



2024
Annual Conference

Leading
International
Education
at a Crossroads

Navigating Global Partnerships: Strategies for Effective Assessment & Impactful Collaboration

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Session Goals

- Understand the **importance** of partnership inventory/evaluation and its **unique benefits** to diverse institutions
- Consider the **gathering, weighting, and analysis** of data
- Identify **key stakeholders, data stewards, and unique benefits** to all parties
- Discuss **common logistical challenges** and stakeholder concerns to **address proactively**
- Discuss **realistic timelines and resources** for implementing and maintaining sustainable systems

Agenda

- Why Assess/Inventory?
- Case Studies
 - The Pennsylvania State University
 - The University of Pittsburgh
- Critical Takeaways
 - Universal challenges
 - Unique perspectives
- Questions & Discussion



NC STATE UNIVERSITY



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



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Why Assessing Partnerships Matters

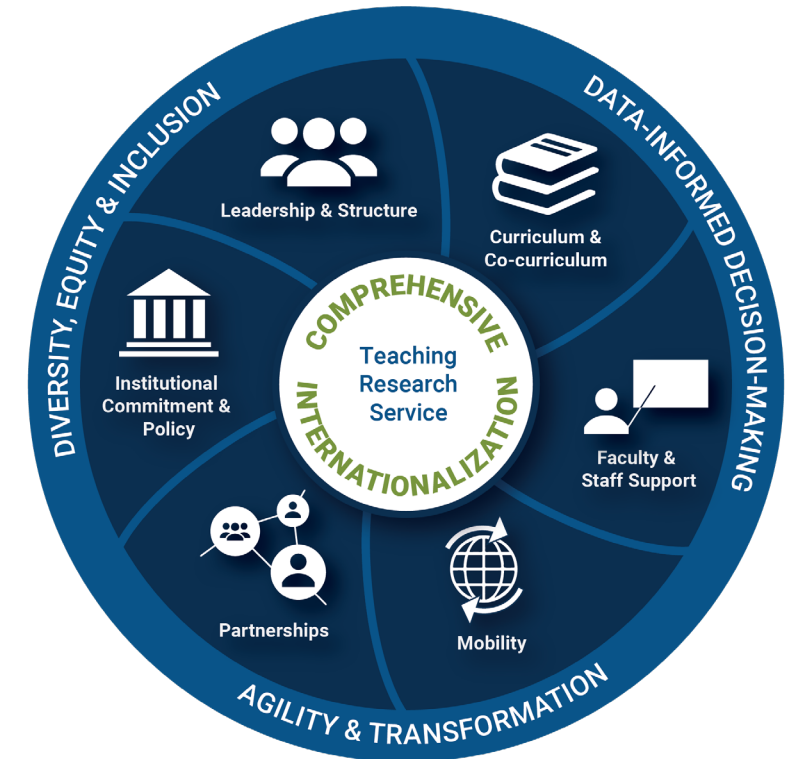
Universal Benefits

- Better allocate limited **resources**
- **Identify gaps** in engagement (region, area of study, etc.)
- Guide decision-making to **nurture** or **sunset** partnerships
- **Connect** people around themes, regions, etc.
- Strategize **funding** opportunities
- Offer comprehensive **snapshot reports** for various audiences

Universal Challenges

- Buy-in
- Resources
- Messy data
- Lack of reporting
- Disparate systems of data management

