MESSAGE FROM AIEA PRESIDENT GIL MERKX

Dear Colleagues:

The start of both a new year and a new U.S. presidential administration provides a good opportunity to take stock of the challenges facing the international education field. Ironically, the same globalization process that has given our field new importance now threatens us. I refer specifically to global financial crisis.

The collapse of the real-estate derivatives market was originally viewed as a problem for the U.S. economy, but it soon became obvious that financial markets are so globalized that no economy would be unaffected. Then it became apparent that the real-estate speculation that underlay the derivatives market was not just an American phenomenon, but a global one. From Beijing to Brussels, from Madrid to Moscow, and from Dublin to Dubai, speculators assumed that real estate prices would rise forever. But as real estate began a downward spiral, other weaknesses in economic institutions were exposed, leading to a general decline in economic activities and commodity prices across the entire world.

In the United States, the sharp recession has put most state and local government budgets in deficit, which means big cuts on higher education spending. Private colleges and universities face huge losses in their endowments and declines in donations. After decades of expansion and growing revenues, higher education institutions are now holding the line on expenditures, or in many cases, cutting their budgets.

What do the global hard times mean for international education? Our field is the new kid on the block and focused public attention on the ramifications of developments in faraway places like Afghanistan, South Asia, and the Middle East. The Bush Administration's effort to deal with foreign security challenges in purely military terms can hardly be deemed to have been successful. The realization that confronting terrorism requires a broader strategy based on deep knowledge of foreign languages and cultures has recently lead the Pentagon itself to call for expanding foreign language and area studies in the United States at all levels of education.

Likewise, the economic crisis is a reminder that markets have become globalized. The same linguistic and cultural skills that are required to implement global security policies are needed for success in business and finance worldwide. Therefore, the long-run consequence of the world recession will be to underline the importance of international education as a precondition to remaining competitive in global markets.

It is worth recalling that the effects of 9/11 on international education were negative in the short run, including declines in rates of study abroad and international student recruitment to U.S. institutions. These reverses were overcome, however, and international education gained increased emphasis as the newest priority for American higher education.

The effects of the economic downturn are also having short-term negative effects on international education, largely because of the reductions in funding for higher education in general. Nevertheless, over time the recession will enhance the importance of international education as necessary to prepare American to cope with the global economy. The efforts of the Obama administration to lead the country out of recession will almost certainly address the educational investments needed for the recovery of employment and the long-term growth of the economy, which include the internationalization of higher education.

So I think that whatever hits we take in the short term will merely be the prelude to a new wave of internationalization of U.S. higher education. Not just American institutions will be affected. Our colleagues in other counties are experiencing the same challenges and their responses will be similar.

Therefore I look forward to the next AIEA conference in Atlanta. There we will have a chance to exchange information about how our colleges and universities are dealing with budget shortfalls and how we as international administrators are responding. We face challenges on our campuses, in Washington, and overseas. These may be the worst times that we have seen for a while, but the best of times still lie ahead.

Gil Merkx
President, AIEA
Duke University

“EACH ONE, REACH ONE” CAMPAIGN – REACHING OUT TO COLLEAGUES

AIEAs Membership Committee, chaired by Sabine Klahr, has issued a challenge to members: In the "Each One, Reach One" effort, each member is encouraged to share about AIEA with one other colleague by inviting them to join AIEA in 2009. Benefits of AIEA membership include up to $150 discounts to AIEA conferences, a complimentary subscription to the Journal of Studies in International Education – a $90 value (members must join/renew by March 31 for this benefit), access to the AIEA listserv – comprised of senior level leaders in international education (the listserv is a mechanism to post questions on international issues on your campus, exchange information on international education resources, funding opportunities, job postings, etc.), access to the online AIEA member directory, discounts on AIEA publications, free listing in the AIEA Online Consultant Directory, information on professional development opportunities, mentor relationships with colleagues, professional development opportunities, mentor relationships on AIEA boards and committees and much more.

