ENHANCING GLOBAL ENGAGEMENT THROUGH DATA-DRIVEN DECISION MAKING

UMass Amherst | Office of Global Affairs

ABSTRACT

Universities have struggled to identify "strategic" international partners in the absence of reliable and comprehensive data. To address this challenge, the Office of Global Affairs at UMass Amherst developed a data-driven approach to assess international collaborations by analyzing key metrics such as exchange agreements, student mobility, faculty travel, J-1 scholars, awards & grants, Fulbright Scholars, MOAs, and co-publications. The Global Engagement Dashboard provides real-time insights, enabling informed decision-making and efficient resource allocation. By leveraging data analytics, this approach has strengthened institutional partnerships, improved global rankings, and enhanced international engagement, ensuring that collaborations align with academic and research priorities.

UMASS AMHERST AT GLANCE

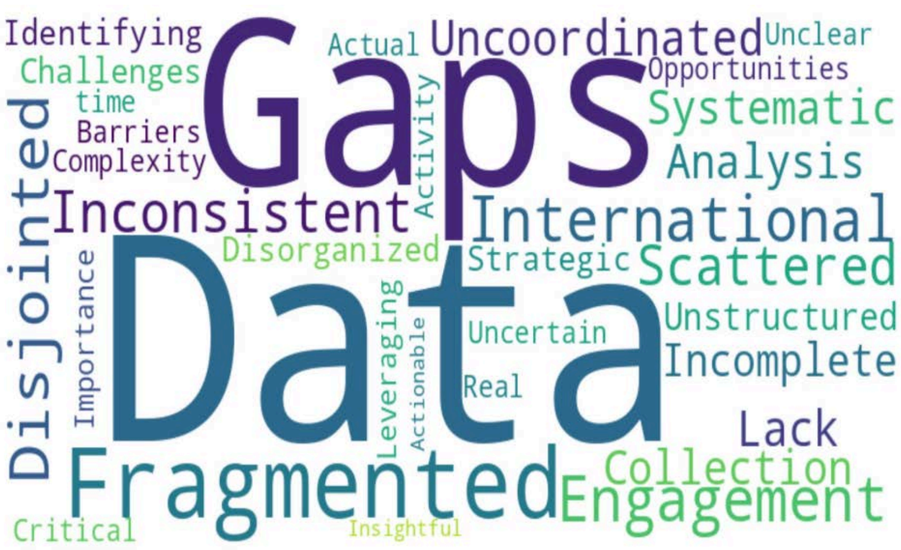
- **#26**
  - U.S. News & World Report Ranking Among National Public Universities
- **31,726**
  - Students (Graduate & Undergraduate Fall 2024)
    - 23,920 (Total Undergraduate Students.)
    - 7,806 (Total number of graduate students includes Master's and Doctoral students.)
- **5000+**
  - International Students (includes post-completion OPT)
- **1,900+**
  - Faculty Members
- **25+**
  - Academic Disciplines Ranked Among the Top 100 Programs in the US
- **Top 50**
  - Best Value Colleges (Public), The Princeton Review
- **#1**
  - Best Campus Food, The Princeton Review