ACE Model for Comprehensive Internationalization



Using International Agreement Data for Partnership Typology and Analysis

Vlad Likholetov

Associate Director, Partnership Agreements

Penn State Global



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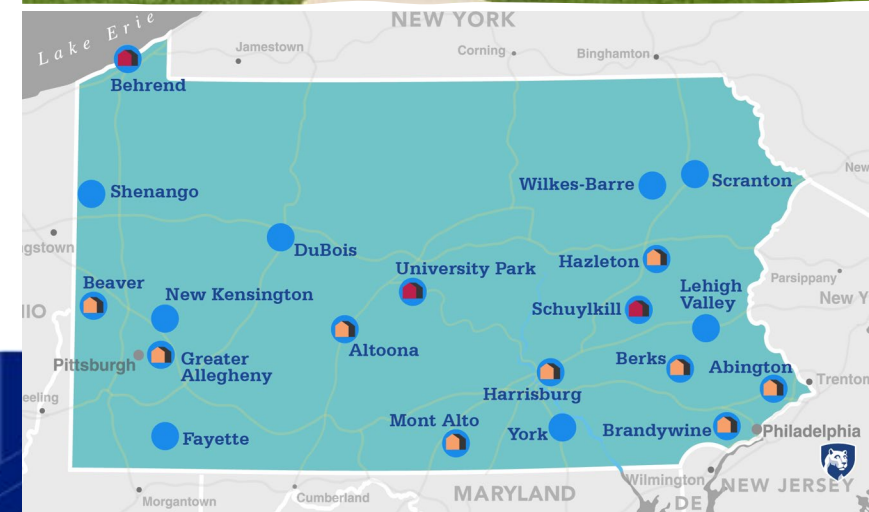
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PennState Global

Penn State

- Public Land-Grant University (est. 1853)
- 14 colleges at UP; 20+ commonwealth campuses
- Total Enrollment – 87,903; international – 9,671
- Penn State Global
- Global Partnerships & Strategy group



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Context

- Legacy (GEN)
- Key agreement metrics
- Org structure: Global Partnerships and Strategy team
- Strategic Framework Development process



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PennState Global

Considerations

- A formal partnership requires an active agreement in place
- Partnerships exist on a continuum, from individual to institutional
- Partnerships are dynamic entities, i.e., they evolve over time and have different trajectories – importance of monitoring/tracking tools
- Data and feedback collection are essential for partnership analysis
- Levels reflect the formalized scope (breadth and depth) of engagement
- Both quantitative and qualitative evaluations are important in determining the “health” of each partnership



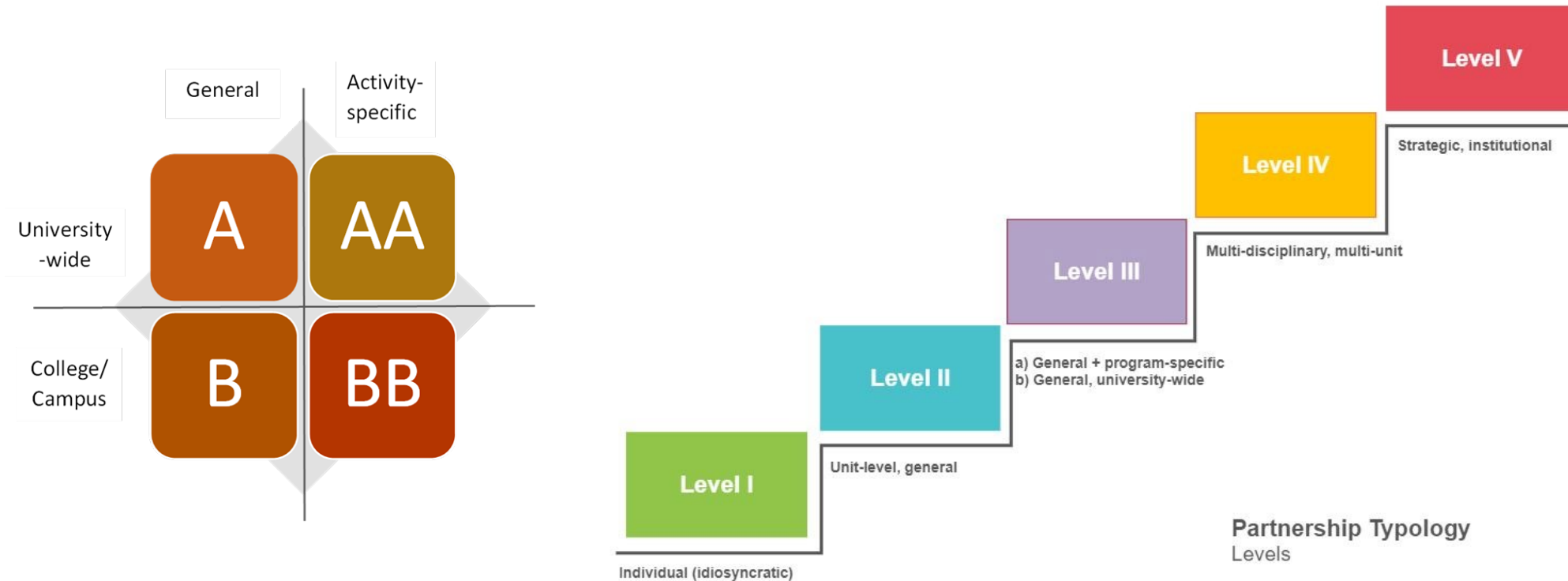
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PennState Global

