

# Annual Report 2008-09



## Northern Arizona University Center for International Education

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International Education

Northern Arizona University

Annual Report 2008-09

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## **Introduction**

The 2008-09 academic year was a time of significant achievements at CIE built on the momentum established during the previous year. Key positions at the Center were finally filled, more international students were enrolled at the university, more NAU students participated in study abroad programs, new partnerships with Chinese universities were established, and NAU became the destination of choice for increased numbers of 1+2+1 and 2+2 students. More significantly, the strategic planning process for global education went into high gear and was completed with several important recommendations to the campus community and endorsements for the recommendations regarding global learning from crucial constituent groups on the campus. The following is a description of some of the accomplishments at CIE over the past year:

## **CIE Reorganization**

The reorganization at CIE that was started in 2007-08 continued during the past year. Two key positions were finally filled after lengthy searches. A new Director for International Student and Scholar Services, Dr. Cathy Ribic and a new Director of Education Abroad, Ismael Betancourt, were hired. Both Directors have graduate degrees and significant experience in the field of international education. Two new study abroad advisers were hired, Jannan Poppen and Marisa Crowley, and a long time student employee in International Admissions and Recruitment, Jacob Eavis, was hired into a fulltime staff position in the same unit. An Assistant to the Vice Provost for International Education, Angela Roberson, was hired to support the Vice Provost. Not only has Ms. Roberson been exceptionally effective, but has provide important support in events planning to other units at CIE, having earned a graduate degree in this area.

## **Strategic Planning**

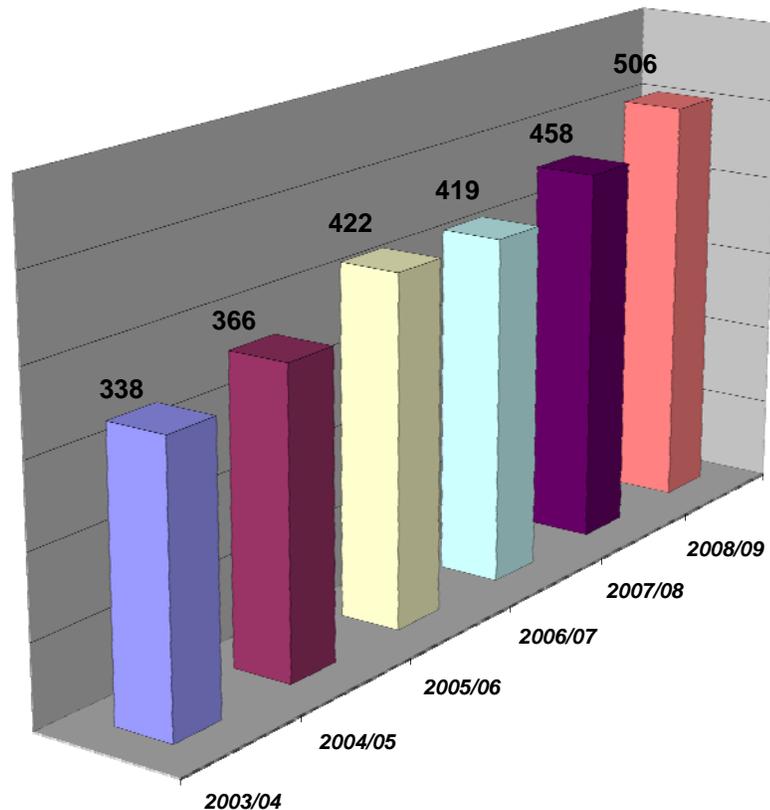
The Task Force for Global Education, launched in February, 2008, continued its work throughout the 2008-09 academic year. All five subcommittees submitted recommendations that were adopted by the full Task Force. Of particular significance was the work of the Global Learning Subcommittee which crafted recommendations to help transform the NAU undergraduate curriculum in a way that would foreground global learning goals and outcomes. The six recommendations were discussed with at least ten campus constituencies including groups like the Provost, Academic Leadership Council, the Council on Ethnic Diversity, the Academic Council on Diversity and Equity, the Environmental Caucus, the Liberal Studies Program committee, the Executive Committee of the Faculty Senate, ASNAU, Academic Chairs Council, Commission on Native Americans, Commission on the Status of Women and the Faculty Senate. The recommendations have been endorsed by most of these groups with more endorsements expected shortly. Another presentation to the Faculty Senate is scheduled for this Fall, where we anticipate that the recommendations will be adopted.