A printable brochure can be found on the AIEAs homepage at www.aieaworld.org or you can request hard copies of the brochure by emailing aiea@duke.edu. Please note that AIEA membership is on an annual basis, from Jan 1 - Dec 31. Thanks in advance for contacting at least one colleague about AIEA!
AIEA SECRETARIAT UPDATE: 2008 HIGHLIGHTS FOR AIEA

2008 was a full year for AIEA - here are some of the highlights for AIEA in 2008:

- Continued implementation of AIEA’s strategic plan
- The publication of the newly revised SIO as Change Agent by John Heyl
- Published two online newsletters available on the AIEA website (www.aieworld.org)
- AIEA’s first-ever webinar “Mapping Internationalization” co-sponsored with the American Council on Education in November 2008 with over 45 sites participating around the United States and abroad
- Blue Sky Summit hosted by Vanderbilt University in October 2008, chaired by AIEA President Gil Merkx, AIEA Public Policy Board Chair Norm Peterson, and AIEA member and host Joel Harrington (for further details, see article in this newsletter entitled “Vanderbilt Workshop Reexamines Public Policy”
- AIEA continues to be a driving force in the Network of International Education Administrators under the leadership of Past Presidents Ulana Gabara and John Hudzik
- AIEA provided leadership as a founding member of the Inter-associational Network for Campus Internationalization (INCI), represented by AIEA President Gil Merkx and Executive Director Darla Deardorff

By Norm Peterson, Chair, AIEA Public Policy Board

VANDERBILT WORKSHOP REEXAMINES PUBLIC POLICY

By Norm Peterson, Chair, AIEA Public Policy Board

18 international campus leaders were brought together by AIEA at Vanderbilt University October 29-30, 2008 for a unique dialogue on public policy. The assignment to the group was to set aside what the federal government is already doing regarding international education on our campuses, and think about the things that it ought to be doing in today’s world.

The idea for the AIEA “Blue Sky” Workshop originated at the AIEA 2008 Annual Meeting during a discussion of AIEA’s public policy priorities. It was suggested during this discussion that AIEA should not limit its thinking to the policy issues framed by current programs and political debates but should also be thinking from a campus perspective about what government should be doing to support international education.

The Workshop became a reality through the generosity of Vanderbilt University and the leadership of Vanderbilt’s Joel Harrington, Assistant Provost for International Affairs. Beginning with a dinner hosted by Vanderbilt, a fascinating dialogue ensued about the future directions for federal involvement in international programs on U.S. college and university campuses. A full report of the Vanderbilt Workshop will be forthcoming from AIEA in the near future. Meanwhile, here are a few of the ideas that emerged.

- Initiative to Internationalize Teacher Education
- Study Abroad Travel Scholarships
- University Linkages on Steroids
- Innovation Fund
- Reframing Visa Policy

These are several of the leading ideas that emerged from the AIEA’s Public Policy Workshop at Vanderbilt. Watch for the full report on the Workshop that will be published on the AIEA website in the near future. AIEA is very grateful to Vanderbilt University for hosting and staffing the Workshop.
ProfeSSional Development Committee
— Report to Members
By Mitch Leventhal,
Outgoing Chair, Professional Development Committee

This report marks my impending departure as the first Chair of the AIEA Professional Development Committee, which was established in 2007. During my tenure, a large number of members have engaged in an ongoing dialogue focused on making AIEA more responsive to the needs of SIOs, and to differentiate ourselves from other organizations which focus on lower level nuts-and-bolts issues. I want to thank the many dozens of members who have participated in this process, as well as the prior and current members of the Professional Development Committee.

A new professional development plan was approved and its implementation began during 2008. The plan focuses on i) expanding our commitment the original Ghost Ranch concept (which had already broadened to the Dialogue of the Americas and Trans-Atlantic Dialogue), ii) development of a dialogical Webinar Series so that affordable professional development opportunities are provided to members year round, iii) improving the Mentor program and creating an AIEA Fellows Program (to be announced at the 2009 AIEA Conference) that will provide a more intensive, competitive experience more akin to ACE Fellowships, and iv) improve SIO 101 and 201 workshops to align more with the needs of senior international officers. In every case, our hope is to better integrate AIEA’s publications with its professional development efforts. As a general principle, AIEA will endeavor to attract more outside experts to present at and participate in our professional development activities. It is hoped that opportunities can be developed which draw on the expertise of organizations such as the National Association of College & University Attorneys (NACUA), National Association of College & University Business Officers (NACUBO), the Society for Campus & University Planners (SCUP), ACE, and others.