Exercise in partnership typology



Framework for Global Partnership Strategy

- Goal: Develop a portfolio that includes a limited number of high-impact, priority partner institutions or organizations with broad engagement across Penn State and transformational outcomes across teaching and learning, research and scholarship, and service/outreach.
- International partnerships advisory group composed of faculty, administrators, & staff
- Criteria survey (categories, criteria, metrics, data sources)
- Apply criteria to analyze the current partnership portfolio and identify potential or emerging “priority” partnerships



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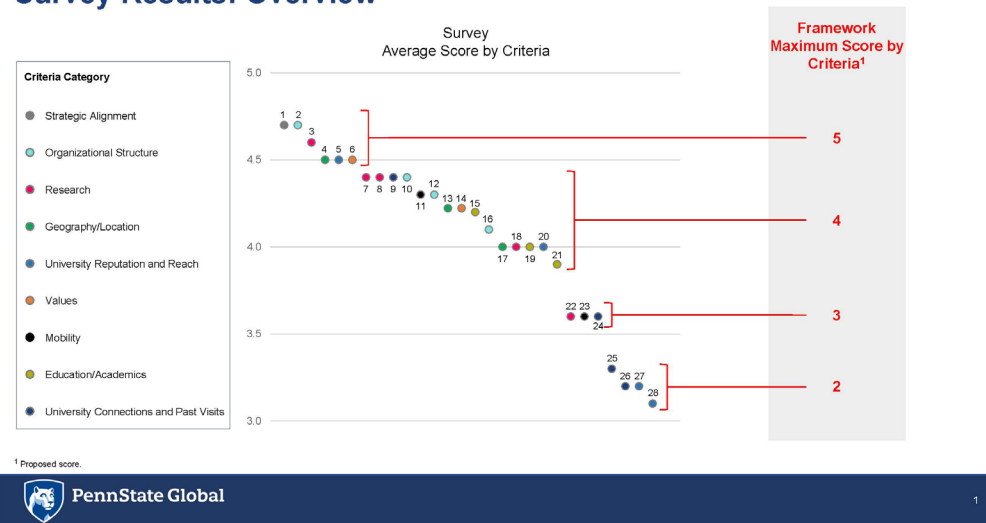
PennState Global

Model for partnership analysis

Develop a dynamic model for periodic partnership analysis and evaluation for:

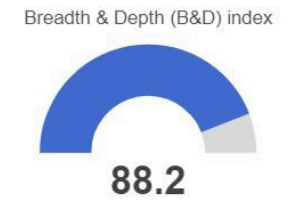
- Strategic institutional partnership development
- New partnership opportunity evaluation
- Monitoring of partnership progress (growth or decline)