These recommendations constitute a blueprint to help NAU transform itself into a global campus and to help prepare our undergraduate students to be globally competent. The values reflected by these recommendations are already deeply ensconced in the academic and cultural life of the campus. They also have put us significantly ahead of many of our peer institutions in terms of articulating an implementable vision for global education. The entire Report as well as the Executive Summary may be viewed at: [http://international.nau.edu/about\\_cie/task\\_force.html](http://international.nau.edu/about_cie/task_force.html).

## International Students & Visiting Scholars

With a clearly defined recruiting strategy and an energetic and competent staff, we were able to realize a 10% growth in the international student population to 506 over the previous year's 458.

### International Student Population 2003/04 - 2008/09

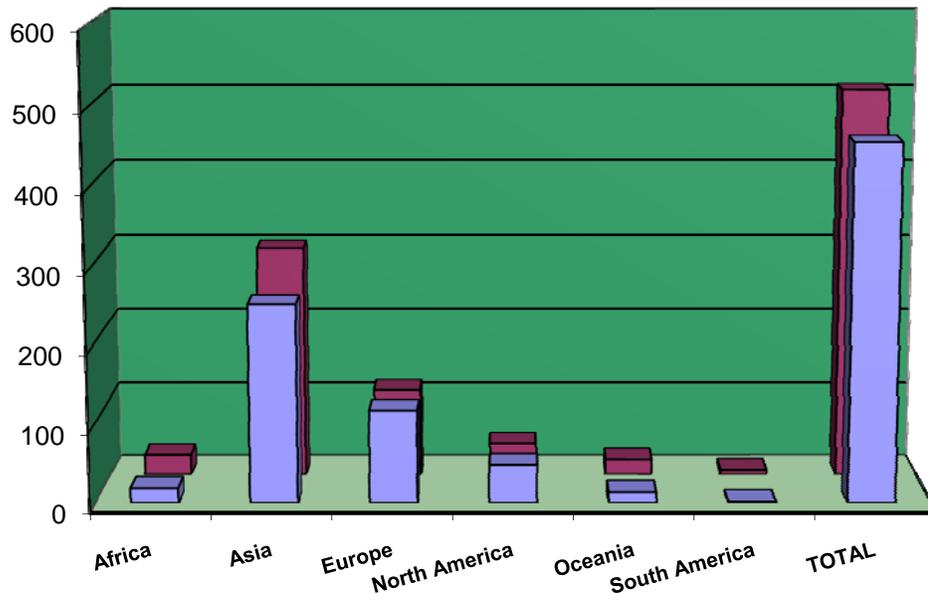


### Countries of Origin of International Students

Students represented a wide range of countries. The large number of students from Asia is a reflection of national demographics on international student enrollment. The sizeable number of students from Europe is largely on account of our very successful bilateral exchange partnerships. Clearly, more work needs to be done in attracting South American and African students to NAU.

## International Student Enrollment by Continent 2007-2008

**No. of Students**



	Africa	Asia	Europe	North America	Oceania	South America	TOTAL
■ 2007	19	255	119	49	14	2	458
■ 2008	26	300	113	41	20	6	506

### International Admission and Recruitment Initiatives

These impressive figures are due in no small part to the work of International Admissions and Recruitment. The Director and her staff attended a number of recruitment fairs in various countries around the world, visited community colleges to target transfer international students and improved the website for international admissions and recruitment. The following is a list of strategies that speak to direct outreach as well as improvements in our infrastructure to increase the efficiency of our work in this area:

- Signed dual admissions agreements with various Community Colleges that can serve as feeder institutions.
- Updated website for International Admissions to include a video on NAU, online enrollment reply

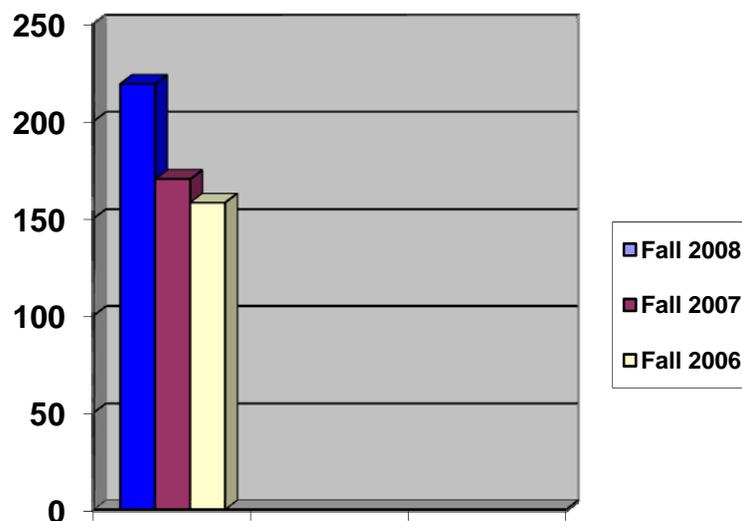
form, online travel confirmation form, special admitted student section and links to applying online, academic resources and application procedures.

