AIEA

2024
Annual Conference

Leading
International
Education
at a Crossroads

Global Engagement Data as a Catalyst for Evidence-Based Decision Making

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Session Goals

- Value and Impact of Global Engagement Data
- Exploring Key Data Points & Strategies
- Overcoming Data Challenges
- Creating a Culture of Data Sharing
- Data Beyond the Numbers: Quantitative and Qualitative Data
- Viewing Data with a QuantCrit Lens
- Broadening Data Application

University of Pittsburgh at a Glance

#1 Public University
in the Northeast
- WSJ

Top Fulbright
Producer

3,140+ international
students from
104 countries

1,560 global
experiences

150+ international
agreements

24,000+ undergraduate
6,700+ graduate
2,600+ doctoral/professional
33,700+ total enrollment

652 degrees &
certificate programs

501 area-studies
faculty members

6 Title VI National
Resource Centers

35+ foreign
languages taught

AIEA

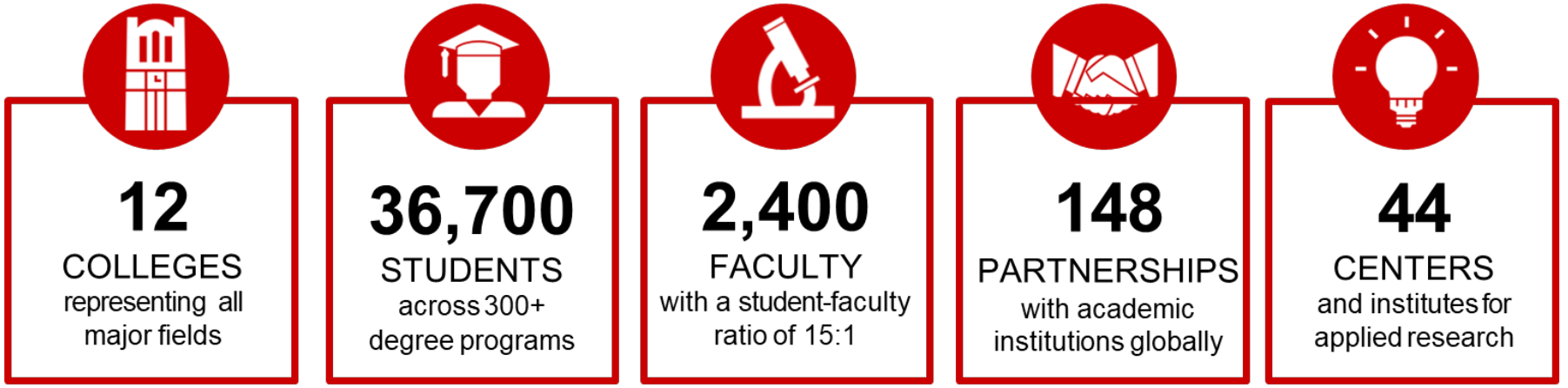
#AIEA2024
Leading International Education at a Crossroads

