of the MK-AIEA Forum, influential leaders from four universities of the Incheon Global Campus (IGC) came together to discuss the significance of international branch campuses in Korea. These campuses play a crucial role in expanding global reach and recognition for their home universities, acting as gateways to foster partnerships and collaborations with industries and institutions in Asia.

Throughout the session, the leaders focused on striking a delicate balance between granting autonomy to international branch campuses and ensuring alignment with the standards and curricula of their home institutions. They acknowledged the importance of flexibility to adapt to local cultures and needs, while also emphasizing the equal significance of maintaining consistency and upholding the core values of their home universities. A key theme that emerged was the integration of research at international branch campuses. Panelists recognized the challenges, especially for institutions primarily focused on non-research-intensive programs. Nonetheless, they highlighted the value of applied research in facilitating collaboration with the local community and addressing real-world challenges effectively.

The session also extensively examined economic factors, particularly fluctuating exchange rates impacting tuition fees for international students. Participants emphasized the necessity of innovative solutions to support students, ensuring that global education remains accessible and affordable for a diverse student body. One concept that gained prominence during the discussions was the idea of "edu hubs." These hubs aim to foster collaborative resource-sharing among universities, replicating the enriching and transformative experiences students and faculty have on their home campuses. By doing so, they create dynamic learning environments while preserving the core values and academic excellence of all participating institutions.

The insights and ideas shared during the third session underscored the importance of international branch campuses in fostering global engagement and advancing higher education in the region. The collective commitment of these influential leaders to creating inclusive and innovative educational experiences bodes well for the future of international education in Korea and beyond.

Session Facilitators



Gregory C. Hill, Ph.D.

Chief Administrative Officer
The University of Utah Asia Campus

Gregory C. Hill is a dynamic professional with extensive experience in the field of higher education. He currently serves as the Chief Administrative Officer at the University of Utah Asian Campus at Songdo, South Korea. With a successful career spanning over two decades, Gregory has held influential roles, including Director at the Idaho Policy Institute, where he spearheaded non-biased research initiatives. Prior to that, he made significant contributions to Boise State University as an Associate Professor and Chair, guiding students in the Masters of Public Administration Program and directing the Internship Program. Gregory's educational journey includes a Doctor of Philosophy (Ph.D.) in Political Science from Texas A&M University, a Bachelor of Science (BS) in Zoology from Idaho State University, and an Associate of Arts and Sciences (A.A.S.) in Biology/Biological Sciences from Ricks College. With a passion for advancing education and decision-making resources, Gregory C. Hill continues to leave a lasting impact in the academic community.



Hamid Hefazi, Ph.D.

Chair, Department of Mechanical Engineering
The State of New York University Korea

Hamid Hefazi, Ph.D., is a distinguished academic and engineering professional specializing in Aerospace Engineering. With a Ph.D. in Aerospace Engineering from the University of Southern California, he has garnered expertise in Computational Fluid Dynamics, Turbomachinery, Aeroacoustics, Hydrodynamics, Ship Design, and Multidisciplinary Design and Optimization (MDO) Methods. Throughout his illustrious career, he has held various leadership roles, including serving as Chair of the Mechanical Engineering Department at SUNY Korea and as Head of the Mechanical and Aerospace Engineering Departments at Florida Institute of Technology and California State University, Long Beach. With a wealth of experience and a strong passion for aerospace research and education, Hamid Hefazi continues to make significant contributions to the field.



Kyle A. Long, Ph.D.

Senior Director, Organizational Strategy & Change
Northwestern University

Dr. Kyle A. Long is a distinguished strategist and scholar at the forefront of higher education and international affairs. As a faculty member at George Washington University, he actively contributes to the academic landscape, focusing his research on international campuses, geopolitics and education, and academic communication with the public. Dr. Long is the visionary founder and director of the esteemed Global American Higher Education database and research initiative, which has garnered significant recognition in the field.

His insightful writing has been published in prestigious outlets such as International Higher Education, Inside Higher Ed, and Change: The Magazine of Higher Learning. Dr. Long's commitment to global education extends beyond research, as he proudly serves as Vice President of the American University of Iraq Foundation. This U.S. tax-exempt charitable organization is dedicated to supporting liberal arts education in Iraq.



PyungRyun Yu, Ph.D.

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Dr. PyungRyun Yu is an accomplished leader with a wealth of experience in the public sector. Currently serving as the Director of Investment Attraction, International Cooperation, and Policy Planning at Incheon Metropolitan City, he plays a crucial role in driving the city's investment strategies, fostering international collaborations, and shaping policies for sustainable growth. With a strong academic background, including a Ph.D. in Urban Planning from Inha University, and previous roles as the Chief of the Incheon City Council Secretariat and Deputy Director of Incheon Free Economic Zone Authority, Dr. Yu brings a comprehensive skill set and a commitment to public service, making him a valuable contributor to the development and success of Incheon and beyond.



Robert Matz, Ph.D.

Campus Dean
George Mason Korea University

Robert Matz (PhD, Johns Hopkins University, 1993; BA, Cornell University, 1986) is a professor of English and campus dean of George Mason University, Korea. His field is Renaissance Literature. He has published essays on Shakespeare and on Renaissance poetry and poetic theory, as well as two books, *Defending Literature in Early Modern England: Renaissance Literary Theory in Social Context* (Cambridge UP, 2000) and *The World of Shakespeare's Sonnets: An Introduction* (McFarland, 2008), which was selected as a 2008 Choice Outstanding Academic Title. His edition of two early modern marriage sermons was published in 2016. He has served on the Executive Committee of the Association of Departments of English (ADE) and on the Executive Committee of the Folger Institute. Matz teaches courses on sixteenth and seventeenth-century English literature, and on Renaissance drama, including Shakespeare.



Taejun Han, Ph.D.

Campus President
Ghent University Global Campus

Taejun Han is campus president at Ghent University Global Campus. He holds an MSc in Plant Biology from Seoul National University and a PhD in Marine Biology from University of Liverpool. His teaching and research expertise lies in the fields of Marine Biology, Aquatic Toxicology, and Algal Ecophysiology. He has contributed to numerous scientific and applied research projects worldwide including CO2 reduction plan using seaweed. Current research themes include Korean Peninsula marine algae peace belt 'Red Gold' project, the establishment of tidal flat marine diatom innovation platform, and biomass-biorefinery-environmental monitoring and purification. Dr. Han was Chair of the Korean Society of Environmental Risk Assessment and Health Science and Head of Incheon National University Research & Development Science Centre.