- Designed a new presentation for information sessions and workshops on NAU to utilize at virtual information sessions, community colleges and high schools.
- Conducted video conferences (virtual information sessions on Northern Arizona University) with students in Kuwait, Sweden, India, Taiwan, and Romania.
- Purchased and utilized Hobson's email tool and developed new electronic communication to applicants, admitted students, matriculated students and prospective students.
- Selected for the second year in a row as a campus visit site to host Education USA advisors from three countries in May 2009.
- Initiated relationships and collaboration with ARAMCO and SABIC to increase new Arab student enrollment. Conducted information sessions at both offices in Texas.
- Conducted site visits to the Kuwait and Saudi Arabian Cultural Missions in Washington D.C. Also, did phone conferences with the Saudi Arabian Cultural Mission to solidify relationships, update on admissions processes and inquire how CIE can better serve their students.
- Implemented calling campaigns to incomplete applicants and to accepted students who have not completed their applications/confirmed attendance.
- Participated in 2008 and 2009 OACAC-Overseas Advising conference and college fairs. .
- Initiated a TOEFL Load Process for Electronic Delivery of TOEFL Scores.
- Automated Generation of Prospect Mailing Labels & Letters via PeopleSoft

#### New International Undergraduate Student Enrollment

These important activities led to an increase in undergraduate student enrollment over the previous two years, and the largest increase in NAU's history. The Center for International Education had a 29% increase in new undergraduate international student enrollment for fall 2008 (219 in fall 2008 vs. 170 for fall 2007). This includes an increase of 1-2-1 students from 13 students in Fall 2007 to 40 new 1-2-1 students in fall 2008. The 2-2 program was initiated Fall 2008 with 11 new incoming students, and we now have a projected 27 new 2-2 students for Fall 2009.

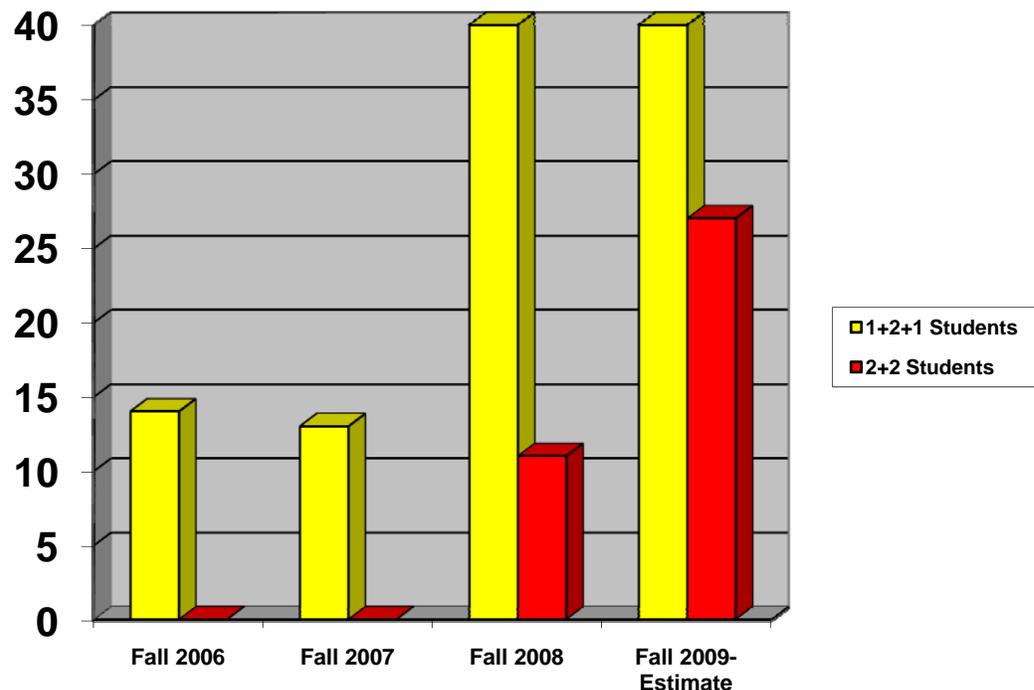
**New International Undergraduate Student Enrollment Each Fall**



### Enrollment Derived from Chinese Partnerships

In any conversation about undergraduate international student enrollment, our relationships with Chinese partner universities and our participation in 2+2 and 1+2+1 programs cannot be ignored. As the statistics show, more than half of the international students enrolled at NAU are Asian, and while not all of them are from China, and not all of the Chinese are 2+2 and 1+2+1 students, the growth in their numbers are amazing. We received forty 1+2+1 students and eleven 2+2 students last year. This was the largest number of 1+2+1 students we received in the program's history. Many of our partners seem particularly excited about the 2+2 program, and we fully anticipate that these numbers will grow in the coming years.

