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UNIVERSALIZING GLOBAL LEARNING IN THE 21ST-CENTURY ACADEMY

National & Regional Policies for Internationalization: U.S. & European Perspectives

February 17, 2014

Presenters

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Overview

- Introductions
- Internationalization policies worldwide
- The European perspective
- The U.S. perspective
- Q & A

Internationalization Policies Worldwide

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IAU 3rd Global Survey Report (2010)

- 61% of National University Associations report a **national policy for internationalization** in their countries.
- **Highest priority** activities:
 - Student exchanges & attracting international students
 - Research collaborations
 - Outgoing mobility for faculty/staff



IAU 3rd Global Survey Report (2010)

Institutions report:

#1 external driver for increased internationalization:

Government policy
(national/regional/state/province)

#1 external obstacle:

Limited public and/or private **funding**

Policy Motivations

Economic development

- Revenue from international students
- Internationally competent workforce
- Global competitiveness

Public diplomacy

- Building good will & positive national image
- “Soft power”

The greater good

- Addressing global challenges
- Mutual understanding & peace

Policy Emphases

Student mobility

Institutional partnerships

-

“Institutional mobility”

Research collaboration

**Broad, multi-faceted
agendas**

Policy Emphases

Student mobility

National policies for inbound mobility

- Japan: “300,000 Foreign Students Plan”

National policies for outbound mobility

- Forthcoming British Council/DAAD comparative study (11 countries)

Bi-lateral policies for reciprocal mobility

- USA/China and USA/Latin America: “100,000 Strong” initiatives

Policy Emphases

Institutional partnerships – “institutional mobility”

National policies to attract institutions – “education hubs”

- Student hubs, Talent hubs, Knowledge hubs (Knight, 2013)
- Qatar, Singapore, UAE, Malaysia, Botswana, Hong Kong

National policies framing/restricting institutional mobility

- China: Chinese partner institution required
- India: 2010 Foreign Education Institutions Bill

Policy Emphases

Research collaboration

National policies to encourage sustained bilateral or multilateral collaboration

- Norway: Norwegian Partnership Programme (PPNA) for Collaboration in Higher Education with North America

National policies to attract global talent for domestic capacity building

- Russia: Megagrant Project

Policy Emphases

Broad, multi-faceted approaches



Source: www.freeworldmap.net



Europe 2020 Vision and Strategy for the Internationalization of Higher Education and Research

Dr. Nina Lemmens

Director, German Academic Exchange Service (DAAD) New York

Europe 2020 Strategy

- 2010: EU members adopted the “Europe 2020 Strategy” to ensure the EU would be fit to face the challenges of the future.
- Education, science and research play a special role within this strategy.
- EU member states and the European Commission have to implement appropriate measures.

Europe 2020 Strategy

- By 2020...
 - at least 40% of 30- to 34-year-olds should have a higher education degree
 - at least 20% of higher education graduates should have spent time abroad
 - EU countries should spend 3% of GDP on research and innovation to make Europe more internationally competitive as a research region

Europe 2020 Strategy

Powerful programs for the next 7 years:

➤ ERASMUS+ - ca. \$ 20 Billion (+ 40%)

➤ Horizon 2020 – ca. \$ 105 Billion

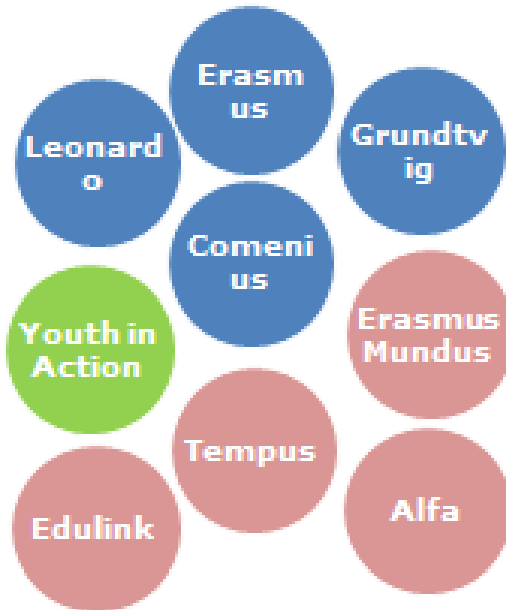
Horizon 2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness, eventually leading to the European Research Area (ERA).

