



Leaders in International Higher Education

2022 ANNUAL CONFERENCE

Why the Internationalization of
Higher Education Still Matters

Next Generation International Education

*Strategies for Enhancing
Online Learning and Engagement*

Anthony C. Ogden, Penn State University [Chair]

Amanda Maurer, University of South Florida

Joshua McKeown, SUNY Oswego

Christopher Parrish, Podium Education

Noah Rost, Arizona State University

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Overview

- Welcome & Introductions
- New Directions...
 - Survey on Online Learning and Engagement
 - Program Design and Assessment
 - Student Recruitment and Enrollment Management
 - Operational and Financial Management
- Panel Discussion
- Group Work:
 - Integrated Program Design & Development



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



Anthony C. Ogden
Pennsylvania State
University



Amanda Maurer
University of South
Florida



Joshua McKeown
State University of
New York – Oswego
& UAlbany



Christopher Parrish
Podium
Education



Noah Rost
Arizona State
University

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



Permanent changes underway in higher education delivery.



Evolving approaches to student learning and engagement.



Emergence of new technologies & engagement modalities.

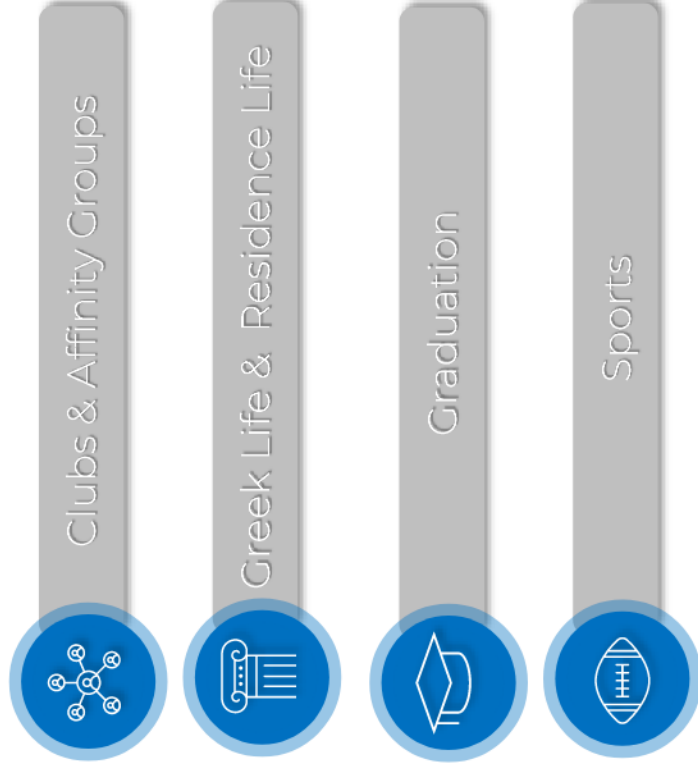


Greater attention and prioritization of diversity, equity & inclusion.

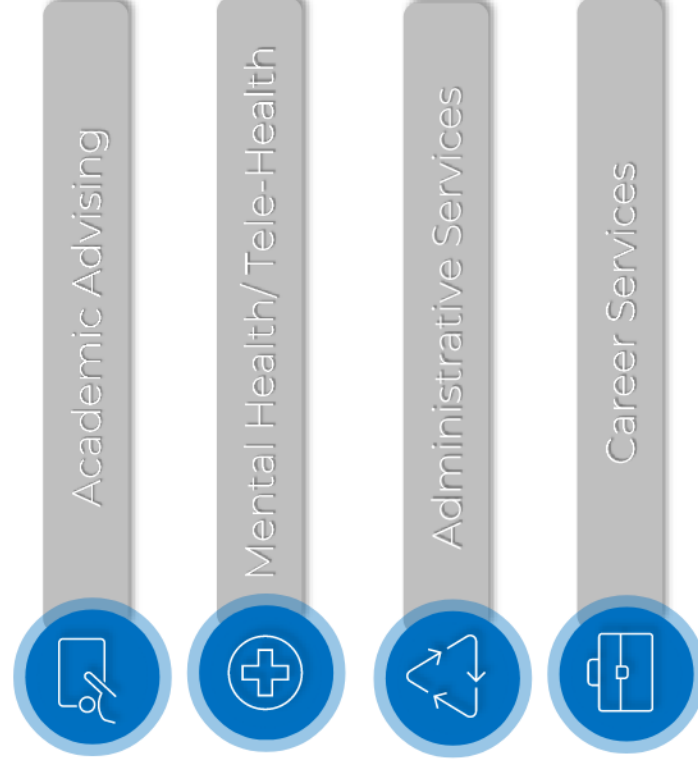
Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

The pandemic has clarified the value of in-person delivery of student engagement...