### **1+2+1 AND 2+2 INTERNATIONAL STUDENT ENROLLMENT**



### NAU 100 International Sections

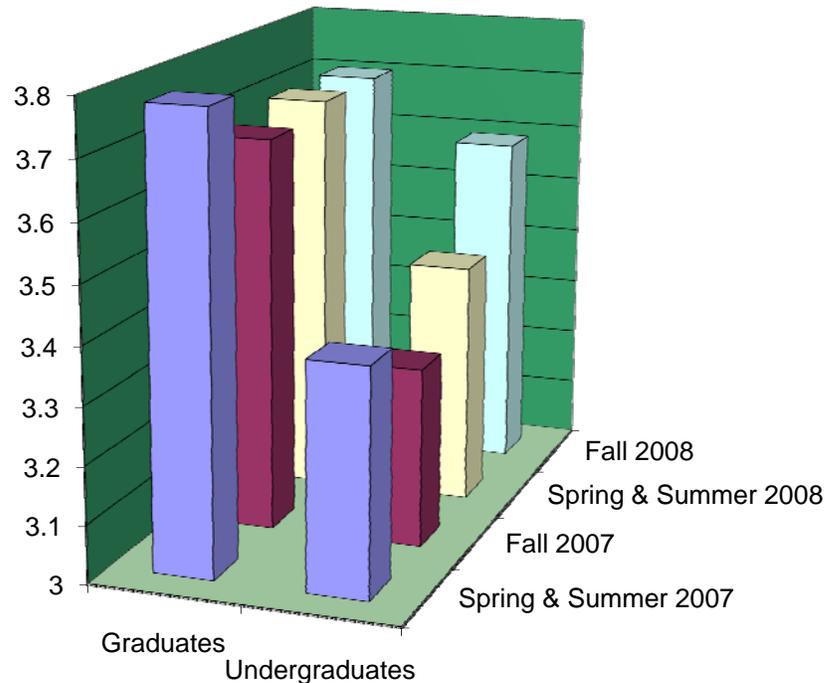
With an eye to make the transition of new international students to NAU easier for them, we have struck an agreement with the Academic Transitions Program to convene a section of NAU 100, intended specifically for first year international undergraduate students. This program was so successful that it will be expanded to two sections in the coming academic year to accommodate Program in Intensive English students enrolled in the Bridge Program. NAU 100 is structured to more closely meet the needs of first year international students, and therefore, assures that they can gain the most from this experience and consequently be as successful as domestic students in making the transition to NAU and to college life.

### Academic Performance of International Students

For those who wonder about the academic performance of international students, findings from recent research paint a very impressive picture. For the past two years, international students at both the graduate and the undergraduate levels earned average GPAs above 3.0. Not surprisingly, the average

GPA's for graduate students are above that for undergraduates, but one can reasonably conclude from these statistics that international students on the whole are seriously engaged with their academic obligations, and furthermore, are well prepared for the university experience.

### CIE International Student GPAs at Graduation



#### International Visiting Scholars

A total of 28 visiting scholars were hosted at NAU during the past year, 21 of whom were Chinese scholars. While most of them come from partner institutions in China, it seems that NAU's strengths are being disseminated through word of mouth and other scholars from institutions with no ties to NAU are writing to inquire about being hosted at NAU.

#### American International Recruiting Council

We were invited to join the American International Recruiting Council, which is dedicated to promoting the use of recruiting agents based overseas and accrediting their operations. This membership puts NAU in a network of accredited agents around the world who are professionals, and will serve the best interest of both the university and the students regarding ethical practices. This decision will also result in minimizing our expenditures on travel to recruitment fairs overseas.

#### Education Abroad

A vast number of processes are now available online, thereby enhancing the efficiency of the application and application review processes:

- Online tracking system so that students could see the status of their study abroad applications at any time.

