Leveraging Overseas Campus/Center for Main Campus Internationalization

Chair: Hong Yang, Ph.D., Bryant University

Presenters:
William Brustein, Ph.D., West Virginia University
Meredith McQuaid, J.D., University of Minnesota
Hong Yang, Ph.D., Bryant University
Outline of the Session:
Leveraging Overseas Campus/Center for Main Campus Internationalization

• Overview
• West Virginia Univ: Global portals/gateway model (Brustein)
• Univ. of Minnesota: A diverse model of engagement (McQuaid)
• Bryant University: Impact on campus internationalization (Yang)
• Q&A
Overview

• The growth of overseas campus/centers
• Benefits of overseas operations
• Management challenges
• Contributing to internationalization at the main campus
• Introducing presenters
Portal Locations

Current Portals:
- China
- Mexico
- India
- Bahrain
- Malaysia
- Japan
- Mercosur
- Morgantown

Future Portals:
- China
- Japan
- Malasia
- Mercosur
- Morgantown

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PROS AND CONS OF THE PORTAL/GATEWAY MODEL

**PROS**
- Locations based on significant connections
- Low cost and flexible
- Multi-purpose embassies facilitating teaching and learning; research and discovery; and outreach and engagement
- Enhanced branding and marketing of institution’s programs

**CONS**
- Costs of obtaining and maintaining licenses
- Costs of space and staffing
- Excessive expectations regarding portal revenue generation
- Diminishing institutional commitment
About the University of Minnesota

- 5 campuses across Minnesota
- 67,000+ students, 4,650 faculty
- Comprehensive, Research I
- GPS Alliance, central international office
Models of Engagement

• No “one size fits all”
• Range of options
• UMN examples:
  o **China**: first representative office abroad
  o **Uganda**: expanding from single to multi-disciplinary
  o **Panama**: donor influence, requires creative strategies
  o **MSID**: 4 study abroad locations each with unique pressures
  o **France**: wholly owned legal entity abroad
Considerations

Culture
- Institution’s international agenda
- Attitudes of administration toward internationalization, risk
- International location, partner(s)
- Who you are serving (researchers, students, alumni)

Implications
- Financial
- Legal
- Reputation
- Relationships
Advice

• Consider range of options for engagement
• Build on existing foundation, success
• Know your partners well; do your research
• Have clearly defined purpose
• Be modest about goals
• Develop a three-year plan
• Have an exit strategy
Bryant Zhuhai (Est. 2015)
Why Zhuhai?

Guangdong: 10% China’s GDP
Linkage to HK and Macau
History and culture
Environment
Innovation
Contributing to main campus internationalization

• The decision to establish an overseas operation
• Two-way exchange programs
• Comprehensive overseas platform
• The impact to main campus
• Overseas operation as an innovation driver
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Q&A Session