...and illuminated how student success efforts can be sustained through online delivery.



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Shifting Emphasis

How can we expand from mobility-based programming to include other forms of international learning and engagement?

Diversification

How can we drive participation to be more diverse, inclusive and representative?

Utilization of Technology

What new technologies can be utilized to enhance operations, program delivery, student learning, etc?

Expanding Modalities

How can we leverage new or more mainstreamed modalities to expand international learning and engagement for all students?

Enhanced Pedagogy

How can we intentionally enhance learning and engagement within new and expanding modalities?

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Mobility Education

Maximizing opportunity
through international
mobility



Access Education

Maximizing access
through online learning
and engagement.

Integrated Education

Maximizing equity through
curricular and campus
internationalization

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



Mobility Education

Mobility Education is primarily concerned with international education though degree- and non-degree student mobility abroad and is thus limited to an exclusive population of students who are able to participate.



Access Education

Access Education leverages online educational delivery to expand international learning and engagement and promote greater access to international education for interested and motivated learners.



Integrated Education

Integrated Education focuses on providing equitable access to international learning and engagement for all learners by intentionally integrating international expectations into the curricula and life of the institution.

Fall 2021

Next Generation Education Abroad

AN INDUSTRY-WIDE SURVEY OF EDUCATION-ABROAD PROFESSIONALS

PRESENTED BY



GATEWAY
INTERNATIONAL GROUP



**Podium
Education**

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Next Generation Education Abroad: *An Industry-wide Survey of Education Abroad Professionals (Fall 2021)*

- It's a new day for education abroad.
- Challenging times are still here.
- Increased focus on DEI.
- Student choice may be changing.
- Institution size and type matter.



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Its a New Day...

- 75% say a new definition for education is needed.
- 62% are excited about the changes underway and look forward to new opportunities.
- 75% think online global learning is essential and here to stay.
- 67% have added online global programs.
- 46% have created a funding model to support online learning.



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Challenging times...

- 75% of education abroad budgets have been cut.
- 46% of education abroad offices have been restructured.
- Anticipating changes ahead...
 - 45% funding model
 - 41% office structure
 - 39% office purview
 - 31% office name



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Diversity, Equity and Inclusion...

- 65% of education abroad offices have made DEI a greater area of focus.
- 45% anticipate online global learning will be central to their DEI efforts
- 46% of education abroad offices have been restructured.



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Student choice...

- Most Important to students:
 - 65% cost
 - 57% subject matter
 - 57% credit
- Least important to students:
 - 16% duration
 - 14% platform



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Institution matters...

- 77% of public institutions are excited about the future (vs. 40% of privates).
- 78% of institutions with more than 500 students studying abroad are excited about the future (vs. 48% with fewer than 500 students are)
- 72% of private institutions report that DEI is of greater importance in the education abroad efforts (vs. 63% of public institutions)



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

New Directions in Program Design & Assessment

- Research and outcomes on student online international learning
- Strategies for assessing student learning online



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

New Directions in Program Design & Assessment

- Remote international internships and experiential learning
- COIL and virtual exchange
- Intentionally designed online international learning
- Partners: custom & existing models



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

New Directions in Program Design & Assessment

- E. Bruhn study on Virtual Internationalization
- Journal of Studies in International Education, 2021 special issue on digitalization
- Findings showed virtual internationalization methods directly support comprehensive internationalization, particularly for:
 - Intercultural, international, and global competencies (most cited, 20% of total)
 - Pedagogical innovation, expanding access, and enhancing student experiences (combined 29%)



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

New Directions in Program Design & Assessment

- Stevens Initiative Virtual Exchange survey
 - 25% of 233 institutions are new
- SUNY COIL Center
 - 37 inst. members pre-covid, 137 today
 - Tenfold increase in training registrants
- CAPA Global Education Network
 - 94% of remote internship participants agree or strongly for gains in global perspectives
 - Also 94% cited they helped develop further respect for cultural diversity
 - 89% felt they had an international experience