The 2008 Trans-Atlantic dialogue prior to the EAIE Conference in Antwerp was a great success, with 19 participants. This event continued to be an annual occurrence and is a result of co-sponsorship between AIEA and EAIE. We had hoped to have a Global Dialogue in 2009, prior to the AIEA conference, and invited participants from all of our sister parties, but the response was weak. This may be, in part, to the global economic situation. The professional development committee remains committed to the concept of a Global Dialogue and will pursue it again, this time with a longer advance planning schedule.

Much of last summer and early fall was spent evaluating webinar platforms and planning for AIEA’s foray into this web-based dialogues. In November, AIEA conducted its first webinar, in conjunction with ACE. This event focused on ACE’s report “Mapping Internationalization” and was jointly promoted. Madeleine Green from ACE presented and AIEA President Gil Merkh was the discussant. Significant time was set aside for participant discussion. The webinar was priced at $125 per site, and attracted over 45 sites from across the country, with only several weeks of prior promotion. After expenses and revenue share with ACE, the webinar generated close to $2,000 for AIEA. Comments from participants were largely favorable. AIEA hopes to conduct two-four webinars during 2009, both independently and in partnership with other key organizations. Ideally, revenue from webinars can be used to underwrite other professional development activities in the future.

In February, I will pass the baton to a new Professional Development Committee Chair, Bill Davey. Bill will be forming subcommittees to address specific needs, and I look forward to assisting him in building on the foundation we now have. I want to encourage anyone with an interest in professional development to share your thoughts and ideas, and to also volunteer time to assist with this core function of AIEA. After all, professional development is the reason we are all here.

AIEA IS A MEMBER OF NEW INTERNATIONAL NETWORK

A new network of eleven higher education associations focusing on campus internationalization was established following an initial meeting in Fall 2008. Convened by the American Council on Education, this new network is known as the Inter-associational Network on Campus Internationalization (INCI). AIEA President Gil Merkh and Executive Director Darla Deardorff participated in the fall meeting as well as in the more recent January 2009 meeting. One of the main purposes of this network is to communicate and coordinate about resources and events related to internationalization. While still in development, the Inter-associational Network on Campus Internationalization (INCI) website serves as a portal for senior campus leaders who are interested in (or charged with) internationalizing their campus. The eleven associations are:

- American Association of Community Colleges (AACC)
- American Council on Education (ACE)
- Association of American Colleges and Universities (AAC&U)
- Association of American Universities (AAU)
- Association of International Education Administrators (AIEA)
- Association of State Colleges and Universities (AASCU)
- NAFSA: Association of International Educators (NAFSA)
- National Association of Independent Colleges and Universities (NAICU)
- National Association of State Universities and Land-Grant Colleges (formerly NASULGC)
- The Forum on Education Abroad
- The Institute of International Education (IIE)

You can access the INCI website by going to http://campusinternationalization.wordpress.com/

2009 AIEA Annual Conference

The 2009 AIEA Conference is fast approaching and will take place on Feb 22-25, 2009 at the Omni at CNN Center in downtown Atlanta, Georgia. Chaired by AIEA President-Elect Dr. Pia Wood, the theme of the conference is “International Education: Engaging Communities.” Featured keynote speakers include John Stremelau of The Carter Center, Colleen McEdwards of CNN and Nontombi Naomi Tutu, daughter of Desmond Tutu. Over 60 sessions will address topics including campus internationalization, fundraising, partnerships, regional trends, dual degrees, technology in international education, advocacy, and faculty engagement. Despite the current economy, registration has been robust with over 350 attendees expected from nearly 20 different countries. Highlights of the conference include networking with colleagues, connecting with exhibitors, and the awarding of the Josephson, Klasek and Rutenber awards. While online registration has closed, on-site registration is still possible. Watch future newsletters for a summary of the conference.
AIEA and EAI are pleased to announce the 5th jointly
sponsored Transatlantic Dialogue September 13-15 2009
in Madrid, Spain. An interactive and participant centered
seminar, the Transatlantic Dialogue brings together chief
international educators from Europe and around the world
and North American international education administrators
to discuss common issues and challenges associated with
the transatlantic relationship. The seminar provides the
opportunity to meet together in a residential environment,
in a non-threatening atmosphere, where we are able to
freely share information and ideas, and engage in dialogue.
As with the previous seminars, we will draw conclusions and
make recommendations to AIEA and EAI for dissemination
of information and implementing policy and procedures.
While the topics are determined by the participants of each
dialogue, previous topics have included: the impact of
the Bologna Process, dual and joint degrees, North-South
cooperation, language policies, commercialism of education
abroad, curriculum integration, academic credit, and
graduate degree structures.