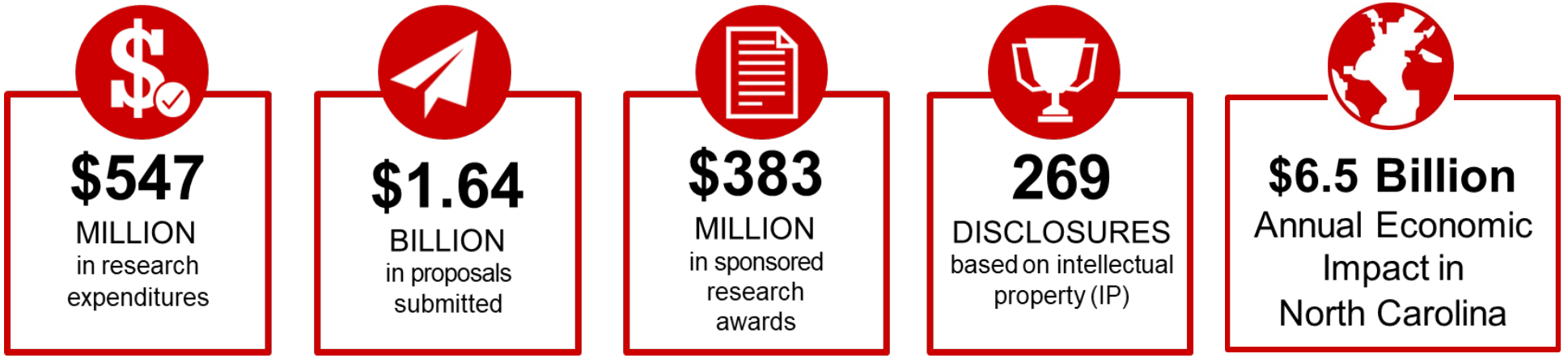
UNIVERSITY OF DENVER at a Glance

- *Oldest private institution in mountain region – 1864
- R1 – Carnegie Classification
- Students:
  - Undergraduate ~6,000
  - Graduate ~8,000
- ~70% of undergraduate students study abroad
- 5 key global partners

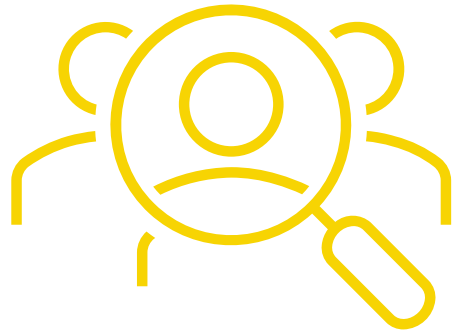
**The University of Denver occupies the ancestral homelands of the Arapaho, Cheyenne, and Ute Nations and peoples and was taken by force and illegally by state order.*

NC STATE UNIVERSITY at a Glance





Understanding the Audience

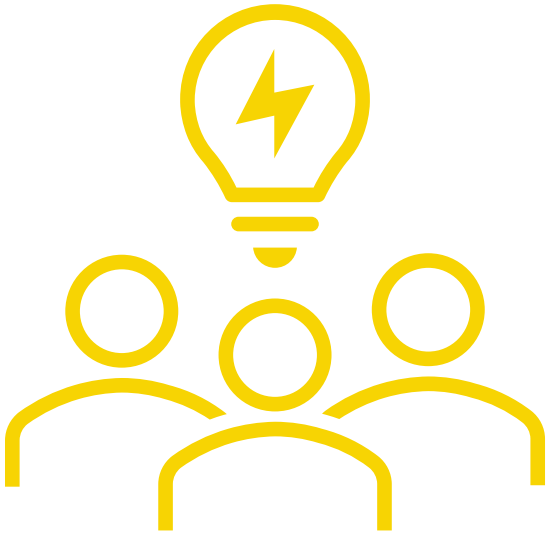


1.Which best describes **your role**?

2. How confident are you with your global engagement **data management** plan?

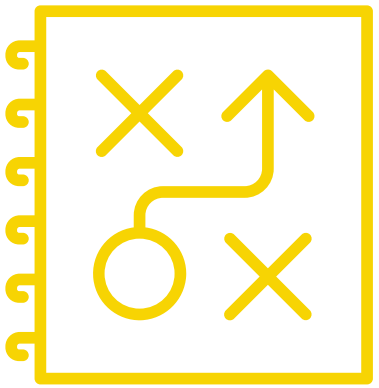
Defining Your Why

Value & Impact of Global Engagement Data



- Understand the current landscape & identify gaps
- Drive evidence-based & data-driven decision making
- Benefits at all levels – from individuals to institutions
- Determine allocation & deployment of limited resources
- Informs delegations, key partnerships, proposals
- Generates quick and comprehensive reports for leadership and faculty building relationships and engaging with global stakeholders
- “We can only manage what we can measure”

Key Data Points & Strategies

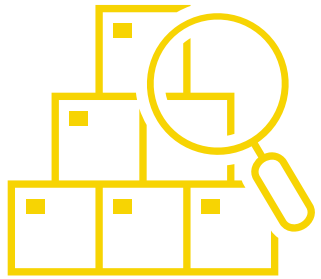


Framing Questions

- What questions are you asked frequently regarding global engagement?
- Who is your audience(s) and what are their needs?
- What data do you need to make evidence-based decisions?
- What data do you need to create compelling stories?

