



2024

Annual Conference

Leading  
International  
Education  
at a Crossroads

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

## Laura Daversa

Assistant Director of Global Partnerships & Events  
University of Pittsburgh

## Sarah Olson

Director of Global Partnerships  
North Carolina State University

## Leasa Weimer, PhD

Director for Strategic Partnerships  
University of Denver





# 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



#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.*



#AIEA2024

Leading International Education at a Crossroads



# NC STATE UNIVERSITY

# at a Glance



**12**

COLLEGES  
representing all  
major fields



**36,700**

STUDENTS  
across 300+  
degree programs



**2,400**

FACULTY  
with a student-faculty  
ratio of 15:1



**148**

PARTNERSHIPS  
with academic  
institutions globally



**44**

CENTERS  
and institutes for  
applied research



**\$547**

MILLION  
in research  
expenditures



**\$1.64**

BILLION  
in proposals  
submitted



**\$383**

MILLION  
in sponsored  
research  
awards



**269**

DISCLOSURES  
based on intellectual  
property (IP)



**\$6.5 Billion**

Annual Economic  
Impact in  
North Carolina



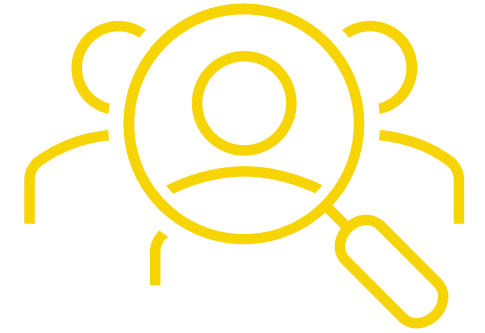
#AIEA2024

Leading International Education at a Crossroads





# Understanding the Audience



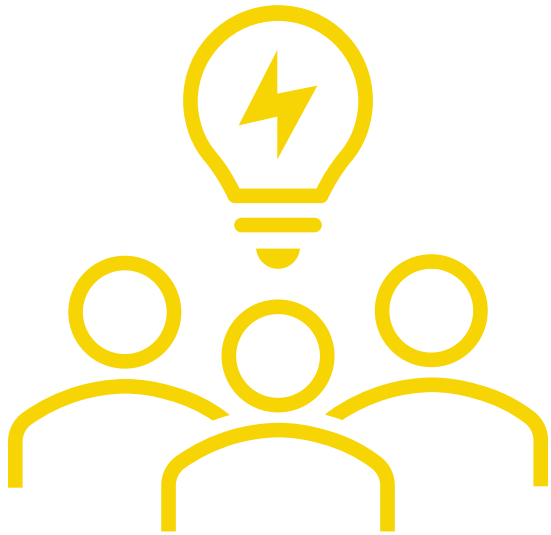
1. Which best describes your role?

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



# Defining Your Why

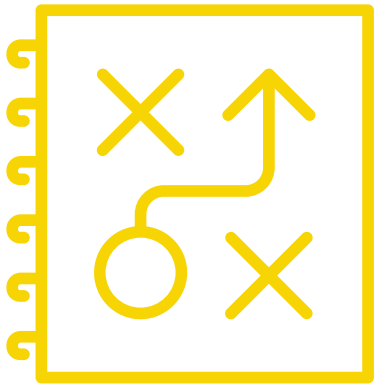
## Value & Impact of Global Engagement Data



- 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

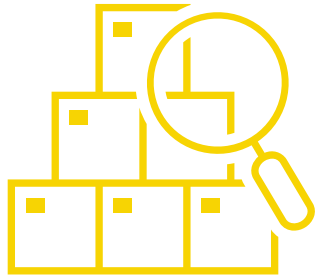
## Framing Questions



- 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?