Survey Results: Overview



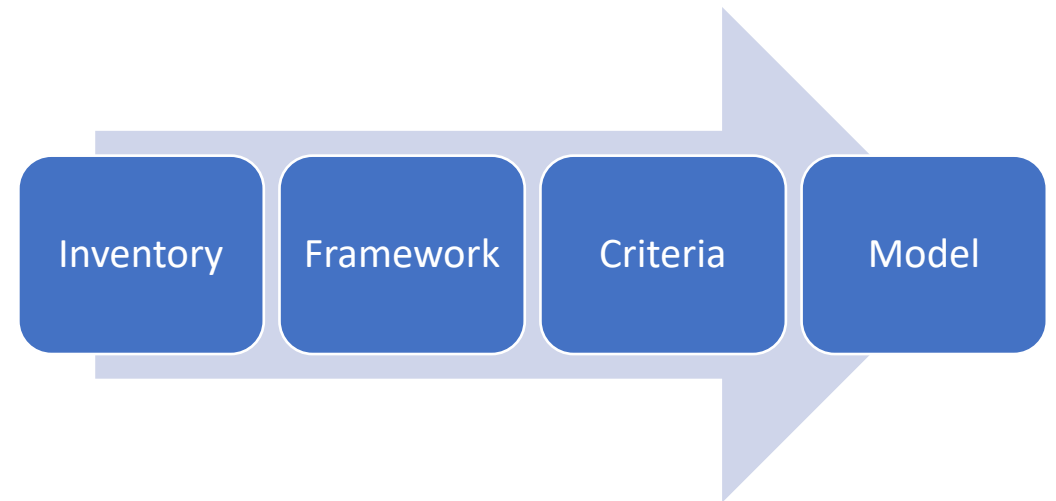
Sungkyunkwan University (SKKU)

Research Collaboration and Impact sub-score - **198.0**



Conclusions

- Framework for global partnership strategy has important implications for the collection, tracking, and dissemination of agreement- and partnership-related data.
- Data analysis supports executive decision-making at both university and college/campus levels aimed at creating intentional, mutually beneficial, and long-term relationships, i.e., strategic partnerships.





University of
Pittsburgh

Laura Daversa
Assistant Director of Global
Partnerships & Events



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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

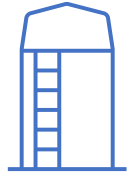


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Pitt Global Partnerships Landscape



2019

- Partnerships Team created per Global Plan for Pitt
- No standardized metrics to understand partnerships, global engagement, & impact
- Siloed data stored in disparate systems



2024

- Global Partnership Incubator
- Global Partnership Operational Strategy
- Global Partnerships Inventory Tracking Tool (GPITT)
- Global Partnership Framework Tool (GPFT)
- Global Engagement Data System (MoveON)

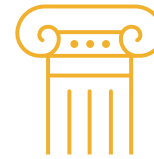
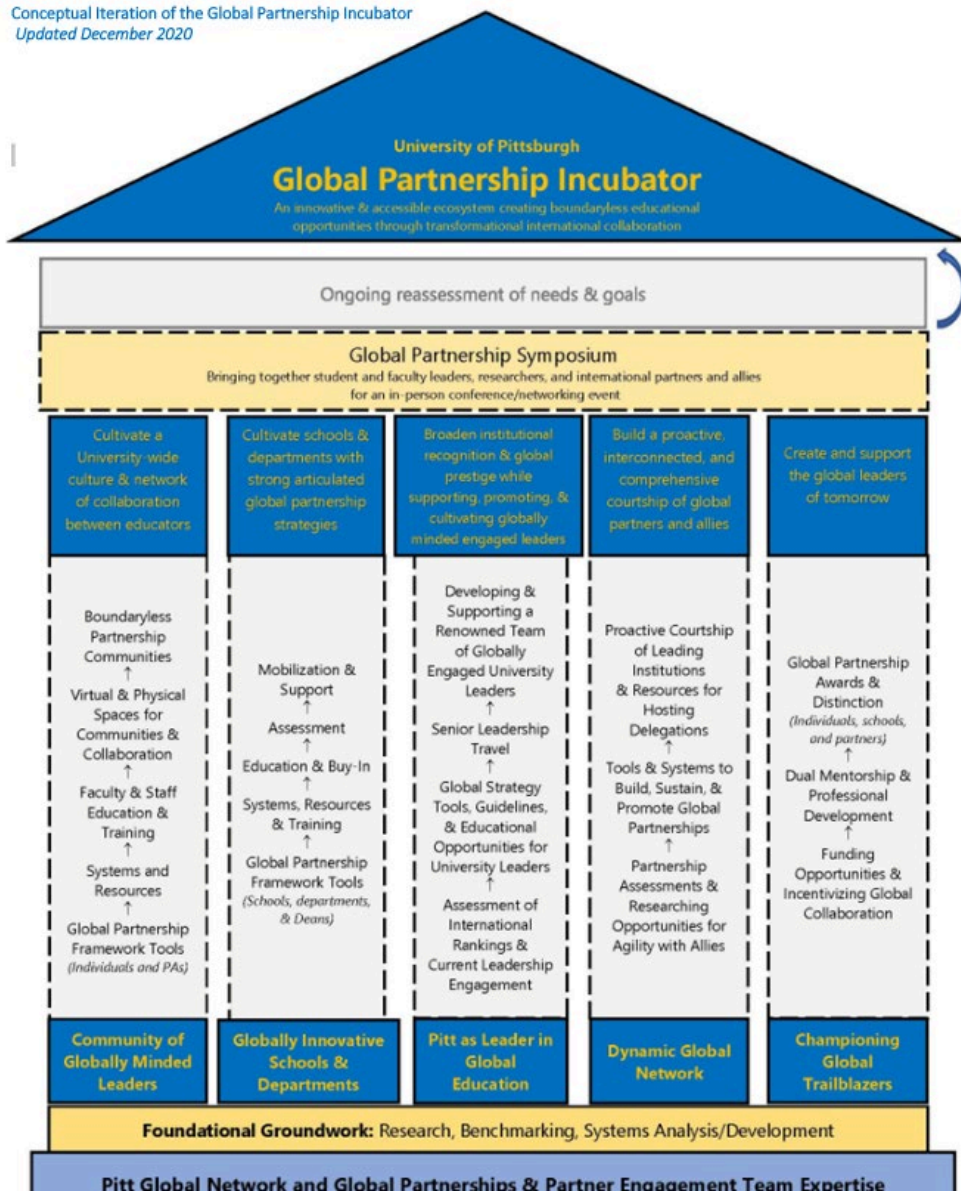