Examples of

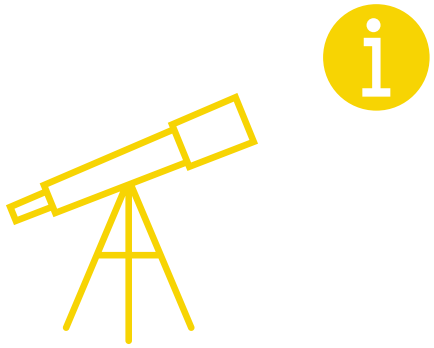
Internal Data Sources



- International scholars
- International students
- Exchange students
- International agreements

- Projects funded by international funding agencies
- Funded research projects with international co-PIs
- International honorifics (e.g., Fulbright, etc.)
- Faculty who were educated or employed in another country
- International sabbaticals
- Faculty reports
- Alumni living abroad
- International travel (e.g., Concur, travel registry)

Examples of
External Data Sources



- Orchid IDs
- LinkedIn
- IIE – Fulbright, Open Doors, etc.
- Rankings/league tables – QS, Times Higher Ed.
- Co-authored publications
  e.g., Academic Analytics, Elsevier

- Regional data sources:
  - EU Cordis research results & European Tertiary Education Register (ETER)
  - Central American University Council (CSUCA) SIRESCA (in Spanish)
- Country specific – institutional data
- Partner quantitative data & qualitative factors:
  - vision/mission/strategic alignment
  - research/disciplinary alignment
  - strong commitment from key stakeholders
  - compelling stories

And more…

Data Landscape @ UNIVERSITY OF DENVER

- Office of Internationalization
  - Internationalization grants
  - study abroad, international student/scholar data
- Institutional Research
  - faculty self-reported global engagement
  - map of faculty engagement
- Senior Vice Provost for Research
  - Academic Analytics (faculty research, honorifics, grants, etc.)
- **Advancement** – Alumni living abroad
- **Admissions** – Newly admitted students
- **Compelling stories** and qualitative data

Evidence-based Decision Making @ UNIVERSITY OF DENVER

- Strategy
  - Office of Internationalization strategy & annual goals
  - Data-informed - 2024 (updated) partnership model
- Practice – triangulation of data
  - Incoming delegations – briefings to all DU hosts
  - Outgoing DU delegations – briefings to all DU delegates
  - Key global partners – profiles available for each key partner (work in progress)

Triangulation of Data

- Using **multiple data sources** to produce **holistic understanding:**

  Deciding **which** data

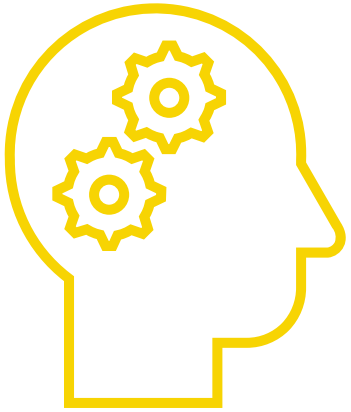
- **Linking** existing systems
- **Avoiding duplication** of data
- **Definitions** of data must align (e.g., international scholars)

QuantCrit (Gillborn, Warmington & Demack, 2018)

Quantitative data are socially constructed and can further exacerbate inequalities (Gillborn et. Al, 2018)

- Data, numbers, & methods are not neutral → They carry bias
- Data cannot 'speak for itself' → Needs context and interpretation
- Groups are not natural → Groups are based on social constructs
- Using numbers for social justice → Consider the intersectionality of different people and institutions with whom we partner

