

2018

**AIEA Annual Conference**

*The Internationalization  
Imperative in Turbulent Times*



# ***New politics, paradigms, possibilities: US and European internationalization in turbulent times***

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# Agenda

- Major trends and issues facing US and European SIOs
- Populism's effects on European higher education
- A practical response: "inclusionary internationalization"
- Ireland: Windfall gains in turbulent times?
- What does all of this mean to you?

# **Are We Facing a Fundamental Challenge to Higher Education Internationalization?**

- The unlimited growth of internationalization of all kinds:
- Massive global student mobility
- The expansion of branch campuses, franchised and joint degrees
- The use of English as a language for teaching and research worldwide, and many other elements
- Appears to have come to a rather abrupt end, especially in Europe and North America.

# First, the good news

- Knowledge remains international.
- Cross-national research collaboration continues to increase.
- Most universities recognize that providing an international perspective to students is central in the 21st century.
- Global student mobility continues to increase, although at a slower rate than in the past.
- The major European mobility and collaboration scheme, ERASMUS+, remains firmly in place.
- The ASEAN region is moving in similar directions as the European Union in promoting harmonization of its academic structures, improving quality assurance, and increasing regional mobility and collaboration in its higher education sector.
- “Internationalization at Home” and comprehensive internationalization have entered the vocabulary of higher education around the world.



# But.....

- These positive trends do not hide that 2018 is adding some troubling trends to 2017 realities.
- The major eruptions of 2016—Brexit followed by the election of Donald Trump—have proved to be as problematical as predicted.
- Increased problems obtaining visas, an unwelcoming atmosphere for foreigners, and other issues are causing a decline in international student numbers in the United Kingdom and the United States.

# **And we see in the HE sector itself a call for....**

- Limits to the Rise in Numbers of International Students
- Limits to the Use of English
- Limits to the development of branch campuses
- Increase in tuition fees for international students

# **And increasing concerns about**

- Academic freedom
- Quality of teaching and research
- Ethics in international education
- Negative impacts on local students
- Rising tuition fees for local students

# Implications

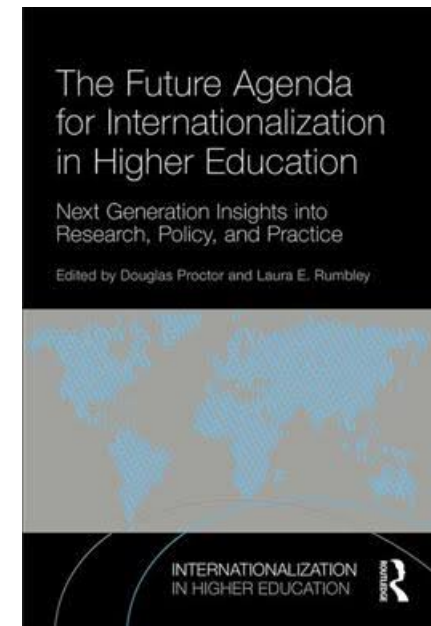
- The first thing that is required is that all involved with international higher education realistically recognize that realities have changed.
- Are we facing indeed the end of internationalization, or can the negative trends also provide new opportunities and a better focus?

# The current criticism is coming from two completely opposite sources.

- The nationalist–populist argument of anti-international and anti-immigration
- The concern about quality, academic freedom, and ethics in the higher education community itself
- If this nationalist–populist argument prevails, though, then indeed this might lead to the end of internationalization.
- The call for an alternative approach, with stronger emphasis on “Internationalization at Home” and a more inclusive internationalization, may be seen as an opportunity for internationalization, with a shift from quantity to quality.

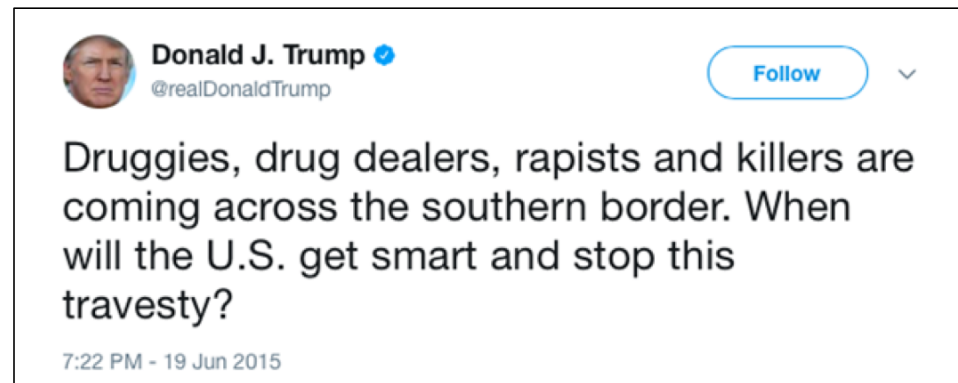
# Internationalization interrupted: the rise of populism and nationalism