**Participants:** International educators interested in critical
transatlantic issues are urged to apply. Nine persons from
each association will be selected to participate. Participants
will be notified and notified by June 12, 2009.

**Application Deadline:** You must apply to participate in
the Madrid Transatlantic Dialogue by May 15, 2009

**Application Process:** You may apply to participate in
the Transatlantic Dialogue by sending your intention to
participate via email to any one of the facilitators. Your
email must include the following to be considered:
• Name, Title, Institution, Contact Information
  Telephone, Fax, Email Address:
• A Statement of why you want to participate:
• A List of 5 topics you would like to discuss
• A biographical statement not to exceed 100 words which
describes your professional experience. This will
be distributed to all participants.

Send application to participate to one of the facilitators:
Bill Davey - (wdavey@gmail.com),
Dennis Dutschke - (dutschklk@arcadia.edu),
Hans-Georg van Liempd - (h.g.vliempd@urt.nl)

**Additional Information:** Any questions or additional
information may be sent to the facilitators at the above
dress:

**MARK YOUR CALENDARS!**

**2010 AIEA Conference**

**February 14-17, 2010**

**Washington, DC**

AIEA Wants to Hear from You!

Do you have ideas and suggestions as to how AIEA can meet your needs in the field? Help you develop professionally? Provide the resources you need? Want to get more actively involved in the work of AIEA? Then we want to hear from you! Email aiea@duke.edu today!

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**AIEA Leadership Team**

2008 President: Gil Merkx
President Elect: Pia Wood
Immediate Past President: William Brustein
Secretary: April Burris
Interim Treasurer: Pia Wood
Vice-President for External Relations:
Duleep Deosthale
AIEA Editor: Pia Wood
Executive Director: Darla K. Deardorff
AIEA Executive Committee Members:
Everett Egginton (2009), Norman Peterson (2009),
Susan Buck Sutton (2009), Dennis Dutschke (2010),
Sabine Klahr (2010), Betsy Brown (2011),

**MEMBERS IN THE NEWS**

Members in the News is a feature on the AIEA website
(www.aieaworld.org), highlighting AIEA members’
leadership in the field of international education. Below is
an excerpt from Members in the News. Email aiea@duke.
edu regularly with information regarding AIEA members
in the news (in the media, accomplishments, authored
books, etc.) for posting on the AIEA website.

January, 2009: The Institute of International Education
announced the winners of its annual Andrew Heiskell
Awards for Innovation in International Education. The
competition, which began in 2001, recognizes American
colleges that have made significant attempts to provide
international experiences for their students. This year, the
awards were broken down into four categories. The winners
were Champlain College, in Vermont, and the AIEA
institutional member University of Monterrey, in Mexico,
for internationalizing the campus; AIEA institutional
member Clemson University, in South Carolina, and the
University of Kansas, for study abroad; AIEA institutional
member Indiana University-Purdue University at
Indianapolis for international exchange partnerships;
and Scottsdale Community College, in Arizona, for study
abroad at a community college. Other AIEA institutional
members receiving honorable mentions included
Vanderbilt University and Ohio University.

January, 2009: Several AIEA members participated in the
ACE Internationalization Collaborative including
AIEA Past President Uliana Gabara who discussed
faculty development and AIEA Executive Director
Darla Deardorff who discussed global learning
outcomes assessment.

January, 2009: AIEA member Daniel Obst was quoted in
a Jan 23 Chronicle of Higher Education article entitled
“European Institutions Lead in International Dual-Degree
Partnerships, Study Finds.”

January, 2009: AIEA member Brian Whalen was quoted in
a Jan 16 Chronicle of Higher Education article entitled
“Study-Abroad Practices Remain Unchanged Despite
Inquiries by Attorneys General, Survey Finds.”

January, 2009: AIEA Executive Committee members
Mitch Leventhal and Sabine Klahr and AIEA members
Joe Tullbane and Michael Basile were quoted in Inside
Higher Ed’s January 6 article entitled “’Accreditation Lit’ for
International Recruiting Agents.”

**CALL FOR NEWSLETTER CONTRIBUTIONS**

Do you have articles you’d like to contribute to the international education field? Information or resources that would be helpful to colleagues? AIEA members are invited to contribute articles, news, and announcements related to international education in this online newsletter. To submit items, email aiea@duke.