Tips to bring in QuantCrit

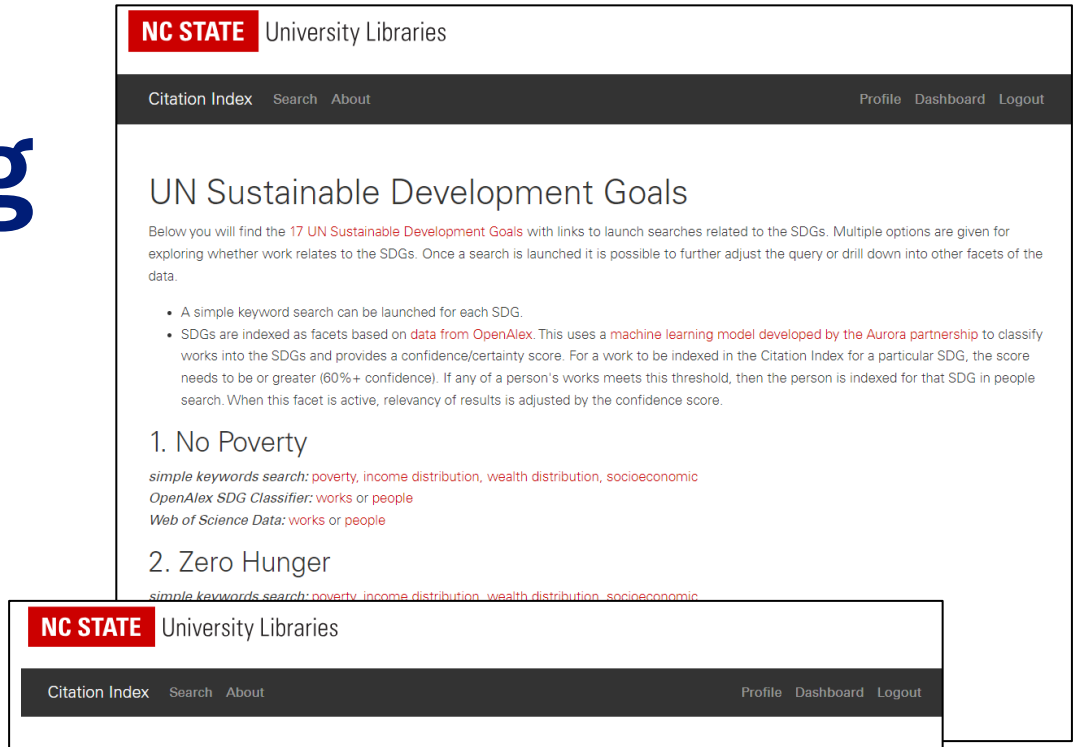


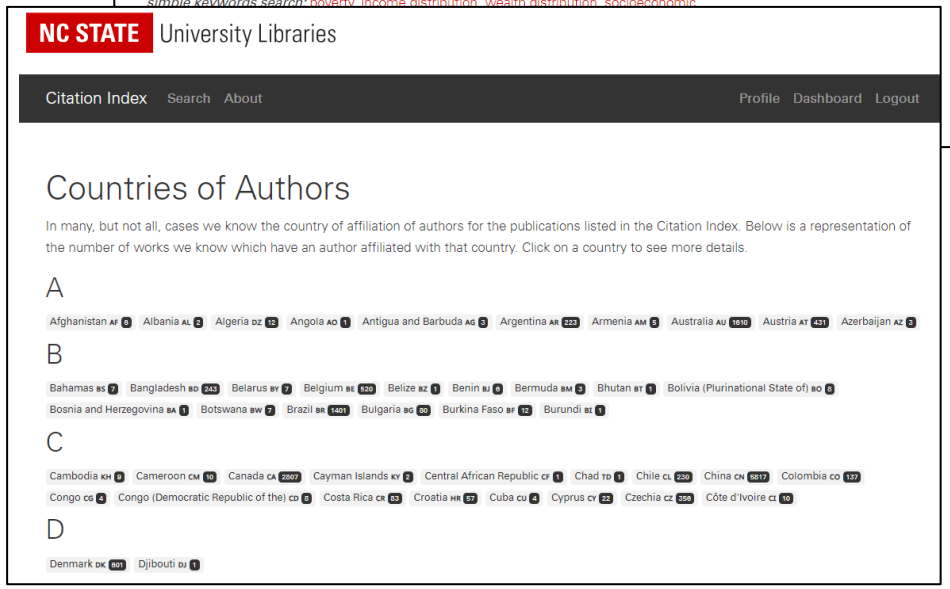
- Don't only focus on "Good numbers" / "Poor numbers" tell part of the story and may need further investigation
- Triangulate quant with qual
- Taking biases into consideration:
  - Rankings/league tables – biased towards English-speaking HEIs & wealth
  - Bibliometrics – e.g., Scopus/Web of Science biased towards English-speaking HEIs & STEM (Mongeon & Paul-Hus, 2016)
- Don't get stuck in being performative with metrics – be critical with the data you are using