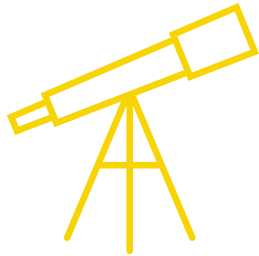


# Examples of Internal Data Sources



- 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



#AIEA2024

Leading International Education at a Crossroads

# 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)



#AIEA2024

Leading International Education at a Crossroads



# 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)

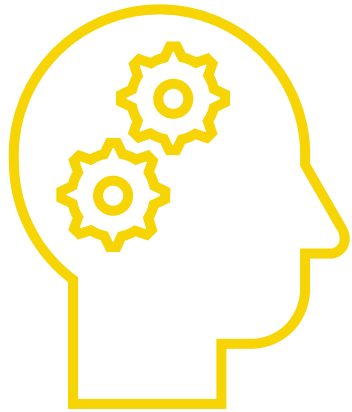


Quantitative data are socially constructed and can further exacerbate inequalities (Gillborn et. Al, 2018)

- 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

NC STATE University Libraries

Citation Index Search About Profile Dashboard Logout

### UN Sustainable Development Goals

Below you will find the 17 UN Sustainable Development Goals with links to launch searches related to the SDGs. Multiple options are given for exploring whether work relates to the SDGs. Once a search is launched it is possible to further adjust the query or drill down into other facets of the data.

- A simple keyword search can be launched for each SDG.
- SDGs are indexed as facets based on data from OpenAlex. This uses a machine learning model developed by the Aurora partnership to classify works into the SDGs and provides a confidence/certainty score. For a work to be indexed in the Citation Index for a particular SDG, the score needs to be or greater (60%+ confidence). If any of a person's works meets this threshold, then the person is indexed for that SDG in people search. When this facet is active, relevancy of results is adjusted by the confidence score.

#### 1. No Poverty

simple keywords search: [poverty](#), [income distribution](#), [wealth distribution](#), [socioeconomic](#)  
OpenAlex SDG Classifier: [works](#) or [people](#)  
Web of Science Data: [works](#) or [people](#)

#### 2. Zero Hunger

simple keywords search: [poverty](#), [income distribution](#), [wealth distribution](#), [socioeconomic](#)

NC STATE University Libraries

Citation Index Search About Profile Dashboard Logout

### Countries of Authors

In many, but not all, cases we know the country of affiliation of authors for the publications listed in the Citation Index. Below is a representation of the number of works we know which have an author affiliated with that country. Click on a country to see more details.

A

[Afghanistan AF 0](#) [Albania AL 0](#) [Algeria DZ 0](#) [Angola AO 1](#) [Antigua and Barbuda AG 0](#) [Argentina AR 223](#) [Armenia AM 0](#) [Australia AU 1010](#) [Austria AT 0](#) [Azerbaijan AZ 0](#)

B

[Bahamas BS 0](#) [Bangladesh BD 200](#) [Belarus BY 0](#) [Belgium BE 0](#) [Belize BZ 0](#) [Benin BJ 0](#) [Bermuda BM 0](#) [Bhutan BT 0](#) [Bolivia \(Plurinational State of\) BO 0](#) [Bosnia and Herzegovina BA 0](#) [Botswana BW 0](#) [Brazil BR 1400](#) [Bulgaria BG 0](#) [Burkina Faso BF 0](#) [Burundi BI 0](#)

C

[Cambodia KH 0](#) [Cameroon CM 0](#) [Canada CA 2007](#) [Cayman Islands KY 0](#) [Central African Republic CF 0](#) [Chad TD 0](#) [Chile CL 200](#) [China CN 2017](#) [Colombia CO 107](#) [Congo CG 0](#) [Congo \(Democratic Republic of the\) CD 0](#) [Costa Rica CR 0](#) [Croatia HR 0](#) [Cuba CU 0](#) [Cyprus CY 0](#) [Czechia CZ 0](#) [Côte d'Ivoire CI 0](#)

D

[Denmark DK 0](#) [Djibouti DJ 0](#)



#AIEA2024

Leading International Education at a Crossroads



# 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



#AIEA2024

Leading International Education at a Crossroads



# 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.



**#AIEA2024**

**Leading International Education at a Crossroads**





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

Which systems do you use to track  
global engagement data?