New Directions in Program Design & Assessment – Oswego Experience

- Importance of student employability
- “Global skills create better workplaces,” - J. Taylor, President / CEO of SHRM
- “Global employability means making the best of one’s talents without being limited by national boundaries...it starts with an understanding of what your students need.” - N. Ripmeester
- New ways to achieve this now

Institutional awards:

Diversity Abroad, 2019; CSCSE (China), 2018;
AACSB, 2017; IIE – Heiskell, 2016



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

New Directions in Program Design & Assessment – Oswego Experience

- Student evaluations of the experiences: quality, delivery, robustness
- Program assessment: learning objectives and institutional needs
- Faculty involvement and input: curricular alignment, academic oversight, and fit
- Leadership expectations: relationships, accreditation, financials, perceptions



Institutional awards:
Diversity Abroad, 2019; CSCSE (China), 2018;
AACSB, 2017; IIE – Heiskell, 2016

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

New Trends in Online Global Education

242 institutions reported that more than **10,000** students received academic credit for an online global learning experience.

43%

Internships and consulting
with global companies

38%

Collaborative
projects

31%

Videoconference
dialogues

45% of institutions offered multiple online global learning experiences.

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Comparative View of Race & Ethnicity in International Education, Modality – University of South Florida

	USF Global Tech	USF Other Virtual	USF Open Doors (18/19)	USF Campus Pop. (fall 18)	National Data IIE (18/19)
Asian & Native Hawaiian/Pacific Islander	13%	15%	8%	8%	9%
Black/African American	20%	11%	9%	11%	6%
Hispanic/Latino	24%	22%	21%	21%	11%
Two or More races	4%	5%	4%	4%	5%
White	38%	47%	54%	57%	69%

Note: International Students and unreported race and ethnicity is removed from all data. Native Americans represent less than 1% of USF's population.



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Comparative View of Race & Ethnicity in International Education, Modality – Arizona State University