ERASMUS +

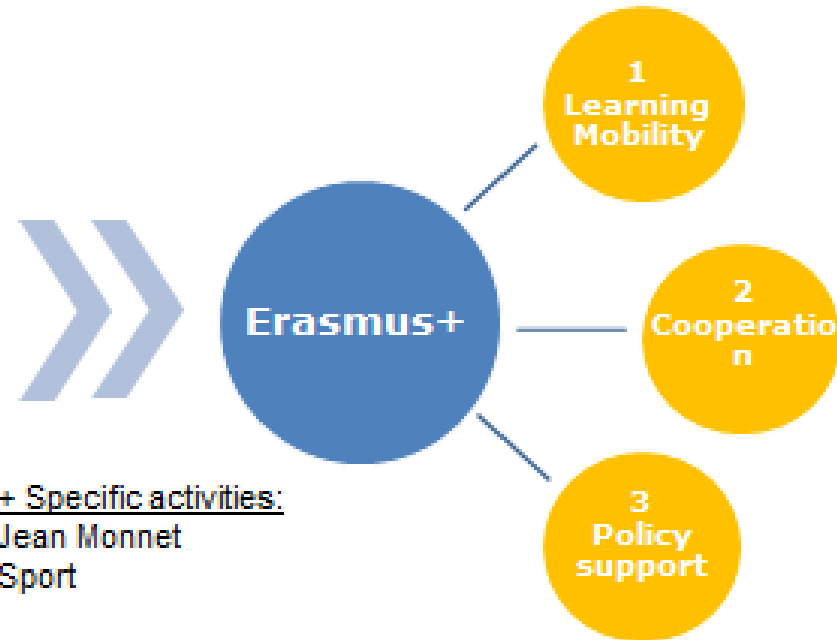
Towards a single integrated system



2007-2013



2014-2020



Education and Culture

ERASMUS +



MORE mobility

63% total budget

1
Learning
Mobility

- **2 million** higher education students (within Europe)
- **800.000** staff covering all sectors of education and Youth (within Europe)
- **135.000** student & staff exchanges with partner countries outside Europe
- **200.000** Master student loans
- **34.000** scholarships for Joint Master degree

Education
and Culture

ERASMUS +



28% total budget

MORE cooperation for
more INNOVATION

2.
Cooperation

- **20.000** Strategic Partnerships
- **350** Knowledge Alliances & Sector skills alliances
- **1000** capacity building projects with third countries (focus on EU neighbouring countries)

„Horizon 2020“ – What’s new?

- A single programme bringing together three separate programmes/initiatives*
- Coupling research to innovation – from research to retail, all forms of innovation
- Focus on societal challenges facing EU society, e.g. health, clean energy and transport
- Simplified access, for all companies, universities, institutes in all EU countries and beyond.

* The 7th Research Framework Programme (FP7), innovation aspects of Competitiveness and Innovation Framework Programme (CIP), EU contribution to the European Institute of Innovation and Technology (EIT)

Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020)

