

ATEA
Association of International Higher Education

2022 ANNUAL CONFERENCE

Global responses to the pandemic and the influence on intled's future

- Katie Orr, Nova Scotia Community College (Canada)
- Armin Heinemann, Bayreuth University (Germany)
- Nazette Rippenstein, Expertise in Labour Mobility & i-graduates (The Netherlands)

Why the Internationalization of Higher Education Still Matters

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Introduction

Nazette Rippenstein
Director, Expertise in Labour Mobility
i-graduates | Career Professionals Network
Chief Executive Officer, Europe & Graduate

Global Mobility solutions for:

- Corporate leaders
- Government
- Higher Education Institutions
- Individuals

Signatures: European & American office, Global recruitment survey (2021), 6.2 M student responses

Career/Professor work: Working for your profession, Recruitment of your market

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Impact of the pandemic

- Internationalization & mobility disrupted
- 22 million jobs lost (according to OECD)
- World of work is changing (and students need to be prepared to deal with constant change)

ATEA: Why does the internationalization of higher education still matter?

Because of its strong correlation to employability. Now more than ever the ROI of employability matters for both students and for HEIs.

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ROI OF EMPLOYABILITY: AIR CIRCLE

... International student recruitment has seen a growing emphasis on return on investment (ROI).
... Preparing students to be successful by understanding the differences around them, will be of value to all stakeholders, from individual student to broader society.

Source: ROI of HEI 2020 series Internationalization in Higher Education, Nazette Rippenstein & Doris A. Christoff

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Why employability (still) matters

How do students decide?
Future Career Impact is (again) in 2021 most decisive factor at 96% (N=27,671)

DECISION-MAKING (TOP 10)

Future career impact	96%
Personal safety	92%
Learning potential	82%

SUMMARY

Academic scores	86%
Cost	27,671

Why do students recommend an HEI?
Learning that will help me to get a good job
Opportunities for work experience
Careers advice from academic staff

Source: i-graduates, International Student Barometer 2021/22

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Career support: a smart investment

72% Prospective students:
72% believe graduate employment rate is the most important factor to rank an institution (QS International Student Survey)

96% Current Students:
96% says future career impact is #1 for decision making (i-graduate International Student Barometer)

Alumni:
career success, financial gain & career aspiration are the top three motivations for pursuing a college education (National Alumni Career Mobility Survey)

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But investment of HEIs is low

9x more spent on marketing

Marketing

Source: QS World University Rankings 2020 - Financial benchmarking data

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Recognize & articulate (co-curricular) experiences into marketable employability skills

Let's listen to Katie Orr and Armin Heinemann

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nssc Nova Scotia Community College

- 10 k full time students
- 13 campuses (mostly rural)
- short programs (1 & 2 year) focused on applied learning and employability
- International students: immigration motivated, challenge to retain into local labour market
- Outbound students: how to embed and measure employability in OER

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NSCC: lessons learned from virtual employability initiatives - outbound

- 2021 NSCC GSO CICan Innovation project: embedding employability skills and impact assessment into virtual international exchanges, COIL

CP CAREER ROUTE PLANNER™

- STEP 1: ACQUISITION - Skill Education - Work Experience
- STEP 2: INTEGRATION - Employment in the field of a profession
- STEP 3: IMPROVEMENT - Additional education and/or training to stay effective

Logos: UNIVERSITÄT BAYREUTH, NSCC, Canada, AIFA

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NSCC: lessons learned from virtual employability initiatives - outbound

- 2022: CareerProfessor app and webinars part of pre-departure course; compare virtual vs. in person employability impact assessment

TOP 5 SKILLS GAINED THROUGH MOBILITY

- Cultural Awareness
- Adaptability & Resilience
- Empathy & Critical Understanding
- Creativity & Initiative
- Teamwork

Logos: UNIVERSITÄT BAYREUTH, NSCC, Canada, AIFA

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NSCC: lessons learned from virtual employability initiatives - inbound

Pathway to Stay Program

Study and Stay

CULTURAL COACHES
OCTOBER 29TH, FRIDAY 11:30AM - 12:30PM
SUNG KONG SHARR

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NSCC: lessons learned from virtual employability initiatives - outbound

- Higher engagement and participation in virtual workshops
- leveraged capacity at multiple campuses
- International students studying at NSCC from their home country: will they stay and work in NS after they complete their program?

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Towards a global academic employability

Wochen und Arbeiten in Europa/Rural

- URT is located in a rural albeit highly industrial region (Second Highest industrial density in Europe)
- International students (and to a certain extent national students) tend to move to metropolitan areas (rural flight) to apply for jobs
- Skilled labour shortage in rural areas
- Many hidden champions aiming for the global market are located in rural areas in Germany
- Lack of cooperative transition management into the labour market

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Towards a global academic employability

University strategies: Developing innovative concepts for entrepreneurship, networks, trainings and workshops

- The university supports start-up culture and fosters the environment for innovative ideas and companies with strong research and knowledge development
- Developed a cooperative transition management into the labour market through programmes as a 'structured' international career development in the region
- TRICHI in MINI™ and "Innovat" (both DAAD funded) take a multidimensional approach by offering specialised language courses, workshops on entrepreneurship, job shadowing, alumni mentoring, mentorship, learning of start-up, career development, and a certificate course as a modular concept

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Towards a global academic employability

Post Covid Challenges

- Careers & Mobility has shifted to "global"
- Chinese students now staying longer in Germany to study, collect first professional experience and then return home
- Recruitment for the labour market begins with the start of the study programme: implementing measurements and information on employability as part of the study experience
- Cooperative transition management as element of Third Mission

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Discussion Time

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