

**Delving Into the Strategic Issues of Our Day**  
**Strategic Issues Committee Roundtable Summary**  
**AIEA 2018**

**Summary by Susan Bender, Chair**

Approximately 40 people attended the Strategic Issues Roundtable. Susie Bender Provided an introduction about the Strategic Issues committee, the findings from the Summary of Strategic Issues of 2017. Amy Rell provided an update from the 2017 SIO survey (attached). We broke into discussion groups at 5 tables to discuss the identified issues as well as “emerging issues” raised by plenary speakers and other sessions at the conference. Below is a summary of the discussion points:

**Digital Age/Speed/Quality:**

We are living in a time where a wide range of information is “dumped” into social media, and there is little quality control and/or ability to discern what information is accurate, what is fake, what is true. This is also a time when things are moving fast, and students seek skills/degrees for the perceived outcomes – a job, security, short-term satisfaction. Global trends include the high speed at which everything is moving - seeking competencies, skills, certificate programs, “badges,” degrees – the faster the better – for the end goal (job, sense of security, short-term result).

- How do those of us in Higher Education/International Education communicate the importance of a quality education? How do we ensure quality control?
- How do we respond to the speed at which everything is moving?
- How do we make tactical decisions in response to and/or despite the information highway to address, solve the issues of our day?
  - How do we stay focused on the issues of our day?

**Rhetorical Strategies:**

The group discussed the need to more thoughtfully address communication strategies/rhetorical strategies.

- What do we want our presidents/institutional leaders to say? How do we help inform the dialog and develop rhetorical strategies that reflect our values in international education?
- What does it mean to support Global Education vs to be Globally Informed?
- We may be at a time when it would be useful to deconstruct our language and to more clearly define the words that we use.

- How does this organization and this committee (AIEA/Strategic Issues) help members with responding to the assault on Higher Education and Global Education, and to more skillfully respond to the Global landscape?
- How do we all have a common frame of reference regarding the words we are using?
  - Global education/international education
  - Globalization
  - Internationalization
  - Global citizen vs globally informed students
  - Internationalizing institutions of higher education

### **Future Global Landscape:**

In order to address the issues of our day, we need to skillfully respond to current global issues, but also prepare for the emerging issues that are coming five, ten, or twenty years from now.

- May be useful to review the document, *Megatrends 2030*, and to address the future trends identified
- Emerging issues include an increasing population, an aging population, more diverse populations within nations and a need to effectively leverage diversity
- Global Climate Change, environmental issues, and sustainability will likely require HE/IE's attention

### **Diversity:**

One of the highest priorities on the surveys was in the need to respond effectively to increasing diversity at our institutions and in our nations.

- How do we redefine responses from conflict management to cooperative/inclusive approaches?
- How do we know the agenda/interests/values of others in order to cooperate more effectively?
- How do we shift the discourse from national/populist rhetoric ("America First") to make more universal/global approaches the norm?
- What does a truly diverse/inclusive Higher Education institution look/feel like?

### **Deep Dive Symposiums:**

Susie asked what priorities should be addressed if the Strategic Issues Committee organizes Deep Dive Symposiums for AIEA?

- We need to develop more rhetorical tools/skills for advocacy, at home (institution/local communities), nationally, and globally.
- How do we use narratives to more effectively tell our stories in a way that clearly conveys the value of a global education and the need to address global issues?

- How do we better train SIO's to do the following:
  - Raise money
  - Talk to their institutional leaders
  - Talk to community leaders
  - Talk to politicians
  - Develop a concise "elevator speech" and "the ask" for how they can support us?
  - Get over the idea that asking for money/resources/support is distasteful
  - More clearly define and communicate our vision
  - What is our vision?
  - Do we have an agreed upon language? Are words clearly defined?
  - What is our product in global education?
- Schools in Scotland and New Zealand have announced they will get rid of tuition, make education an inherent right. Will this work? How do we respond to this challenge/trend globally?