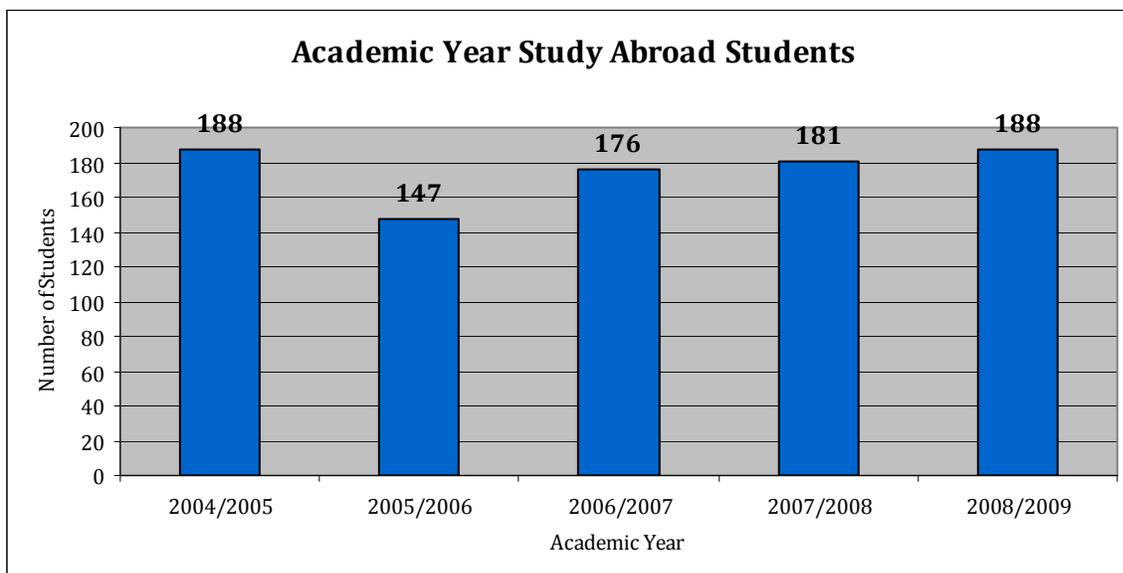
- Online application and forms enabling students could submit most of their required paperwork online.
- Online course approval module so that students can get their courses pre-approved by their academic advisors prior to leaving for their study abroad program.
- Online database of courses enabling students to see what classes have been approved in the past by NAU advisors, and how they were transferred.
- Online fee module to ensure all charges in the student’s account are accurate. This greatly minimizes duplication of work.
- Two online modules, one for the Registrar, and another for the Academic Information Office (AIO), which enables them to electronically manage the transfer of study abroad credits from foreign institutions. This effectively created a paperless system that is quicker and more efficient.
- The online system is now being utilized by the Graduate School as well as the National Student Exchange (NSE) program.