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The University of Pittsburgh Global Partnership Incubator



Five pillars focus on:

- Individual Faculty and Staff
- Schools & Departments
- The University
- Global Networks
- Championing Global Leaders (professional development & recognition)



Critical Tools:

- GP Operational Strategy
- GPFT & Website Resources
- Global Engagement Data System
- GPITT



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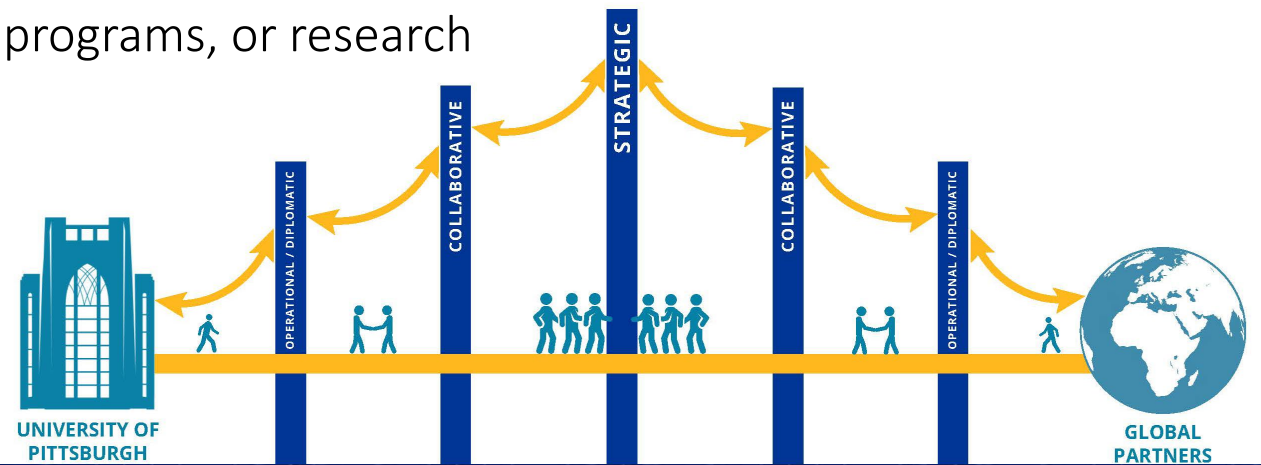