Terra Dotta

PERIS

SalesForce

MoveON

Contraxx

Informal Notes

Web of Science

SciVal

“My head”

Excel

Email

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...

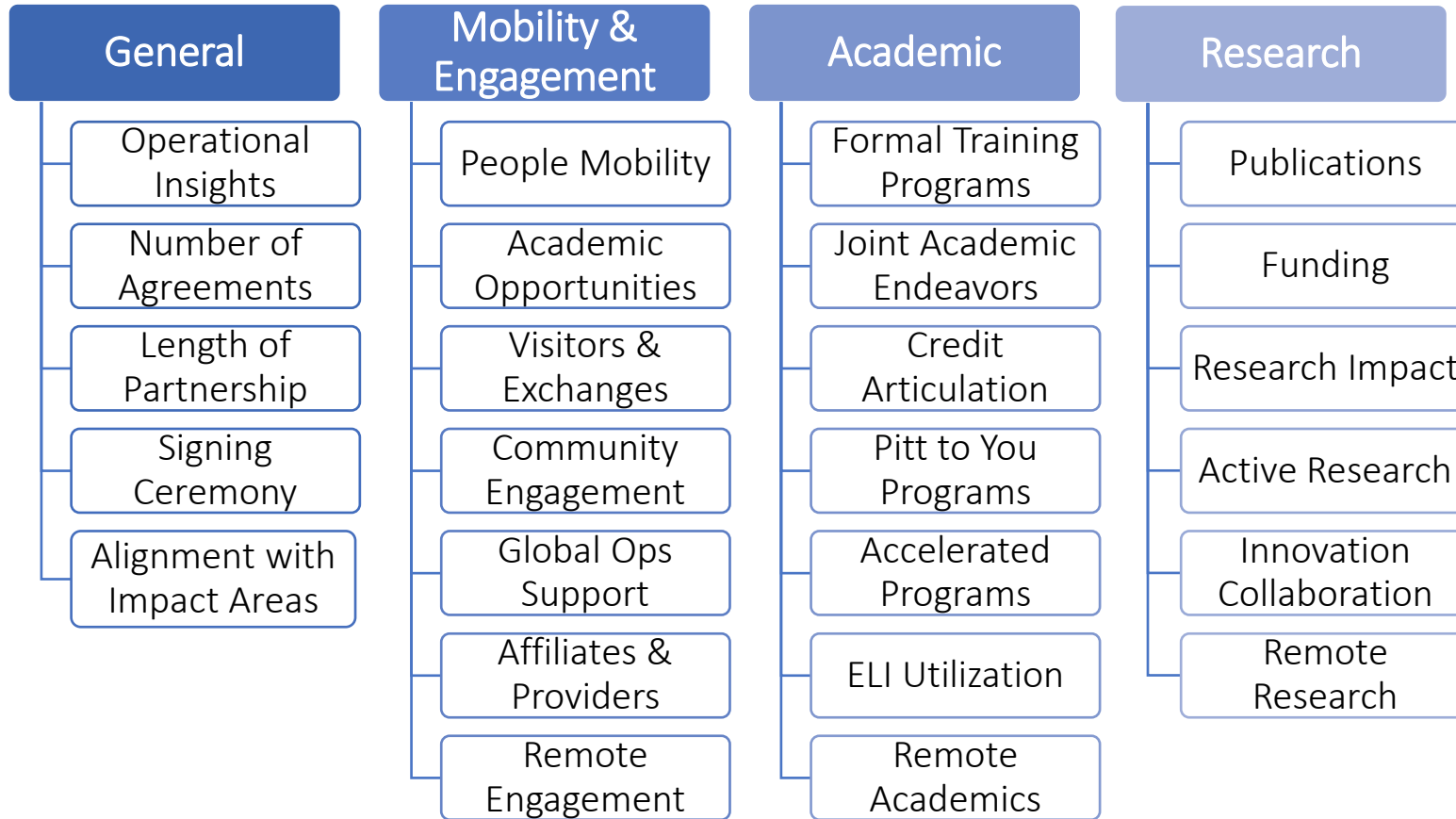


#AIEA2024

Leading International Education at a Crossroads



# Data Beyond the Numbers: Quantitative and Qualitative Data



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



#AIEA2024

Leading International Education at a Crossroads



# 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)

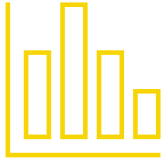


- Data Points Include
  - Quantitative data for all institutions undergoing review
  - Qualitative review if total score warrants consideration as a “strategic partner” or as-needed/upon request

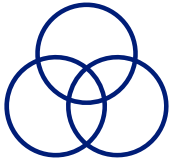




# GPITT Impact: Data-Driven Decision Making GOALS



- 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**



#AIEA2024

Leading International Education at a Crossroads

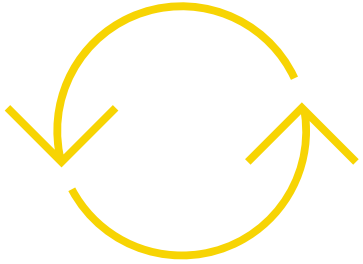


# GPITT Impact: Ongoing Data Challenges



- 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?

The screenshot displays the CSU IMPACTO website interface. At the top, the logo reads "CSU IMPACTO" with the tagline "FIND YOUR STORY ENCUENTRA TU HISTORIA". The main content area features a world map with numerous colored location pins. To the left of the map is a sidebar titled "Find Stories by Theme" with a grid of 16 story cards, each with a small image and a title. Below the theme grid are buttons for "All Themes", "Health", "Water", "Community", "Food", "Environment", and "Energy". At the bottom of the sidebar are language options for "English" and "Español". The map includes a "Map Type" selector with "Satellite" and "Political" options. Labels on the map include "NORTH AMERICA", "EUROPE", "AFRICA", "SOUTH AMERICA", "North Pacific Ocean", "North Atlantic Ocean", and "Indian Ocean".