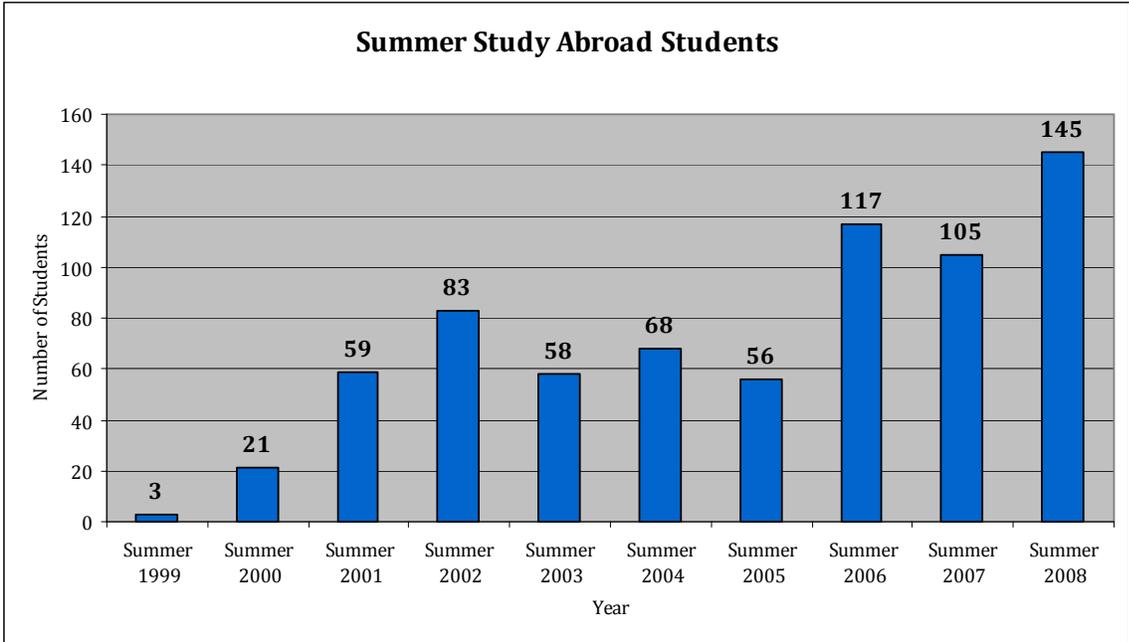
Bilateral Exchange Programs

Making study abroad more affordable for students is a huge priority for CIE. In only a matter of months, 57% of students engaged in study abroad were enrolled in bilateral exchange programs, versus only 35% in the previous year. This percentage will rise in the coming year in light of the fact that we have signed 13 new Bilateral Exchange agreements, bringing our total direct partnership agreements to 57. In addition, we have signed an agreement with International Student Exchange Programs (ISEP), which will offer our students 130 programs overseas from which they may select, and will function just like the Bilateral Exchange model.

Study Abroad Participation

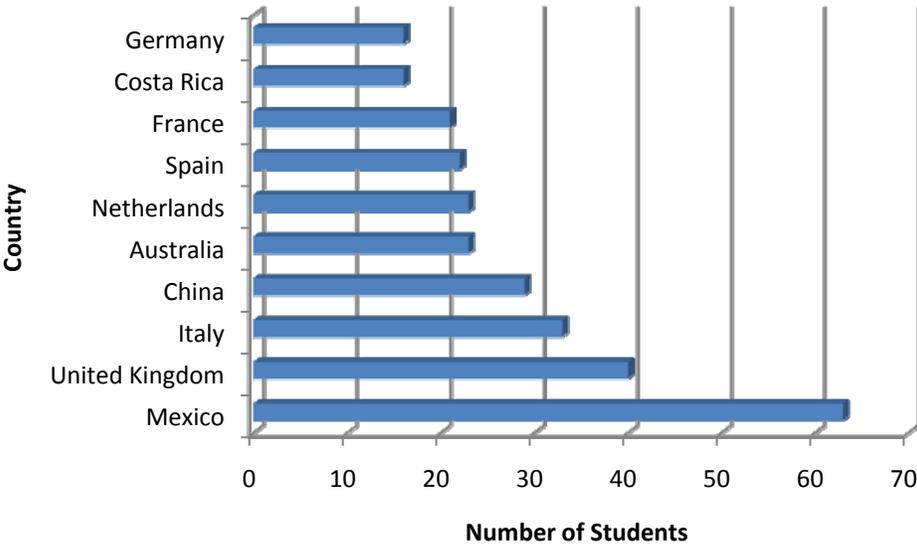
Notwithstanding a few challenges in the Education Abroad Unit during the past year, 333 students representing a 16% increase over the previous year participated in study abroad programs. A total of 188 students were enrolled in traditional semester or academic year study abroad programs.





This enhanced number of students participating in study abroad reflects a more strategic and robust marketing campaign that included an increased number of classroom presentations and information workshops, more Ad placements in print and electronic media on campus, and closer collaboration with the Admissions Office in events they sponsor.

### Most Popular Study Abroad Destinations 2008-2009



### **Faculty-Led Summer Programs**

A total of 9 faculty-led programs were offered in summer, 2008. A total of 145 students participated. In The following is a list of the faculty members who led these programs, the departments in which they are based and the destinations of these programs:

Ghana	Prof. Wagner, School of Forestry
Panama	Prof. Finkral, School of Forestry
India	Prof. Donnelly, Department of Comparative Cultural Studies
China & Tibet	Prof. DeStefano, Department of Educational Psychology "Introduction to Chinese Culture, History and Philosophy"
France	Prof. Bauge, Department of Modern Languages Summer Immersion Program
Guatemala	Prof. Timbers, School of Nursing "Field Practicum in Clinical Nursing"
Italy	Prof. Schellen, School of Music "Flagstaff in Fidenza Program"
Mexico	Prof. Serpas, Department of Modern Languages Summer Immersion Program
Russia	Prof. Slobodchikoff, Department of Modern Languages Summer Immersion Program



**NAU Students in Tibet during the China Summer Program**

## Strategic Partnerships

A new and unprecedented agreement for NAU was a dual MBA degree agreement signed with Hong Kong Baptist University (HKBU). Our students now have the opportunity to gain first hand exposure to the Chinese business environment. HKBU students can also now come to NAU for an encounter with the American business environment, and both NAU and HKBU students earn an MBA degree within one calendar year.

In addition to this, we were approached by the Siena School for Liberal Studies requesting that we serve as School of Record. In effect, we will award NAU credit to students who have successfully completed SSLA coursework. If approved, such an affiliation will create unique teaching and learning opportunities for NAU faculty and students in Italy. We expect final approval of this in Fall, 2009.