Culture of Data-Sharing

Relationship-building to nurture data-sharing

- University Library Services
- Institutional Research
- Research Office
  - Sponsored Programs
  - Export Control & Trade Compliance
  - Institutional Review Board
- Risk Management
- Human Resources/International Employment
- Business Operations/Procurement





Building a Culture of Data Sharing

- Share reports with stakeholders & those asked to contribute data

- Shine the spotlight! Storytelling...
  - https://international.colostate.edu/symposium/
  - https://www.du.edu/intz/summit

- Ask what information stakeholders may need from you

- Develop clear policies and guidelines
  What data can be shared, with whom, and under what circumstances?

- Establish data champions/stewards in different teams

Finding the Data Among Disparate Systems:
Pitt Global Engagement Data Summit

Connect Globally Engaged Departments Regarding

- **Systems**/methods for collecting data
- **Type** of data collected
- **Confidentiality** of data
- **Benefits** & **challenges** of existing methods
- Most **impactful** data points
- Appropriate **weight** of data points
- Desired data points/**gaps in information**

Finding the Data Among Disparate Systems:
Pitt Global Engagement Data Summit

- University Center for International Studies
- Global Experiences Office (PittGEO/Study Abroad)
- Office of Industry and Economic Partnerships
- All 16 undergraduate, graduate, & professional schools
- Office of the SVC Research
- Office of the AVC for Academic & Global Affairs, Health Sciences
- Relevant principal investigators with active agreements
- Global Operations
- Office of International Services
- Innovation Institute
- University Library Services
- Office of Sponsored Programs (Grants)
- Office of Trade Compliance (Visitors)
- Pitt Honors College
- UCIS Informatics Team

Cultivate a culture of collaboration. A few unique data points from each data steward creates BIG data.

Finding the Data Among Disparate Systems:
Global Engagement Data Summit

Which systems do you use to track global engagement data?

Terra Dotta
MoveON
Web of Science
Excel
PERIS
Contraxx
SciVal
Email
SalesForce
Informal Notes
"My head"
And more!

Which data do you track? Which data do you wish you had?

GET: If I could **get help** in one area that would make me and my team more successful in the coming year, it would be…

GIVE: If I could name one area in which my team and I have **developed expertise** that may be useful to others, it would be…

Data Beyond the Numbers:
Quantitative and Qualitative Data

General	Mobility & Engagement	Academic	Research
Operational Insights	People Mobility	Formal Training Programs	Publications
Number of Agreements	Academic Opportunities	Joint Academic Endeavors	Funding
Length of Partnership	Visitors & Exchanges	Credit Articulation	Research Impact
Signing Ceremony	Community Engagement	Pitt to You Programs	Active Research
Alignment with Impact Areas	Global Ops Support	Accelerated Programs	Innovation Collaboration
	Affiliates & Providers	ELI Utilization	Remote Research
	Remote Engagement	Remote Academics	

