

## **International & Border Programs Advisory Council Meeting**

**April 29, 2014**

*First meeting of newly formed Council to discuss the charge by Provost Howard to work towards the commitment to Internationalization per the Vision 2020 document.*

### **Attendees:**

Dan Howard, Tilahun Adera, Richard Adkisson, Lowell Catlett, Kristian Chervenock, Nirmala Gunapala, Mary Jaspers, Ricardo Jacquez, Cornell Menking, Beth Pollack, Marlene Salas Provance, Loui Reyes, Christa Slaton

**Absent:** Colin Large

**Minutes:** Brenda Brown

### **Executive Vice President & Provost, Daniel J. Howard:**

This is an important group. International students is one area of growth for NMSU. This is true for all universities. We need to look at where we do our recruiting and where we put our resources. We have to target countries carefully and be thoughtful and innovative in our approach. We are already connected to some countries such as Ecuador, Brazil, India, Mexico, Oman, Ethiopia, and China, others will take some effort from us, not necessarily from recruiting but also from research. All of this is part of international effort, we need to attract students but it is also important what they will be coming for. Science and Engineering have had majority of foreign student PhD programs and have had an international flavor in place for quite some time. Cornell Menking has done his best and has been aggressive with recruitment efforts. Ecuadorians are here with an HRTM program, the Go Teacher program has seventy students on an eight month intensive language study. Yachay is one project we're involved in, and another partner is Universidad San Francisco de Quito - one of the best private universities and Cornell spent seven years there as a faculty member. We have long standing relationships with Mexico. The question is how to recruit internationally. This group is to think about effective recruitment strategies. The Director of International Programs at the West Virginia University said they are taking advantage of conferences, such as student fairs in China where students are looking for American universities. I personally didn't believe that was all that useful, but they believe it has been very effective. Some universities use recruiting agents, but I am not a fan of agents; it is an incentive for people to not be completely honest, plus I do not believe in paying fees. I believe that is inappropriate. I do think it is important to hire an international recruiter, but I don't want to use I&G funding. However, it needs to be done and it can be effective. Cornell will be funding that out of resources they are generating. Study Abroad is making great strides and has grown. New Mexico students have had opportunity to study abroad, faculty have embraced this and would like to see more. Internationalization is something that I embrace and your commitment to internationalization will help guide the work of IBP and that helps this program grow. From the prospective of the university and also from revenue generation and strengthening research programs. NMSU attracts fine graduate students, it takes time to train graduate students and some of our very best are international graduate students.

### **Cornell Menking:**

Thank you. This is something I have done at each of the four universities I have been at and it is extremely important. I see this group as body that can give good advice, legitimize, be my tentacles and achieve international goals. I do not intend to make too many demands on this group. Hopefully very few meetings and we can work by email when possible.

What IBP has been up to: I have been here for two years, we have had some reorganization, ISSS has been brought in to our unit, and the biggest change is that the Center for English Language Programs is now in IBP; the Office of Study Abroad is now the Office of Education Abroad because it is more than study - it is also internships, service and research. The new office of International Initiatives is directing its effort to seize international opportunities.

Let me first point you to the document of Excerpts of the Vision 2020 Plan. The timing of this meeting is good because the university plan is complete. We are now combined with diversity; global learning, preparing for global society, border regions is all mixed with diversity now. Only two real KPI's, one is *Achieve 6% internal students by 2020* and the other is *Achieve an increased global presence by 2020*. It is up to us to enumerate the details.

This office was founded in 1972 and has done everything right. Everret Egginton worked on the ACE International Collaboration Process. I also did this at Western Kentucky University. Sub committees are formed to create an international strategy. This 2004-2009 report is showing where we have been and where we are going. If we view this document we can see what is under construction, where we are behind, and what we have achieved.

We have made great progress; however, as an example, assessment is an area where we are still weak. Also, the area of regional outreach, we would like to increase outreach programs but there is no strategy. As for office restructuring, we have done a lot of work in this area. I would like to look at new facilities. So, this document discusses where we have been and where we are going, this is industry standard.

I would like to present the IBP Strategic Plan for the next five years. This is a first unveiling. This has taken the old information and turned it into the International Programs new Strategic Plan. These categories came out of the ACE Internationalization Collaborative self-study process. This iteration of the IBP Advisory Council can function differently, reorganized strategic plan. This plan is created around eight points. The first seven are taken out of the previous plan, number eight is to create a sustainable office. We have gone through all eight of these areas and this is the marching orders for our office; it is ambitious, but it is not a surprise. I'll give you a minute to look it over

**Tilahun Adera** - Do we need to make a distinction between internationalization and globalization?

**Cornell Menking** - We use internationalization.

**Beth Pollack** - Can you explain TOFEL marketing?

**Mary Jaspers** - We can specify an area and buy names based on TOFEL if we choose to.

**Dan Howard** - Where are we, what is our growth right now?

**Cornell Menking** – (Pointed group to handout of incoming and outgoing student trends over last six years.) We can look at our current trends, over 500 undergraduates and over 500 graduates. I believe 1050 was this year's number, enrollment of 18000 so that is close to 6%.

**Richard Adkisson** - Students from Aggies Go Global come by asking for a slip to be signed and I have been signing, what is that?

**Kristian Chervenock** - That is just a travel form.

**Beth Pollack** – I also have students asking me to sign off on Viewing a Wider World transfers but they haven't met the criteria and I won't sign them.