The Director of International Admissions and Recruitment and the Vice Provost for International Education travelled to India, along with an NAU alum who offered to broker new partnerships for NAU. with private Indian colleges and universities. We visited a number of institutions and discussed possibilities for various initiatives including 2+2 programs, distance learning programs, and certificate and degree programs to be delivered in India. We anticipate further exploration of these opportunities in the coming months.

### New Agreements Signed with Overseas Partner Universities During 2008-09

Hong Kong Baptist University Bilateral Exchange  
NIC Japan CIE Recruiting NIC Students  
The Shenyang Conservatory of Music CIE 1+2+1 Arrangement  
University of Pavia CIE Bilateral Exchange  
The National Institute of Public Health & Community – CHHS Consulting Agreement  
University of Granada CIE Bilateral Exchange  
Southwest Jiatong University CIE 1+2+1 Arrangement  
University of Ostrava - Bilateral Exchange  
Beijing International Studies University\* CIE 2+2, Bilateral & Grad Agreement  
Tohoku Seikatsu Bunka University - Bilateral Exchange  
The University of Luxembourg - Bilateral Exchange  
The University of Information Technology and Management  
Kansai University - Bilateral Exchange  
Murdoch University - Bilateral Exchange  
Hong Kong Baptist University School of Business - Dual MBA Agreement  
The Chinese University of Hong Kong Tung Wah group of Hospitals Community College  
CIE HRM Matriculation at NAU  
Hunan Institute of Technology CIE 2+2 Agreement  
Padagogische Hochschule Karlsruhe Academic Exchange Marilya Reese Bilateral Exchange  
Malmo University - Bilateral Exchange  
Kuwait University Board of Regents Bilateral Exchange  
University of Groningen - Bilateral Exchange

## Faculty Development

Engaging faculty in the work of global education has been central to CIE's work, and last year was no different. We sponsored two workshops in collaboration with the Faculty Development program, on international teaching and research opportunities, as well as Fulbright programs available to faculty. We also launched the China Lecturing Program for NAU faculty wishing to teach for one or two weeks at one of our partner universities in China. Five NAU faculty have taken advantage of this opportunity thus far.

The Center for International Education provided substantial support over the past year, mostly to faculty, to engage in activities that would enhance global learning, and ultimately help to further internationalize the campus. Included in this support was significant funding to Prof. Thomas DeStefano to conduct a three-year study of the 1+2+1 program, interviewing students, faculty and administrators in the United States and China. This is the first comprehensive assessment of this program, and NAU is poised to gain national visibility for its work in this regard. The following is a list of activities supported by the CIE during the past year:

- Prof. Matthew Gage – Lecturing at XUST, NAU's partner university in China.
- Holly Hulen – Attended a field course in Cultural and Ecological Sustainability, at Oxford University.
- Prof. Marilya Veteto - To give a guest lecture at Karlsruhe University, Germany.
- Prof. Terry Baxter - Lecturing at XUST, NAU's partner university in China, and Kansai, NAU's partner university in Japan.
- Prof. Claudia Jurowski – Lecturing at Shandong University, NAU's partner university in Weihai, China.
- Prof. Ed Hood – Visited partner university in Costa Rica.
- Prof. Bill Wiist – Gave lectures and explore possibilities for partnership at University of Chile.
- Prof. Zachary Smith – Explored possibilities for linkages with Brazilian universities.
- Dr. Fred Hurst and Prof. Barry Lutz – Visited partner institutions in China & Hong Kong.
- Prof. Bob Neustadt – Conducted site visit at NAU program in Cuernavaca, Mexico.
- Prof. Todd Sullivan - Visit to Shenyang Conservatory of Music, NAU's partner university in China
- Rebecca Campbell – Received a teaching stipend for Peer Instructor of NAU 100 International Section.
- Prof. Karen Plager – Visited DIS workshop in Copenhagen, Denmark.
- Profs. Scarnati, Trotta & Harris – To attend AAC&U conference on global learning in Philadelphia, PA.
- Prof. WD Hoskins – Conducted a site visit to partner universities in Breda and Groningen.
- Model UN students to participate in MUN Conference.
- CEFNS student, Kevin Cluff, to attend Int'l Scholar Laureate Program in Engineering, in China.
- Presentation: "Incognegro: A Memoir of Exile and Apartheid," by Frank B. Wilderson, sponsored by Dept. Of Politics & International Affairs.
- "Language Across the University" speaker series, hosting Prof. Webb Keane, sponsored by Dept. of Anthropology
- Lecture given by Egon Gramer, sponsored by German program
- Event: "Hiroshima Calling" by Yuri Kita, sponsored by Japanese program
- Lecture by Francesc de Paula Soler, sponsored by Latin American Studies Program
- Speaker series "Global Mobility: Health and Inequality," sponsored by the Dept. of Anthropology