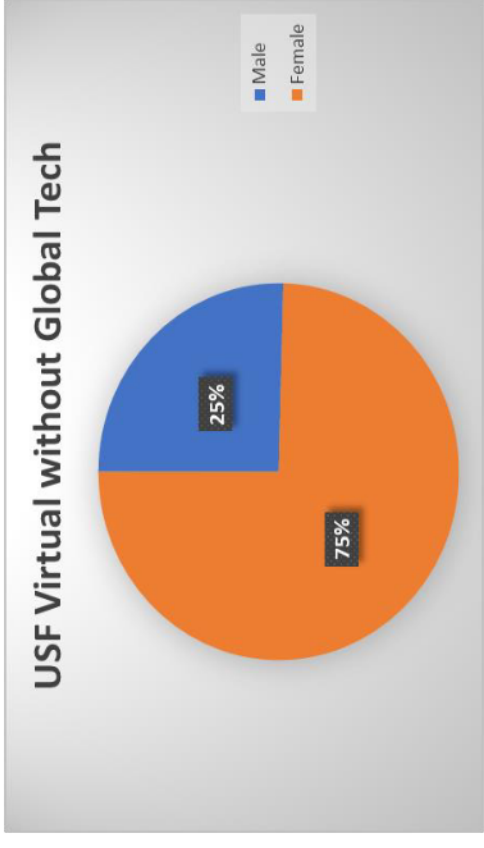
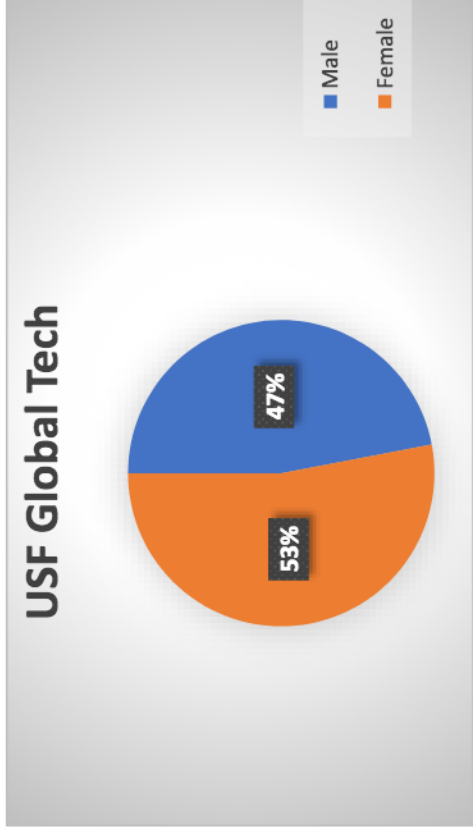
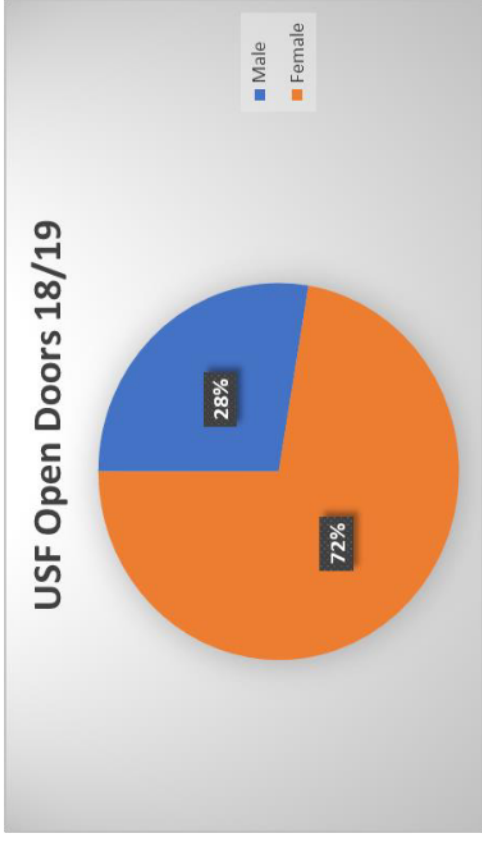
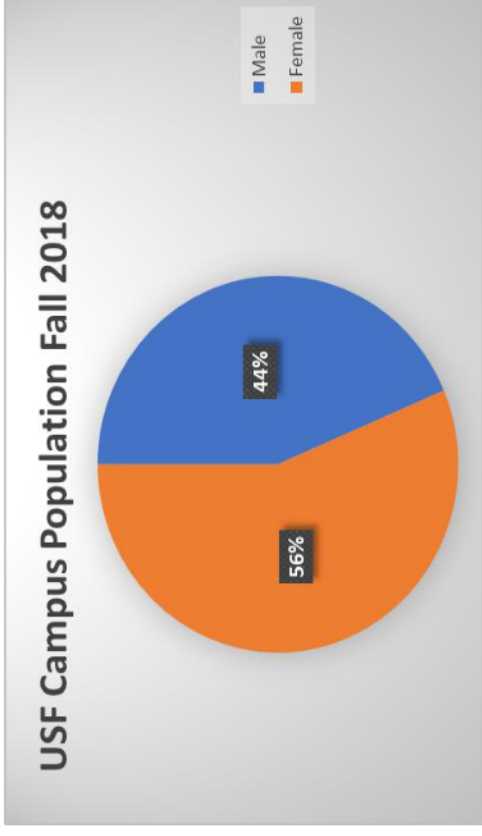
	ASU Global Tech	ASU Open Doors (2018/19)	ASU Campus Pop (Fall 2019)
American Indian	1%	1%	1%
Asian Native Hawaiian or Pacific Islander	8%	6%	7%
Black/African America	11%	4%	5%
Hispanic/Latino	11%	9%	22%
Two or More Races	--	--	4%
White	67%	70%	51%

Note: International Students and unreported race and ethnicity removed from all data. "Two or More Races" is not pulled into ASU's study abroad database.