Pitt Global Partnerships Strategy

Appropriate allocation of resources to varying levels of valued partnerships

Strategic partnerships should:

- Address Pitt's key **Impact Areas** with diverse perspectives and address timely global challenges
- Commit significant **institutional investment**
- Deliver **multi-dimensional** and **multi-level** engagement
- Offer a **diversified** delivery model
- Build upon or **create new, cutting-edge** initiatives, programs, or research
- Enhance learning and **scholarly exchange**
- Cultivate **collaboration**
- Produce **results**



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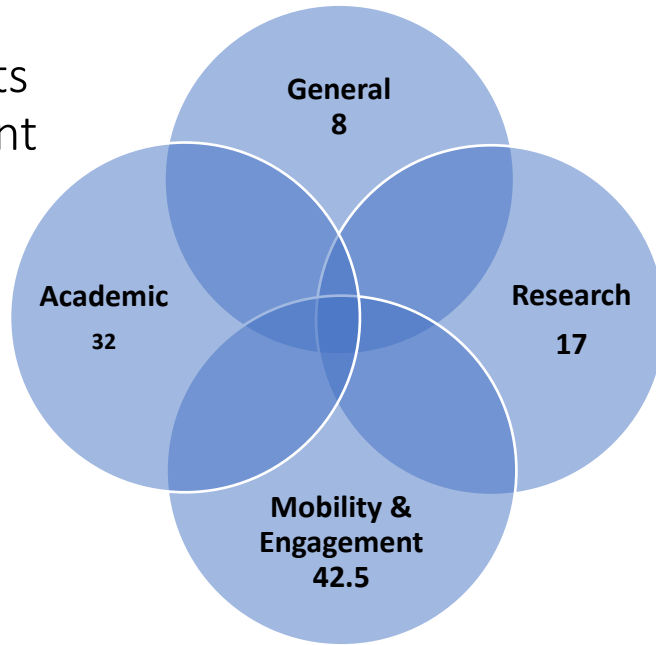
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Understanding the Data: Global Partnerships Inventory Tracking Tool (GPITT)

GPITT measures depth and scope,
not partnership value

- High score reflects **broad** engagement
- Low score may indicate **focused** collaboration
- Max. points indicate **possible unique opportunities**

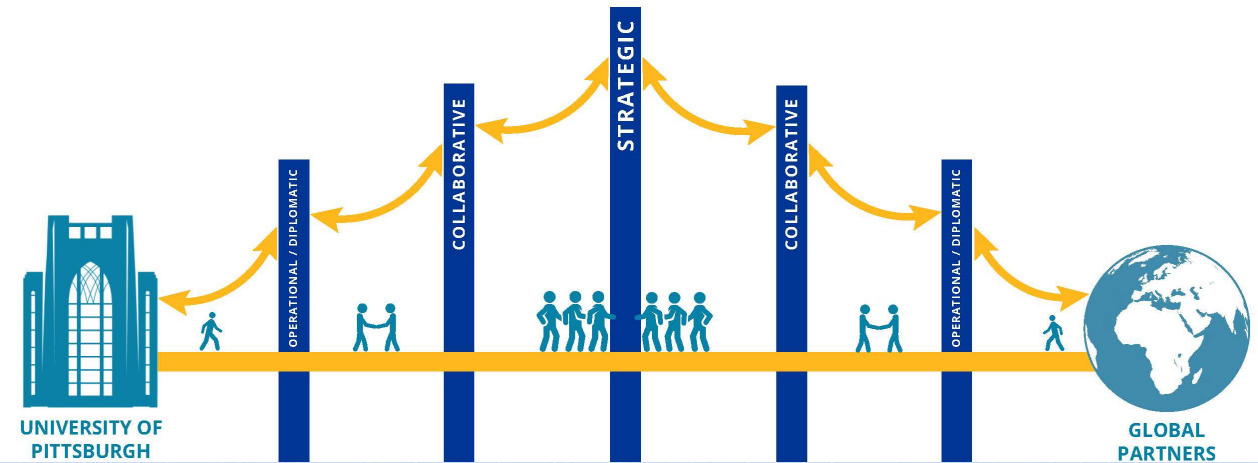


Tiers of Partner Engagement

Operational/Diplomatic Partnerships: Transactional, specific

Collaborative Partnerships: Multifaceted, cross-departmental, diverse purposes

Strategic Partnerships: Complex, results-driven, multifaceted, university-wide collaboration and impact

