



2018
AIEA Annual Conference
*The Internationalization
Imperative in Turbulent Times*

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

Global Portals

Academic

- Faculty Teaching and Research
- Institutional Partnerships
- Dual Degrees
- Education Abroad
- Internships
- Educational Intelligence
- Capacity Building

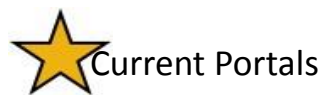
Alumni Engagement

- Reconnecting Alumni to West Virginia University
- Continuing Education
- Alumni Club Formation
- Development
- Connections to Education, Business and Government

Corporate Partnerships

- Assisting Companies with WV ties:
- Career Services
 - Workforce Development
 - Research and Consulting

Portal Locations



Current Portals



Future Portals

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:
 - **China:** *first representative office abroad*
 - **Uganda:** *expanding from single to multi-disciplinary*
 - **Panama:** *donor influence, requires creative strategies*
 - **MSID:** *4 study abroad locations each with unique pressures*
 - **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