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

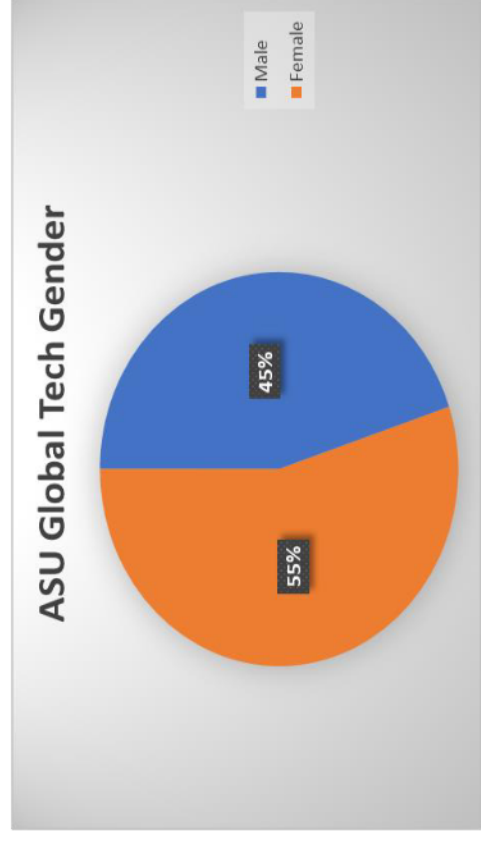
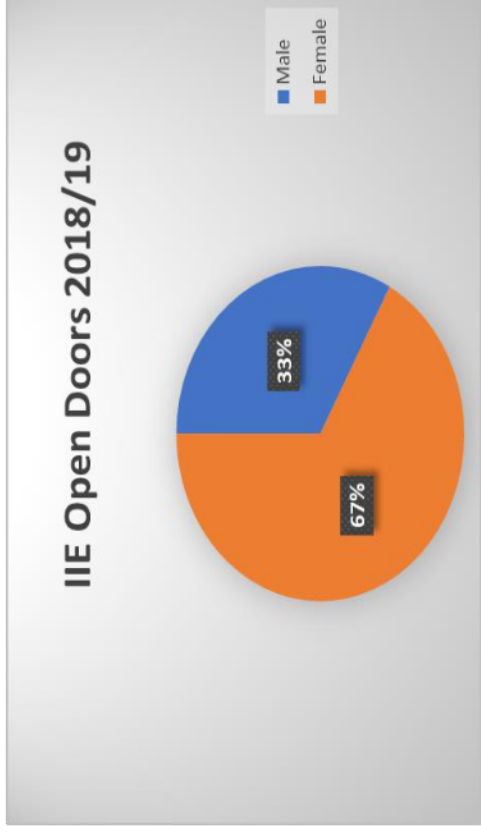
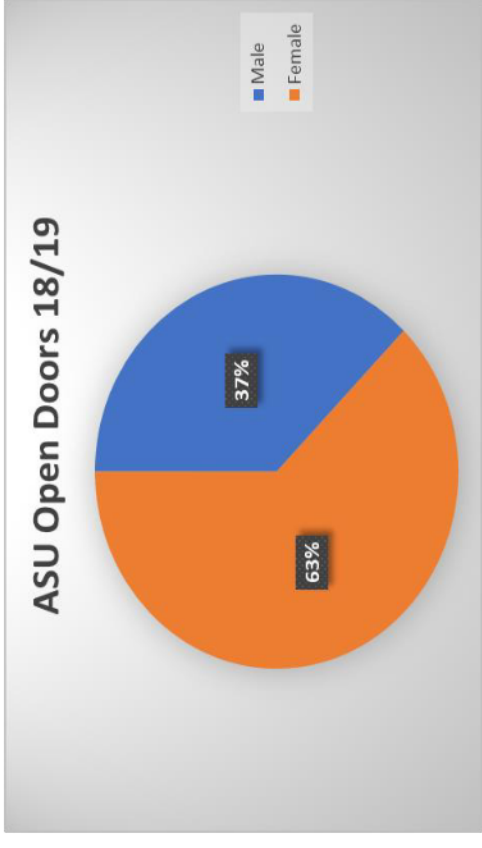
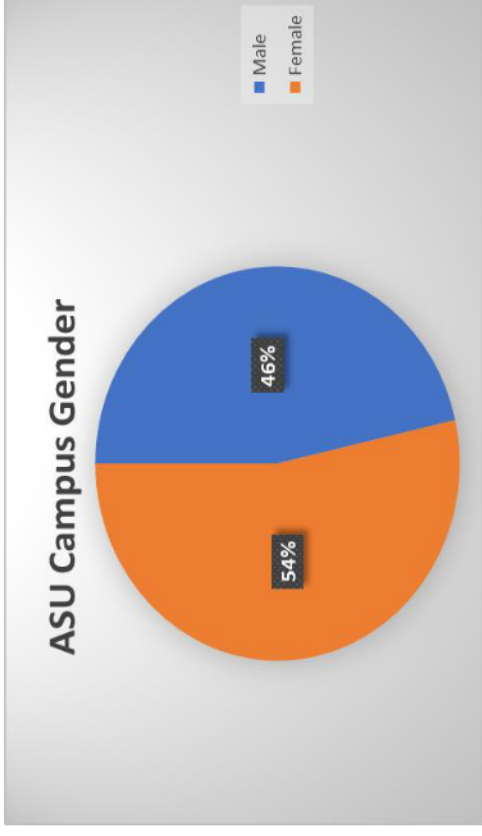
Comparative View of Gender in International Education, Modality – University of South Florida