- W.A. Franke CEO Speaker Series: “The Challenge of Accelerating Global Demand for Energy and Environmental Sustainability” by Ahmed Al-Subaey.
- Visiting scholar/performer, Srinivas Krishnan, sponsored by the College of Social and Behavioral Sciences
- HRM recruiting in Germany and the Netherlands, W. A. Franke College of Business
- Various events associated with World Music Series, Latin American Studies Program
- Hispanic Heritage Month events
- American Association of Teachers of Japanese Event

## **Advancement**

The Center for International Education has worked diligently over the past year to build a strong infrastructure to support engagement with international alumni and other NAU alums supportive of global education. To this end, we have established a database consisting of more than 1000 alums. We have also established a Facebook page to which international alums can go to find one another, and to interact. We have also developed an inquiry form so that alums, who have not been in touch with us, can send details about themselves so that we can place them in our database and include them in communications we send out at various times during the year.

The first visit with an international alumni group occurred last October when the Vice Provost met with 25 alums in Kuala Lumpur, Malaysia. Two of the alums actually flew in from Jarkarta, Indonesia to be part of the event. It was a tremendous success. We spent the afternoon talking about the changes that have occurred at NAU since they left and of the vision, particularly in terms of global education, for the next few years. We have committed to stay in touch with these alums and send them copies of the NAU Global newsletter, which is published each semester.

In October, the Provost and the Vice Provost for International Education visited with Ahmed al Subaey, CEO of S-Oil in Seoul, Korea. We had a wonderful evening with him and invited him to return to NAU and to give a campus-wide presentation on the future of the oil industry and its intersection with environmental sustainability. He took us up on this offer and returned to NAU on February 24, 2009. More than 120 students and faculty turned out for his presentation.

We have continued to receive funding from an international alumna for the Khursheed Fatima Scholarship. For the past three years, this scholarship has been awarded to a young woman from Southeast Asia who has just completed a bachelor’s degree, and has already been admitted to pursue a master’s degree at NAU. This gift has made it possible for this student to successfully complete this degree and the Center for International Education is deeply grateful for the generosity of the donor of this scholarship.

Finally, plans are now underway to visit Saudi Arabia where significant numbers of NAU alums reside with the aim of establishing an alumni association.

## Programming Activities

The calendar each semester is literally chock full of programming activities that help to keep international students informed of their responsibilities as non-immigrants, and of opportunities to take



**International Students at Unity Week Celebrations**

advantage of the services and benefits that are available to them. Programs also involve cross-cultural events in which all international and domestic students have opportunities to learn about each other, and more about themselves in the process. The following is a list of events sponsored by the Center for International Education over the past year:

- Student and Scholar Orientations, including a cultural adjustment workshop
- Supporting a celebration of Iftar, (breaking of the fast meal), during Ramadan and Eid
- Presentation on issues of significance regarding Islam and Muslims to CIE staff
- I-Club, I-Friends, and FlagFRIENDS activities like hikes, games, cultural presentations, and BBQs
- I-Club and scholarship recipient participation in Unity Week (fashion show, games, country booths)
- Presentations on various cultures at Flagstaff elementary schools by recipients of CIE tuition scholarships
- OPT/Employment workshops including dealing with the cultural dimensions of working in the US
- NAU100 international sections
- Home country reentry shock workshop and email info
- Ongoing meetings between mental health professionals and international students

- Presentations by Gateway (academic advising) to students and other NAU staff including information on interacting with international students

### **Priorities for Coming Year**

- Work closely with a broad constituency towards the implementation of the recommendations of the Task Force for Global Education.
- Explore opportunities for the development and delivery of NAU academic programs in collaboration with partners in India, China and other parts of the world.
- Continue to support the development of further 2+2 partnerships with Chinese universities, and nurture existing partnerships that encourage more students to enroll at NAU.
- Cultivate partnerships with Chinese universities to support additional enrollment and academic exchanges.
- Supervise the recruitment of more students in Education Abroad activities, including internship and research abroad.
- Prepare NAU students to compete for prestigious international scholarships like Rhodes, Marshall and Fulbright.
- Further develop international alumni partnerships.
- Oversee renovation of space and subsequent CIE relocation to a new building.