**Find Stories by Theme**

- All Themes
- Health
- Water
- Community
- Food
- Environment
- Energy

**Story Cards:**

- A "Hot Breakfast" for Cattle
- A Role Model for Women in Space
- A Sense of Belonging
- A Trailblazer for Education
- Adapting to Nature
- Adaptive Capacity
- Advancing LGBTQ Rights
- Afforestation
- African Food Systems
- Agile Thinking
- Agricultural Sustainability
- Alternative Irrigation



#AIEA2024

Leading International Education at a Crossroads

# 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



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



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



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



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



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



# Questions & Discussion



#AIEA2024

Leading International Education at a Crossroads





COMMUNITY OF PRACTICE:

# INTERNATIONAL PARTNERSHIPS PROFESSIONALS



Request to join the  
LinkedIn Group



Request to join Google Group Listserv  
with Google Drive Resources



#AIEA2024

Leading International Education at a Crossroads

# Thank You



## Laura Daversa

Assistant Director, Global Partnerships & Events  
[Laura.Daversa@pitt.edu](mailto:Laura.Daversa@pitt.edu)



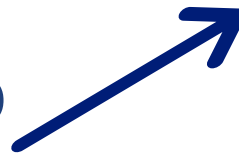
## Sarah Olson

Director of Global Partnerships  
[solson3@ncsu.edu](mailto:solson3@ncsu.edu)



## Leasa Weimer, PhD

Director of Strategic Partnership  
[Leasa.Weimer@du.edu](mailto:Leasa.Weimer@du.edu)



## 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



#AIEA2024

Leading International Education at a Crossroads