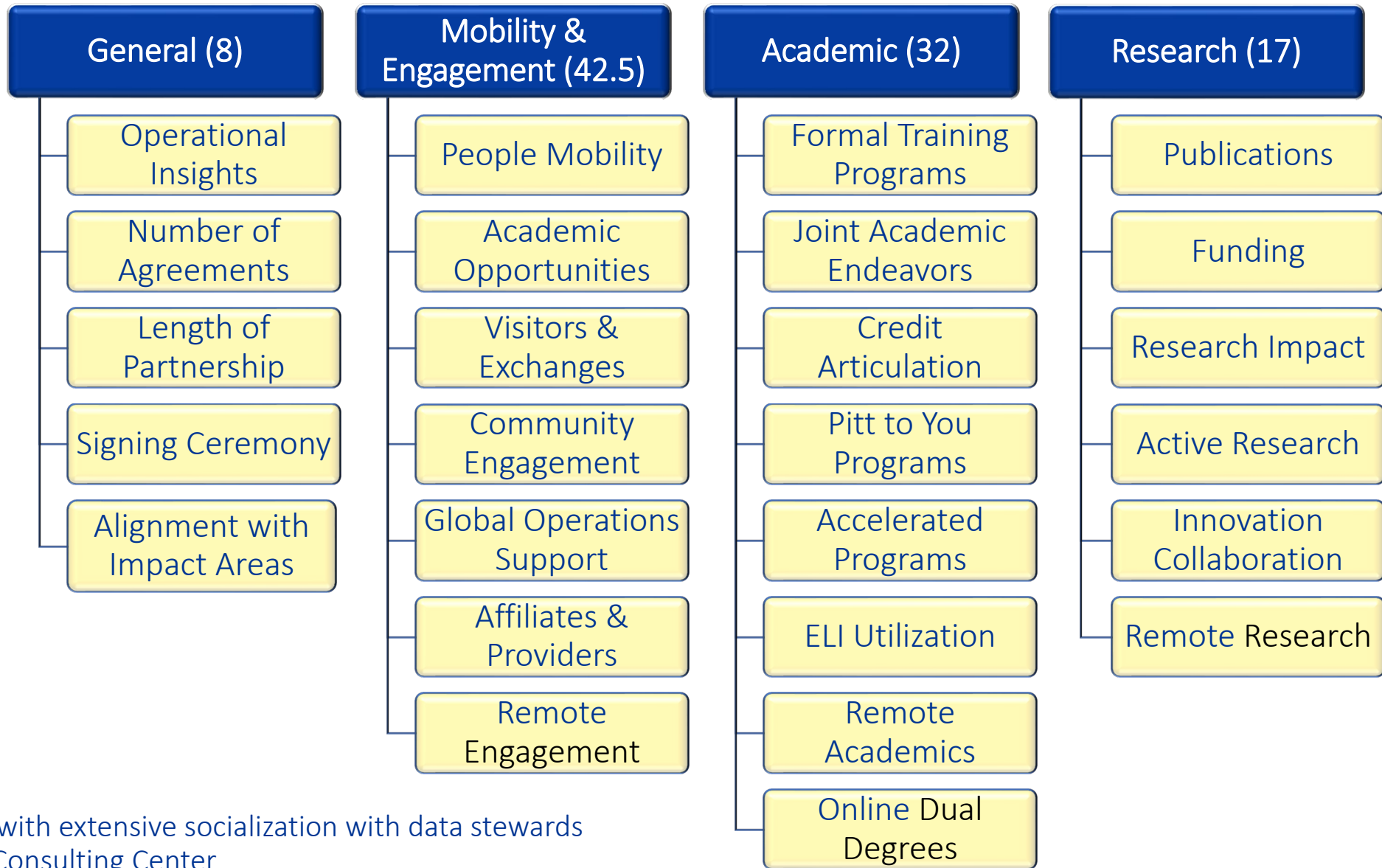


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GPITT Data Categories



Data points and weight determined with extensive socialization with data stewards and consultation with Pitt Statistics Consulting Center



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Partnership Tiers and Strategic Criteria



Operational/Diplomatic Partnerships
(Scoring 13 or Less)

Serve **transactional** and potentially **singular** purposes.