- A changing narrative for international students? The potential influence of Brexit and Trump (May 2018)
  - By: Charles Mathies & Leasa Weimer
- International higher education, nationalism and the rise of populism: comparative perspectives in Europe and North America (in progress)
  - By: Leasa Weimer & Aliandra Barlete



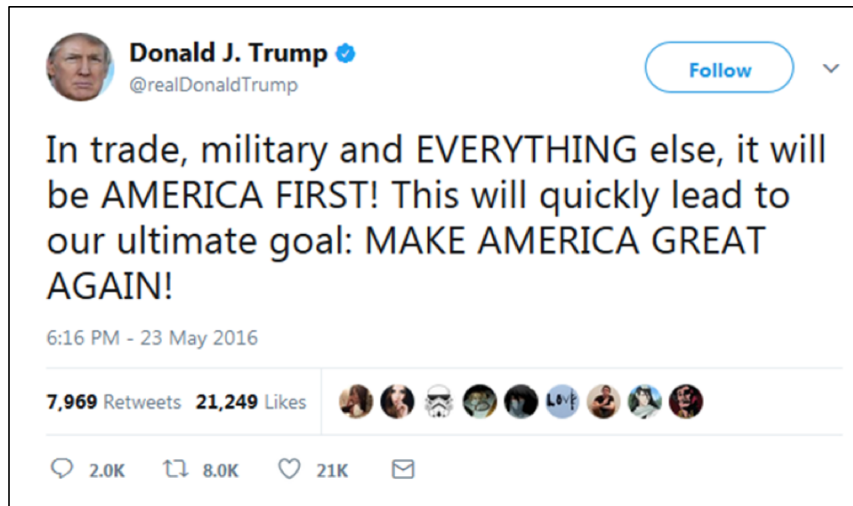
# Untangling populism & nationalism: what is populism?

- Is populism an ideology, political strategy, rhetoric, style or discourse?
  - Discursive approach (Aslanidis, 2015)
    - “we, the people” vs. the “corrupt elite/establishment”
  - Populism takes different forms according to a nation’s history and culture (Greven, 2016; Inglehart & Norris, 2016)



# Untangling populism & nationalism: what is nationalism?

- Nationalism: political doctrine/ideology
  - promotes and protects the sovereign nation
  - nation's interests are considered first





The  
Economist



“If you believe  
you’re a  
citizen of the  
world, you’re a  
citizen of  
nowhere.”

Theresa May UK Prime Minister

- Anti-globalization
- Anti-immigration

AIEA



"There is no global anthem,  
no global currency, no certificate  
of global citizenship. We pledge  
allegiance to one flag, and that  
flag is the American flag."

# **Where does populist nationalism intersect with international student recruitment?**

# Dominant discourse for international students

- Primary (national) rationale: economic(Ziguras & McBurnie 2015)
  - Neoliberal movement & has been championed by groups like OECD & World Bank
  - Need highly-skilled workers for global knowledge economy (OECD 2014)
- Other rationales: academic, cultural, diplomacy
  - yet, they are quantified/measured to understand economic impact

# Potential outcome

- Decrease in international students
  - Structural: legislation
    - “Muslim ban” executive order
    - Immigration policy changes: decrease in student visas
  - Environmental: less attractive
    - Neo-racism/neo-nationalism (Lee, Jon & Byun, 2016; Lee & Rice, 2007)
    - UK: #WeAreInternational
    - US: #YouAreWelcomeHere

**International Student Numbers Decline**  
NSF report shows 2.2 percent drop in undergraduate and 5.5 percent drop in graduate international enrollment.  
By Elizabeth Redden // January 22, 2018  
16 COMMENTS  
Source: Inside Higher Education

**UK considers plans to nearly halve international student visas**  
Home Office looks at slashing numbers from 300,000 to 170,000 under tougher student visa rules  
Source: Guardian 12/12/16

# Potential outcomes

- Dominant economic rationale for international students will continue, yet will be altered by populist nationalism
- National economic ambitions will lead to a specific 'protected class' of international students

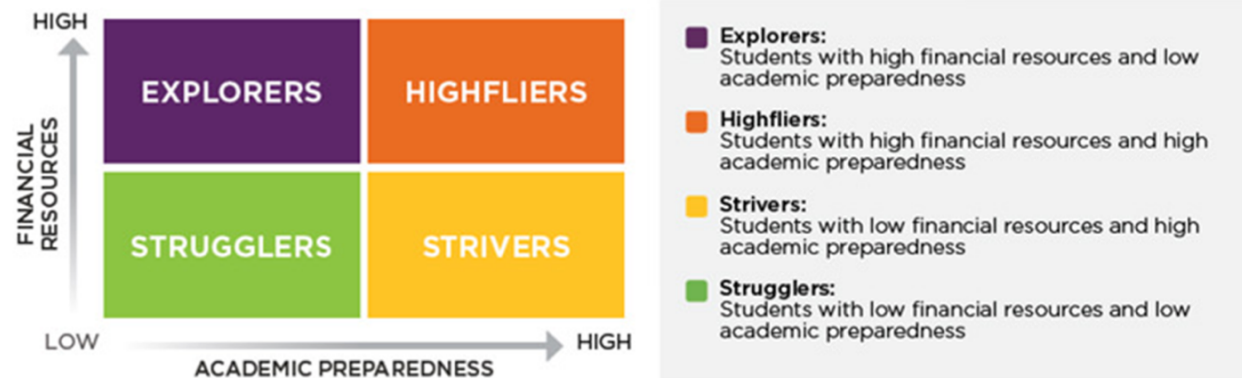
"...so while we continue to attract the brightest and the best to work or study in this country, we can be confident that we have control over immigration and that our immigration system serves the national interest."