**Cornell Menking** - Aggies Go Global is Gary Lowe's baby, he is very committed to the program and it has proven very effective. I have already started to distribute funding around campus and one area it is to be used for is Aggies Go Global. The students are counted in our numbers for credit but they are not counted in Open Doors, the Institute of International Education's database.

**Dan Howard** - Are all sponsored students undergraduates?

**Cornell Menking** – Mostly. This year we have about 34 graduates and 256 undergraduates.

There are four areas I would really like to focus on: Indonesia, Malaysia, Korea, and Vietnam. There are areas that we should be getting good streams of students from.

**Beth Pollack** - Where do we stand on sending students to Mexico? We used to send 200-300 to Mexico.

**Cornell Menking** – Things are good. Under Couture, the gate was closed, with good reason. But now it has returned to normal and we are starting to go back. We sent the first students back. A Bilateral Forum organized by the State Department and the Mexican State Department is trying to address the 100,000 commitment Obama has made with President Nieto. We can get some feeder populations for our language programs. Chihuahua is on the travel warning list, so we can't go there, but they are coming to us. Yucatan is safe and we are looking for programs there.

Any thoughts about the Strategic Plan? It is a living document so that frees us up a bit. Any suggestions on a way to go forward?

**Richard Adkisson** – Asked about education abroad credits as in-residence credits

**Kristian Chervenock** - Yes, they are counted as transfer credit so they are getting credit.

**Richard Jacquez** - Is this a small number?

**Kristian Chervenock** - Around 300-400 a year earn credit abroad. Most are Sophmores and Juniors and each college can grant a waiver to allow them to be taken in the last thirty hours. There is a waiver and it is up to individual colleges.

**Dan Howard** - I suggest you have individuals read the Strategic Plan and send their comments in an email and then come together again.

**Cornell Menking** – Said he will circulate the Strategic Plan – and will change it to 2014-2020 to be consistent with Vision 2020.

Asked the group for help with use of funds. We have bought a lot of relief thru Ecuadorian contracts and I would like to use that money strategically. My wish list: 1) help our faculty to engage 2) Big picture stuff like a new building and an International Center one day. The Center would provide space for operations but would also make a statement to the university's commitment to internationalization 3) I would like a couple of rows of flags down the international mall.

**Dan Howard** - Don't necessarily think in terms of a new building, there are lots of existing buildings on campus that would be good for rehabilitation, some you good use even now with

BRR project funds and then raise money. In the meantime, you could do some small things to make your presence known.

**Ricardo Jaquez** – Our relationship with Ethiopia and broader, we worked to provide Professional Development from an engineering perspective from in-country. We should explore this as a land grant university. What are our areas of expertise? What would be beneficial to that country, and our faculty? If we work it right, we could build relationships with the country, look at recruitment, faculty exchanges, etc. It could be profitable. Strong professional development programs can charge a good fee.

**Cornell Menking** - We have a contact with Ethiopia, hopefully we will be bringing over a leadership team from METEC which is very influential - the letter is on the President's desk. We can build strategically on our existing partners, such as the African flagship programs.

**Ricardo Jaquez** - We should think about how to seed those initiatives to get them started, we should prime the pump for joint international programs.

Cornell Menking - Agreed. My initial idea was to create Targeted International Initiatives Grants, or "TIIGs", to fund faculty projects -- seed money to fund international initiatives. We don't have unlimited funds so we need to use it wisely. I was thinking around \$50,000 to administer through TIIGS, I ask the group for advice to develop mechanism to work this TIIG and customize it to NMSU,

**Richard Adkisson** - I proposed last year, based on an international faculty development program, they need a good experience and promoted the idea of using those programs as getting funding to faculty. \$5,000 would pay a faculty member's airfare - it is effective because it is programed and oriented towards learning. It is good for those that are reluctant to go abroad but that would benefit from the experiences.

**Cornell Menking** – Agreed. That is exactly the idea. Is anyone interested in working on this? The main qualifier would be bringing something back. I have a rubric.

**Kristian Chervenock** - What about the possibility of expanding FLIP classes and having another faculty member to go, without salary but for the experience.

**Cornell Menking** - If a second person would be transformed by the trip, yes. I always argue that two faculty for each ten students should go. No spouses or someone who has been there twenty times, but someone who would benefit from the experience.

**Ricardo Jaquez** - Is the idea to do something and then help get money back or is the pool ongoing?

**Cornell Menking** – Not necessarily. The Office of International Initiatives may have some return on the investment. I am up for starting with whatever you send you me and I would like the group to be involved.

Regarding membership: community and/or student membership - I would like your thoughts, a language representation from Arts & Sciences would merit a second spot.

**Richard Adkisson** - Adding student and community members would make it difficult to meet.

**Loui Reye** - I would recommend a student advocate, someone from the International Club or an international student from the Graduate School. A community member could perhaps call in when necessary.

**Tilahun Adera** – Maybe a Rotary member or someone from the Sister Cities or the Peace Corp Group. International committee at the college level.

**Ricardo Jaquez** – Kenny Stevens from Engineers without Boundaries has been very active. Service category from promotion and tenure.

**Cornell Menking** - One concern is that international work/engagement pulls young faculty away from their time devoted to publishing and research - tenured faculty may have more time. Recognizing international work in P&T process encourages young faculty to engage.

**Ricardo Jaquez** - Not necessarily. NSF has strong internationalization such as engineering research centers MPS – important to do as leadership. We know the people within the college that are doing these things. In the College of Education Dave Rutelege was doing some things. These things are important for their careers.

**Cornell Menking** – (Meeting adjourned as time ran out.) Thank you for your time. We will look forward to meeting again