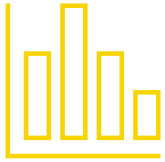
- Shared Vision & Goals
- Reputation and Cachet
- Perceived Mutual Benefits
- Alignment of Values
- Sense of Commitment
- Responsiveness
- Professionalism

Data Beyond the Numbers:
Quantitative and Qualitative Data

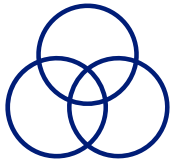
- Global Partnerships Inventory Tracking Tool (GPITT)
  - Tracks depth and scope of a partnership; not value
  - Holistic view of university-wide engagement with partner institutions (20 institutions undergoing inventory per year)

- Data Points Include
  - Quantitative data for all institutions undergoing review
  - Qualitative review if total score warrants consideration as a "strategic partner" or as-needed/upon request

GPITT Impact:
Data-Driven Decision Making GOALS



- University-wide **strategic planning**
- **Resource sharing** & **funding opportunities**
- **Leverage** strong existing partnerships



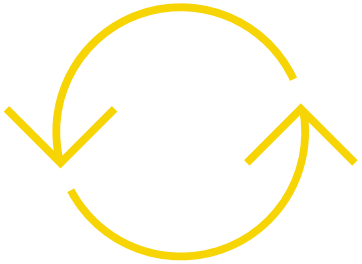
- **Streamline** and **standardize vetting**
  (delegation visits, leadership travel, new collaboration opportunities, etc.)
- **Conduct comprehensive analysis** regarding growing, maintaining, & sunsetting relationships

- Create **networks** around **Impact Areas**
- Expand Pitt's global footprint with **impactful** and **focused programs**

GPITT Impact:
Ongoing Data Challenges

- Global Engagement **Data System Implementation**
  - Initial launch, mass uploads of 2023 data, system hiccups, SOP development
- **Buy-in:** Campus-wide **socialization** of data system
  - **Incentivization** of faculty to **self-report global engagement**
  - **Onboarding of staff** to engage faculty, ID key data, log on faculty's behalf
- Staff **time** and **capacity**
  - Staffing Challenges
  - Early Stages of System Socialization
  - Ongoing Development of System Reports
  - GPITT 2023 Analysis & Reporting
  - GPITT 2024 Preparation

Sustainability of Data Systems



- Define **clear objectives** for your data
- Draft a **data governance** plan with clear roles & responsibilities
- Develop **training and resources** for regular use
- **Engage** stakeholders and users **often**
- **Leverage automation** where possible
- Plan for **staff transition**
- **Promote** and **use** your data systems often

Broadening Data Application

Using data for greater storytelling: What NEW ways can your institution use global stories?

Key Considerations for Proactive Planning

- Determine which data is most important & impactful
- Consider different audiences & varying data needs
- Determine which data points can/should be shared & with whom

- Explore existing data storage
- Clean and consistent data

- Triangulation of data
- Linking existing data sets
- Identify gaps in data

- Consider confidentiality issues
- Consider public vs. proprietary data
- Ensuring adequate contextualization for public-facing information

- Plan for obtaining buy-in
- Consider incentivization of faculty to promote self-reporting

- Assess available resources/capacity
- Establish a plan for staff turnover
- Ensure support for ongoing data updates

- Consider system maintenance & updates
- Ensure sustainability of systems and widespread system adoption

Questions & Discussion

COMMUNITY OF PRACTICE:

INTERNATIONAL PARTNERSHIPS PROFESSIONALS

Request to join the LinkedIn Group

Request to join Google Group Listserv with Google Drive Resources

Thank You

University of Pittsburgh

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Join Us for Additional Sessions

Tuesday February 20th
10:30-11:30
Session: A New Era in Partnership Strategies & Development: Quality Over Quantity
Location: Marquis Salon 1

Wednesday February 21st
9:00-10:00
Session: Reimagining Partnership Strategy through Backward Design (RT)
Location: Marquis Salon 4