Part I Excellent Science

1. European Research Council

2. Future and Emerging Technologies

3. Marie Skłodowska-Curie Actions

4. Research Infrastructures

Part II Industrial Leadership

1. Leadership in Enabling & Industrial Technologies

1.1 Information and communication technologies

1.2 Nanotechnologies

1.3 Advanced materials

1.4 Biotechnology

1.5 Advanced manufacturing and processing

1.6 Space

2. Access to Risk Finance

3. Innovation in SMEs

Part III Societal Challenges

1. Health, demographic change and wellbeing

2. Food security, sustainable agriculture, marine and maritime and inland water research and bioeconomy

3. Secure, clean and efficient energy

4. Smart, green and integrated transport

5. Climate action, environment, resource efficiency and raw materials

6. Europe in a changing world - inclusive, innovative and reflective societies

7. Secure societies – Protecting freedom and security of Europe and its citizens

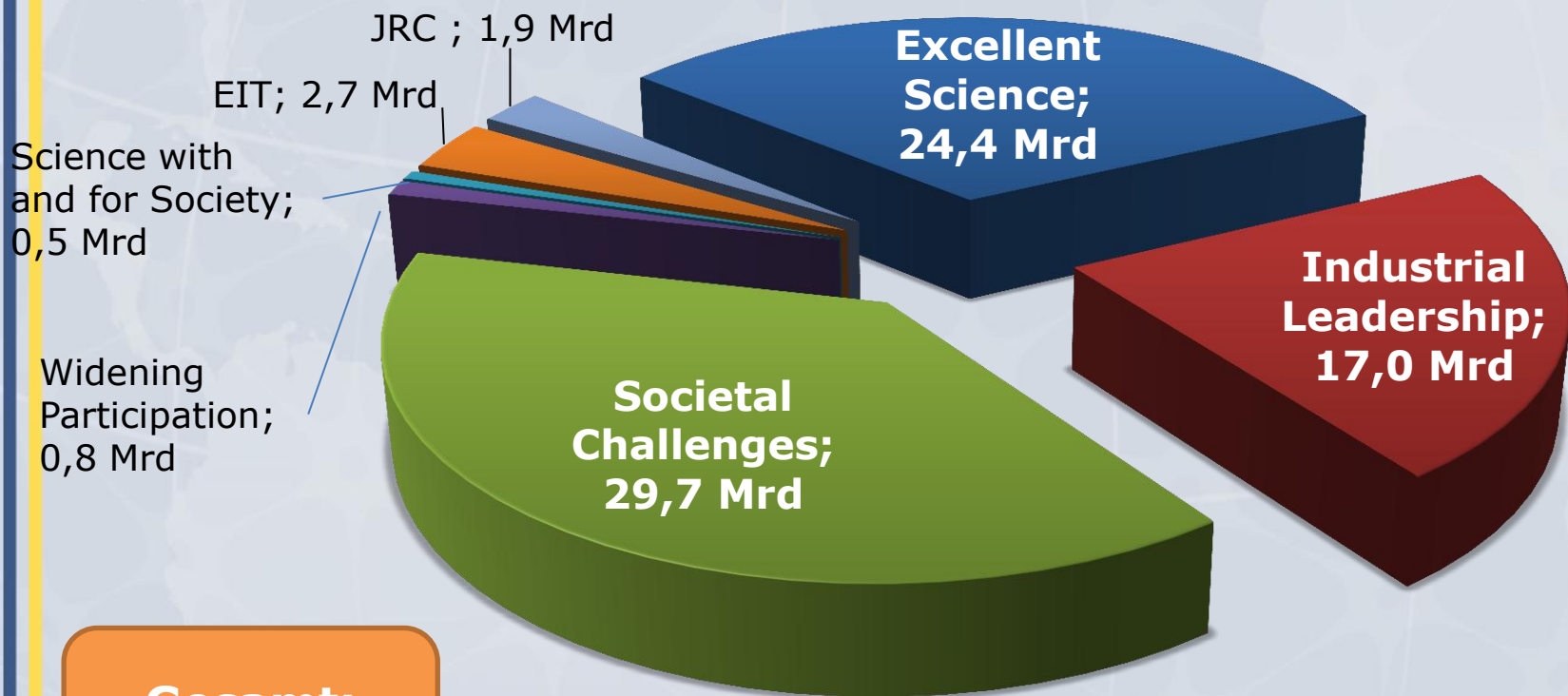
**Part IIIa
Spreading Excellence
and
Widening Participation**

**Part IIIb
Science with & for
Society**

**Part IV
Non-nuclear direct
actions of the Joint
Research Centre (JRC)**

**Part V
The European Institute
of Innovation and
Technology (EIT)**

Horizon 2020 Budget



Quelle: VERORDNUNG DES EUROPÄISCHEN PARLAMENTS UND DES RATES über das Rahmenprogramm für Forschung und Innovation „Horizont 2020“ (2014-2020)

Horizon 2020: Problems, Challenges

- Horizon 2020 is based on excellence – how can countries (especially in Eastern Europe) succeed without the necessary institutional basis?
- The aim of a single and joint ERA: How does it interfere with the national strategies and national budgets?

Thank you for your attention!

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Internationalization Policies: The U.S. Perspective

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Who sets US higher education policy?