- Theresa May, 2016 Conservative Party Conference



# Potential outcomes

- Four segments of international students (Choudaha, Orosz & Change, 2012)



- Neo-nationalism: could lead to 3<sup>rd</sup> category in this taxonomy culture/nationality
  - High-fliers cannot overcome structural barriers and will not want to experience environmental barriers

# Opportunities for the future

- Exclusionary & inclusionary internationalization (Olson, 2016)
  - Exclusive: targeted, competitive, strategic, economically-focused (e.g. tuition fees, tighter immigration policies)
  - Inclusive: collaborative, uniting and equality-focused (e.g. scholarships, fast-track visas, post-graduation visa entitlement, refugee integration)
- In US & UK:
  - HEIs will be the champions of inclusionary practices
- Outside of US & UK:
  - Inclusionary practices will 'pull'/increase international students

# Alexander Betts, 2017 EAIE conference

- Inclusive internationalization

“...take the benefits of the horizontal connections created by internationalisation and figure out how to create them vertically, as well. These connections should benefit all of society, within the neighborhoods, communities and regions in which our universities are already benefitting from internationalisation.”







# Close ties across the seas...

## **United States of America**

- Massive emigration
- 34M US citizens
- St Patrick's Day celebrations

## **United Kingdom**

- Immigration/emigration
- Colonial legacies
- Common Travel Area
- Socio-cultural integration
- Economic integration
- Common membership of EU...

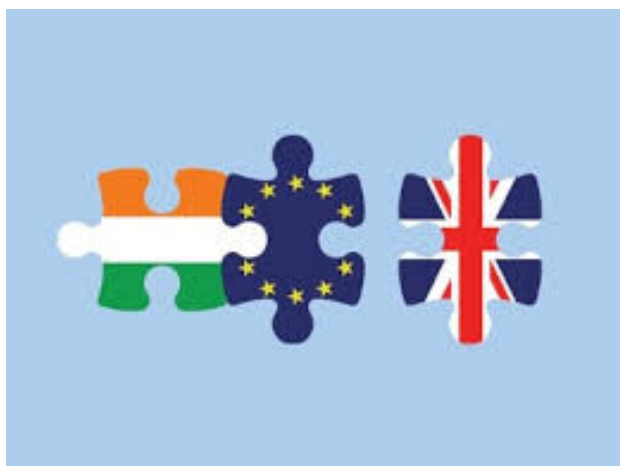
# But also by land!

- 499 km (310 mile) border
- Brexit or UKexit?
- Breakdown of vote:
  - Scotland – 62% remain
  - Northern Ireland – 56% remain
  - Wales – 47.5% remain
  - England – 47% remain
- Irexit...
- Tory/DUP alliance









# TONY CONNELLY BREXIT & IRELAND

The Dangers, the Opportunities, and the  
Inside Story of the Irish Response



## Brexit

*Up to date information on the Brexit negotiations brought to you by the Department of Foreign Affairs and Trade*



The Common  
Travel Area



Economy &  
Trade



The Northern  
Ireland Peace  
Process



### Key Documents

Access the key official documents to enable you to be fully informed of the Irish Government and European Commission approach to the Brexit negotiations.

[Read more](#)

# Ireland's 2<sup>nd</sup> International Education Strategy 2016-2020

## 4 strategic priorities

1. A supportive national framework
2. Internationally oriented globally competitive Higher Education Institutions
3. Sustainable growth in the English Language Training sector
4. Succeeding abroad



# 7 universities



TRINITY COLLEGE DUBLIN  
The University of Dublin



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UNIVERSITIES  
ASSOCIATION





# Ireland's Global University



- Ireland's largest university (enrolments, funding etc.)
- Largest incoming international program
  - 4800 non-EU students in Dublin
  - 3000 EU students in Dublin
    - 265 Northern Ireland
    - 500 other UK
  - 5000 international students overseas
- International proportions: 27% of students & 28% of all staff
- Second largest outbound mobility program



# UCD in turbulent times

- UK partnerships & research
  - Horizon2020 & FP9
  - Shoring up UK-Ireland partnerships to safeguard future funding
- Outbound mobility to the UK
  - Continued Erasmus funding?
  - Distinct preference for English-speaking destinations
- Student recruitment
  - Short-term gains – non-EU and EU
- Safety
  - National positioning – may affect mobility to the US

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**Thank you for your  
kind attention!**

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