GLOBAL PARTNERSHIPS

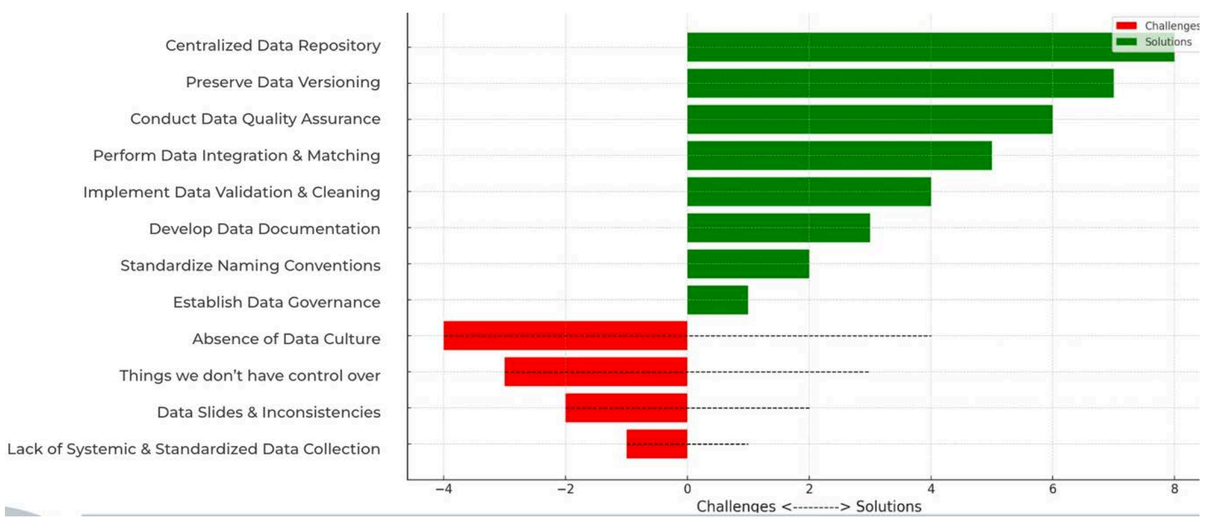
- **300+**
  - Education Abroad Programs
- **61+**
  - Agreements: 33 MOU and 28 Exchanges

BACKGROUND CONTEXT

- UMass joined the Worldwide University Network (WUN) in 2015
- Initial engagement and outcomes review in 2021
- The decision to exit WUN based on engagement analysis
- Office of Global Affairs project to assess UMass's global engagement