National level

- President
- Congress
- Supreme court
- Government agencies

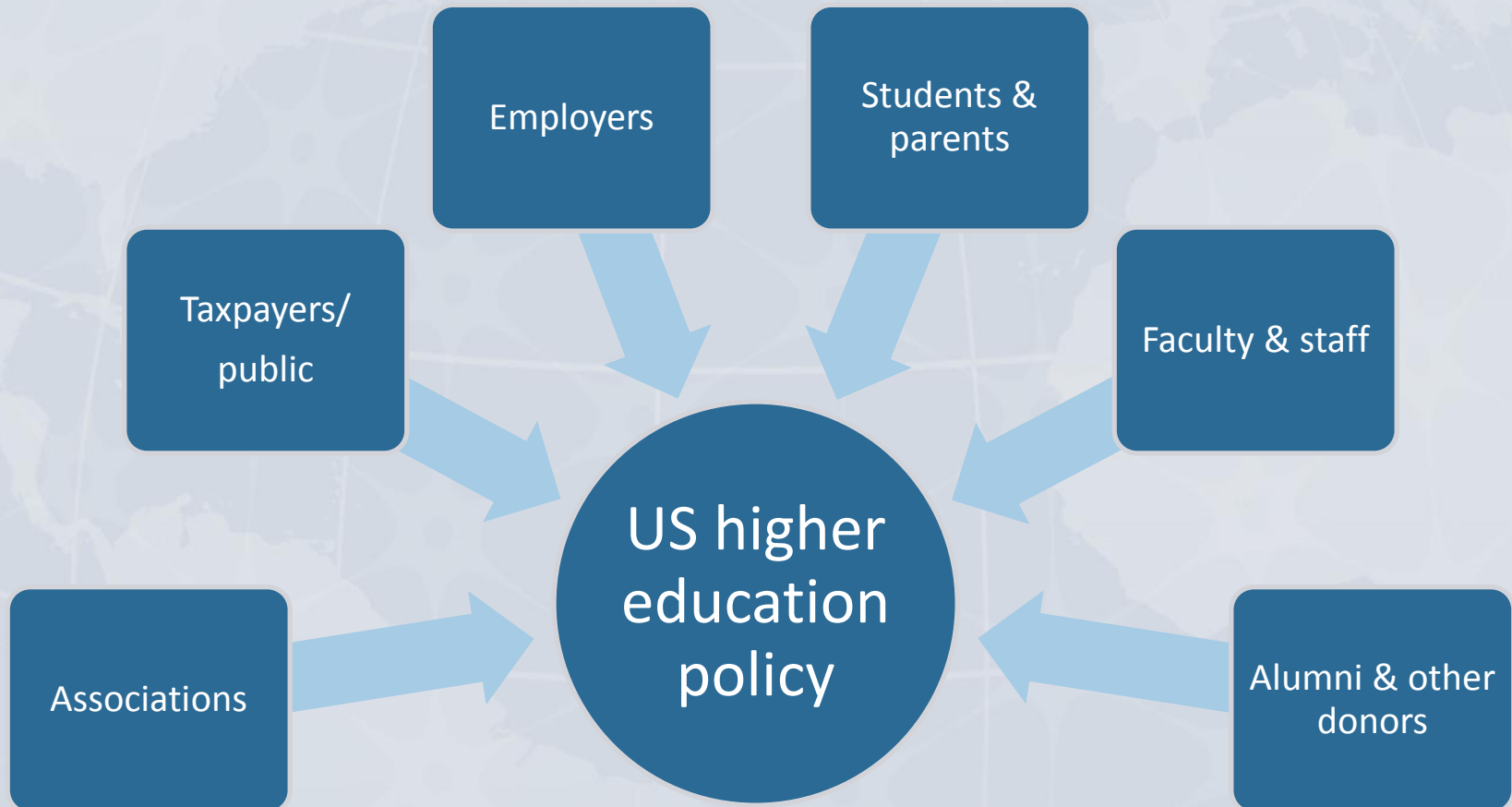
State/local level

- Governor
- State governing bodies
- Local boards

Institutional level

- Governing boards
- President & top leaders
- Shared governance units (e.g. faculty senate)

Who influences US higher education policy?



Government Internationalization Policies & Initiatives



Internationalization Spending

FY 2013

All figures in thousands

| | State | Education | Defense | NSF |
|-------------------------------------|------------|-----------|-----------|-------------------|
| Funding to individuals | | | | |
| Fulbright | \$ 231,840 | | | |
| Other Academic Exchanges | \$ 55,822 | | | |
| Other Academic Fellowships | \$ 38,907 | | | |
| Professional and Cultural Exchanges | \$ 195,151 | | | |
| | | | | |
| Funding to institutions | | | | |
| International and Area Studies | | \$ 70,164 | | |
| Language Training | | | \$ 58,132 | |
| Science/Engineering | | | | \$ 47,640 |
| | | | | |
| Total by Department | \$ 521,720 | \$ 70,164 | \$ 58,132 | \$ 47,640 |
| | | | | |
| Total funding | | | | \$ 639,524 |