Collaborative Partnerships
(Scoring 14 and Above)

Involve **multiple forms** of collaboration, cross departments, and diverse purposes.



Strategic Partnership Criteria

Diverse portfolio of collaboration with minimum of 25 points.
Score at least 15% of potential points in **each** of 3 categories.



Distribution Requirement

A partner's score must have a **diverse distribution** across categories for true **strategic** partnership status.



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Key Considerations

- Engage stakeholders early to:
 - Better understand partnership landscape
 - Ensure value-add to all
- Carefully consider language and framing
 - Assessment vs. Inventory
 - Strategic partners vs. Key Partners, etc.
- Proactively address faculty reticence (“Big Brother”)
 - Identify touchpoints and create opportunities, not oversee/evaluate
 - Simplify and incentivize
- Understanding Resources
 - Connect data stewards before reinventing the wheel
 - Development of inventory tool and future updates
 - Realistic challenges with global engagement data systems



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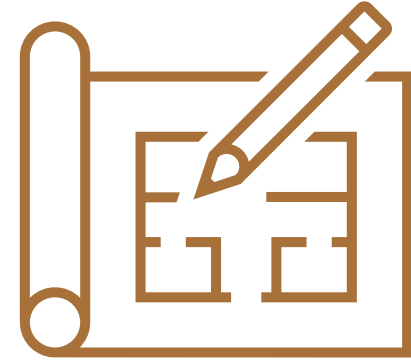
Critical Takeaways and Discussion



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Takeaways: The NEED for Assessment/Inventory



- Limited resources necessitate need for:
 - Identifying invested partners
 - Leveraging existing partnerships efficiently
 - Appropriately allocating resources
 - Recognizing growing partners for focused efforts
- All partnership levels vital to global engagement and institutional strategy but require unique forms of support
- Assessment benefits extend beyond partnership teams:
 - Enhanced reporting, understanding, and strategizing for leaders
 - Identification of connections and opportunities for individuals and faculty agendas

Takeaways: Institutional BUY-IN

Key Considerations & Developing Your Pitch



Institutional Alignment

- Consider **uniqueness** of institutional goals
- Determine **strongest indicators** of a healthy/impactful partnership

Determining Your Assessment Data

- Assess and utilize **existing information** and data systems
- Determine **which** data points reflect strong partnership **impact**
- Consider **weight** of data points
- **Avoid** overly **granular** data
- Develop **clear terminology** and definitions

Takeaways: Institutional BUY-IN

Key Considerations & Developing Your Pitch



Identifying and Engaging Your Stakeholders

- Engage **diverse stakeholders** & data stewards institution-wide
- Determine **audience** access & **sensitivities**
- Create a **socialization plan** for leadership buy-in
- Communicate **ROI** for various stakeholders
- Customize **reporting** for various audiences

Setting Reasonable Expectations and Ensuring Sustainability

- Set **reasonable expectations** of time & resources
- Ensure **sustainability** of processes & relevant data systems

Questions & Discussion



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Thank You



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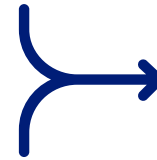
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Join Us for Additional Sessions

Next Up

Monday February 19th
11:30-12:30

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

Tomorrow

Tuesday February 20th
10:30-11:30

Session: A New Era in Partnership
Strategies & Development:
Quality Over Quantity
Location: Marquis Salon 1



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INTERNATIONAL PARTNERSHIPS PROFESSIONALS



Request to join the
LinkedIn Group



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with Google Drive Resources



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