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

Comparative View of Gender in International Education, Modality – University of South Florida



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

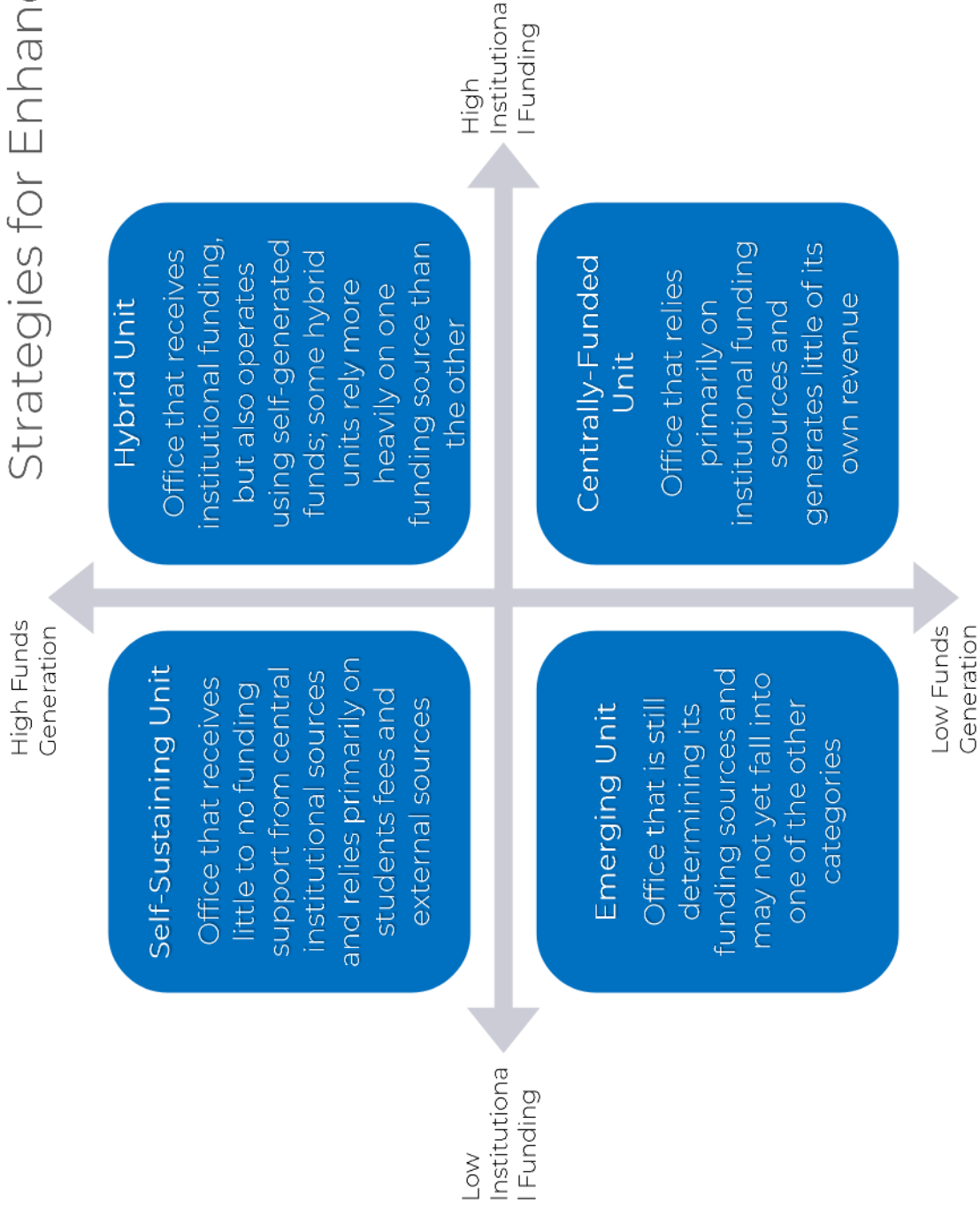
New Trends in Recruitment and Enrollment Management