Internationalization Spending

Department of Education

- **41% decrease** in budget for international education & foreign language programs from FY 2010 to FY 2012.
- Total funding for these activities accounts for **0.1% of overall budget**

State Department

- **Decreasing** budget for exchanges:
 - FY 12 = \$598.8m
 - FY 13 = est. \$572.4m
 - FY 14 = \$568.6m
- Reliance on **public-private partnerships** for funding (e.g. 100,000 Strong in the Americas)

Total Federal Funding

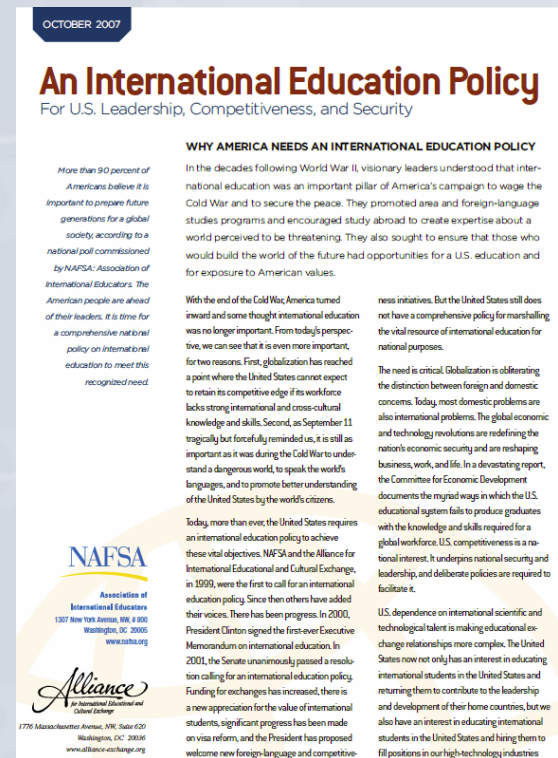
- Of the **total** federal budget:
 - **1.4%** allocated for “international affairs”
 - **0.015%** allocated for international exchanges

Source: Alliance for International Educational and Cultural Exchange

Towards a National Policy

NAFSA & Alliance

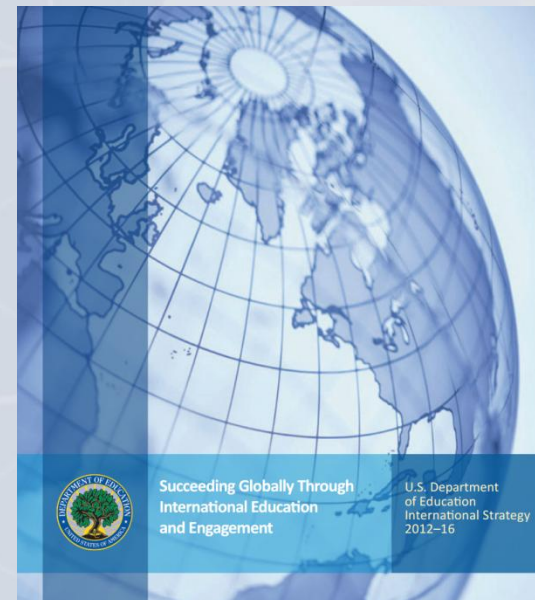
- “An International Education Policy For U.S. Leadership, Competitiveness, and Security” (2007)
- Addressed:
 - Foreign language and area studies
 - Attracting international students
 - Study abroad
 - Exchange programs
- Called for a White House Council on International Education



Towards a National Policy

Department of Education

- International Strategy 2012-16: “Succeeding Globally Through International Education & Engagement”
- Addresses:
 - Student global competencies
 - Best practices from abroad
 - “Education diplomacy”



Filling the Breach

- **ACE's Center for Internationalization & Global Engagement**
 - Voice for **1800 member** institutions
 - Programs to support **internationalization** nationwide
 - **Monitoring & analysis** of global higher education issues
 - Impact on US institutions
 - How US fits into world scene
 - National and international **advocacy**

- **Other associations** can play a similar role



Institution “Foreign Policies”

- **Beyond sovereignty**
- Academic, financial, & other **motivations**
- **Strategic plans** create commitment and direction
- **Direct** relationships & negotiations with institutions & government ministries abroad
- Often **disconnected** from home government initiatives

What is Needed

- A more **holistic** approach
- Importance of inter-agency **cooperation**
- Better **liaison** between national & institutional initiatives
 - Structures to promote communication about priorities

Discussion and questions