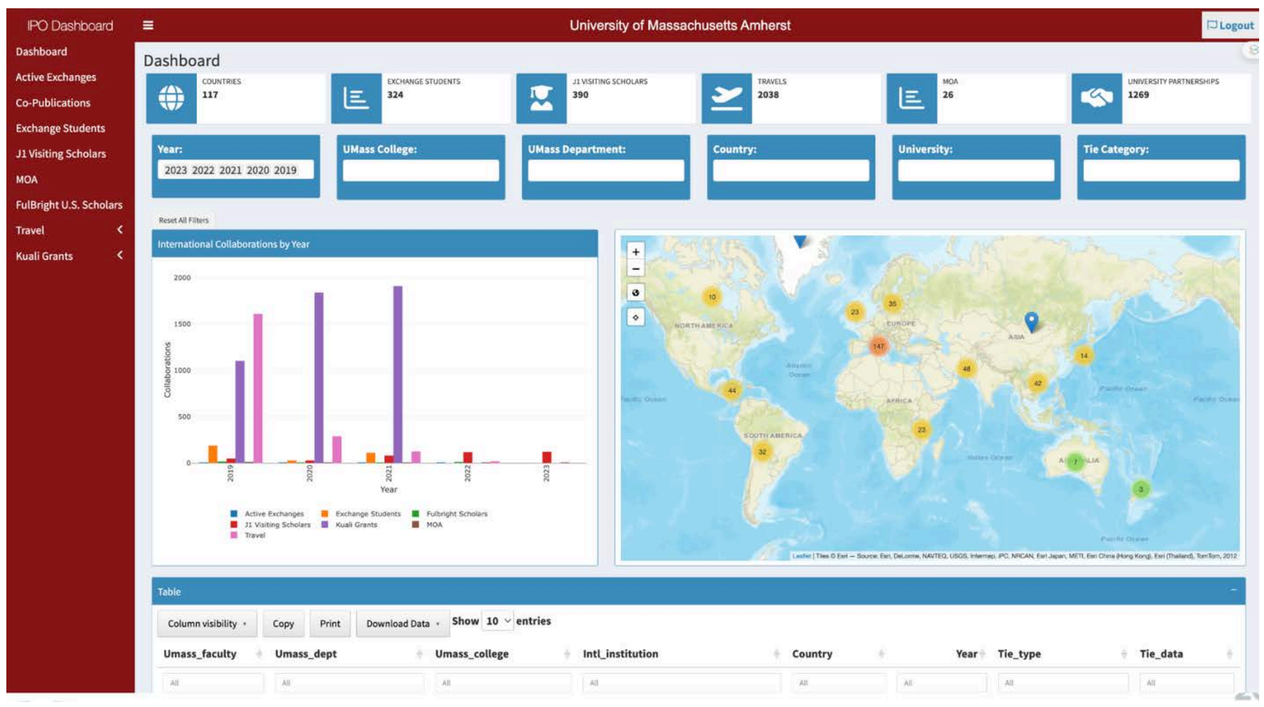
KEY CHALLENGES & LEARNINGS



SNAPSHOT OF DATA SOURCES

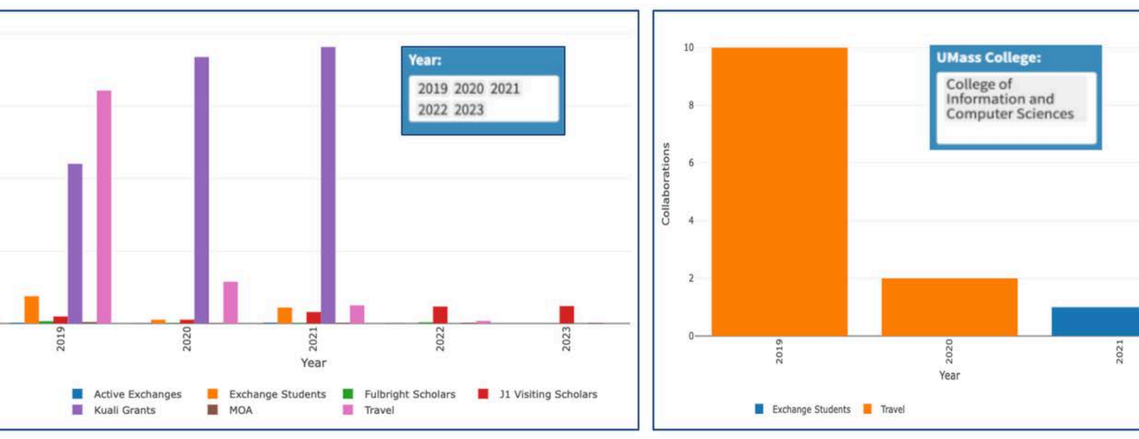


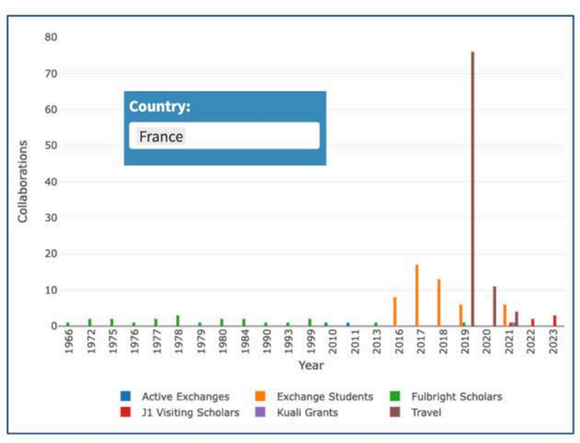
DASHBOARD OVERVIEW



HOW DATA-DRIVEN APPROACH CAN HELP YOU FIND A POTENTIAL PARTNER INSTITUTION?

Sample Query ⇒ Filter Country → Year → UMass College → Dept. → Tie Type







University of Massachusetts Amherst

Association of International Education Administrators

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BUILDING BRIDGES: LEADING INTERNATIONALIZATION IN A CHANGING WORLD