- Most international educators are not marketing or recruitment experts.
- Post-pandemic, what will be the value of relying on traditional global education recruitment (e.g., face to face fairs, tabling and other in-person outreach)?
- Can targeted digital assets, social media and general widespread email communications be more effective?
- How can global education offices leverage any enterprise-level predictive analytics and client relationship management platforms (e.g., Sales Force, Microsoft Dynamics)?



Next Generation International Education Strategies for Enhancing Online Learning and Engagement

Considerations for Operational and Financial Management



Next Generation International Education

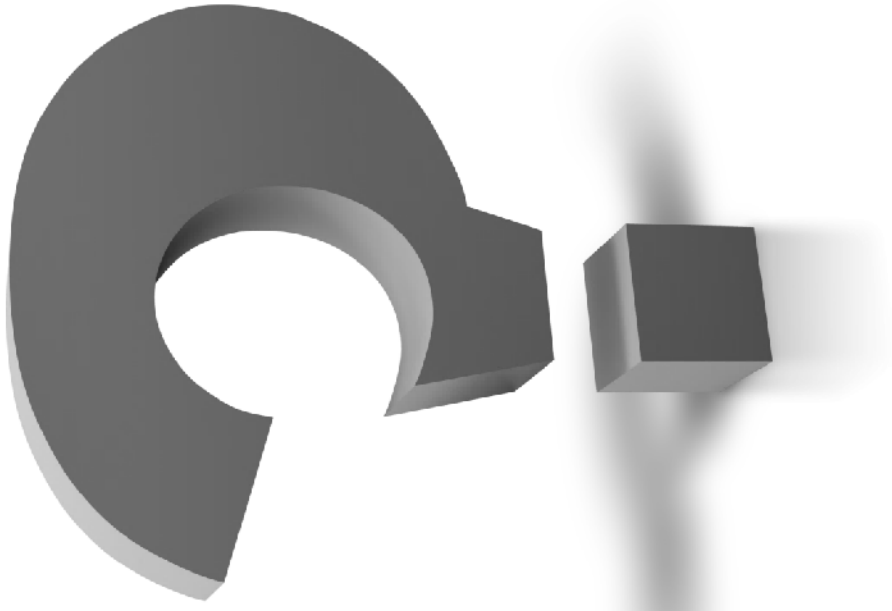
Strategies for Enhancing Online Learning and Engagement

Considerations for Operational and Financial Management

- Importance of portfolio diversification and resilience
- Positive impact of scale
- Expansion into different student populations
- Tuition vs. fees
- Opportunities to build partnerships across campus through revenue sharing
- Urgency to rebuild operational and programmatic reserves

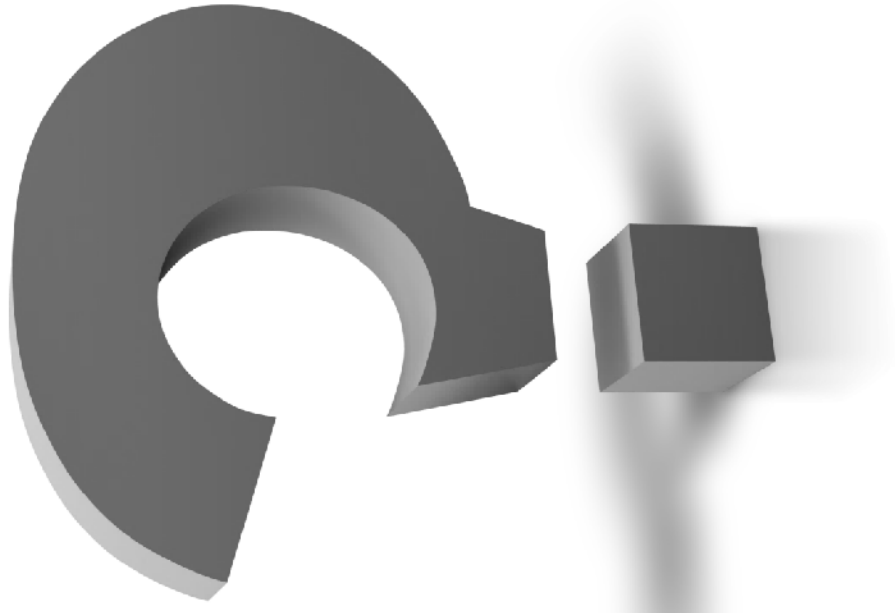


Next Generation International Education
Strategies for Enhancing Online Learning and Engagement

