Innovation in Global Engagement: What Works, What Doesn’t

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What is one global engagement initiative/strategy you would describe as innovative at your institution?
Global Engagement

• “committing to meaningful relationships with partners in other parts of the world” (ACE, 2012)

Source:
ACE (2012) Global Engagement—New Modalities
Global Engagement against political climate

• “A widespread disillusion with political and business elites, after years of disappointing economic growth, is a common factor that underpins resurgent nationalism across the globe” (Rochman, Chief foreign-affairs columnist at the Financial Times, 2014).
Innovation as overcoming constraints

• Innovation is “the co-creation or collaborative recombination of practices that provide novel solutions for new or existing problems” (Vargo, 2013)

Conceptual framework of institutional global engagement strategies mapping solutions with needs

- **Defenders**: Familiar programs delivered in English-speaking countries through student mobility

- **Adapters**: Familiar programs delivered through new capabilities of online, blended, and transnational models

- **Innovators**: New programs delivered through new capabilities of lifelong learning, unbundling and networks

- **Challengers**: Familiar English-taught programs delivered in new destinations in Asia/Europe

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**Solutions/Approaches**

Conceptual framework of institutional global engagement strategies mapping solutions with needs

- **Challengers**
  - English-taught programs in Asia/Europe
  - *Regional mobility*

- **Defenders**
  - Programs in English-speaking countries
  - *Student mobility*

- **Innovators**
  - Lifelong learning, unbundling and networks
  - *Program innovation*

- **Adapters**
  - Online, blended, and transnational education
  - *Program mobility*

**Problems/Needs**
- Familiar
- New

**Solutions/Approaches**
- Familiar
- New

“Making education choice transparent”

- 3,050+ participating institutions
- 28+ million unique users
How are you innovating your global engagement strategies?

• Student mobility
• Models of partnerships
• Program offerings
• Delivery mechanisms
• Transnational education
• Online learning
• Other?
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Established 1970 as the University for the Tropics
Comprehensive, public university
Research intensive
Member of IRU, lead University for State of the Tropics
Main campuses in tropical cities of Cairns, Townsville and Singapore
Total enrolment 21,368, international students 6357
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Current Global Engagement Strategies defined by:

- Our place in the world
- State of the Tropics
- jcu.edu.au/state-of-the-tropics
- Locally relevant, globally connected
- Defence strategies
- Adapting strategies
- Innovation strategies
- Challenger strategies
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Rationale for innovation:

- Our place in the world
- Changes to relative contributions of public and private funding
- Competitor activity
- Preparing our students for possible futures
- Shifting student expectations
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Future Global Innovation Strategies

• Improving access
• Strategic partnerships and alliances
• Expanded international engagement and exposure for students and staff, including indigenous students
• Program and curricular review and renewal/retirement
• Campus strategies
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Future Global Innovation Strategies

• Challenges associated with defined brand identity
• How the brand identity is experienced by students
• Proactive partnership selection against a defined criteria
• Partnerships are key to our success
• The student experience – curricula and non curricula
• Graduate outcomes
California State University, Los Angeles

- Total enrollment: 29,000
- Int’l enrollment: 2,468
- Los Angeles, California, United States of America
- Public Comprehensive University
Current global engagement strategies

- Student recruitment and retention;
- Partnerships development that facilitates Cal State LA students to study abroad;
- New, innovative, and alternative programming
- Research collaboration
Rationale/need of innovation with global engagement strategies

- Current political context within the US and beyond;
- Reality that most US students do not study abroad;
- Universities can be at the leading edge of peacemaking and global change
Future global engagement strategies

• Creating public-public and public-private partnerships (e.g. – Mayor’s Office and Sister Cities);

• Short-term programming, such as certificates;

• Programs offered in languages other than English (e.g. – Mandarin language MBA);

• Online and hybrid (e.g. – COIL).
Lessons Learned

• Do not assume anything!
• Work existing international connections that faculty may already have;
• Don’t be afraid to try something new and groundbreaking;
• Don’t be surprised if your initiatives fail;
• Persist!
Thanks! Q & A

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• Your experiences and questions on how you are planning/implementing innovative approaches to global engagement?