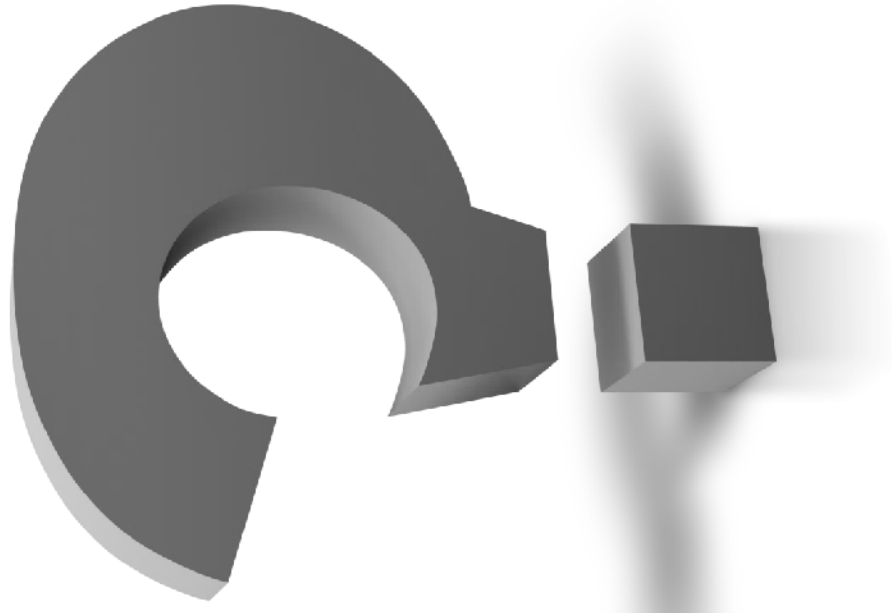


*Why did your institution
expand from mobility-based
programming to include
other forms of international
learning and engagement?*

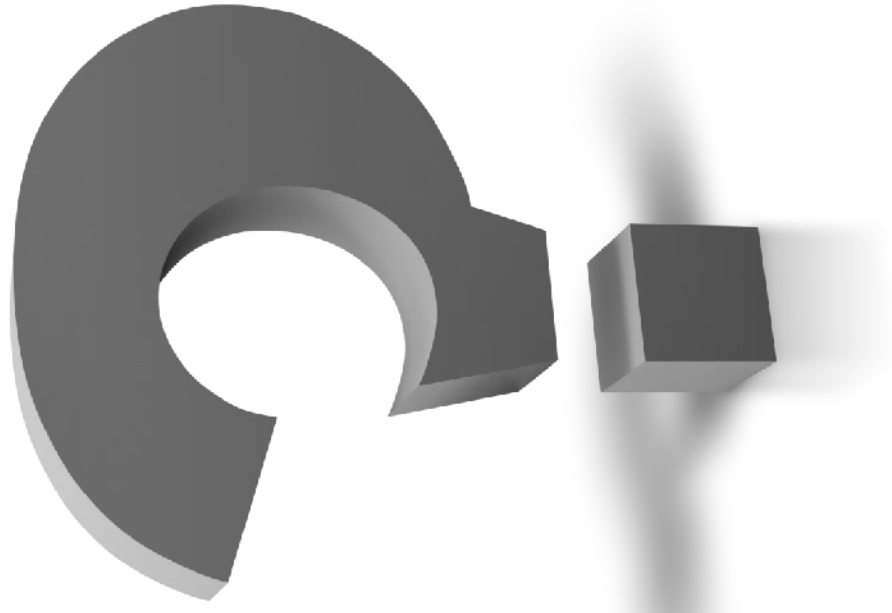
Next Generation International Education
Strategies for Enhancing Online Learning and Engagement



*Are you confident in your
office's ability to survive
another major disruption
in operations and
programming?*



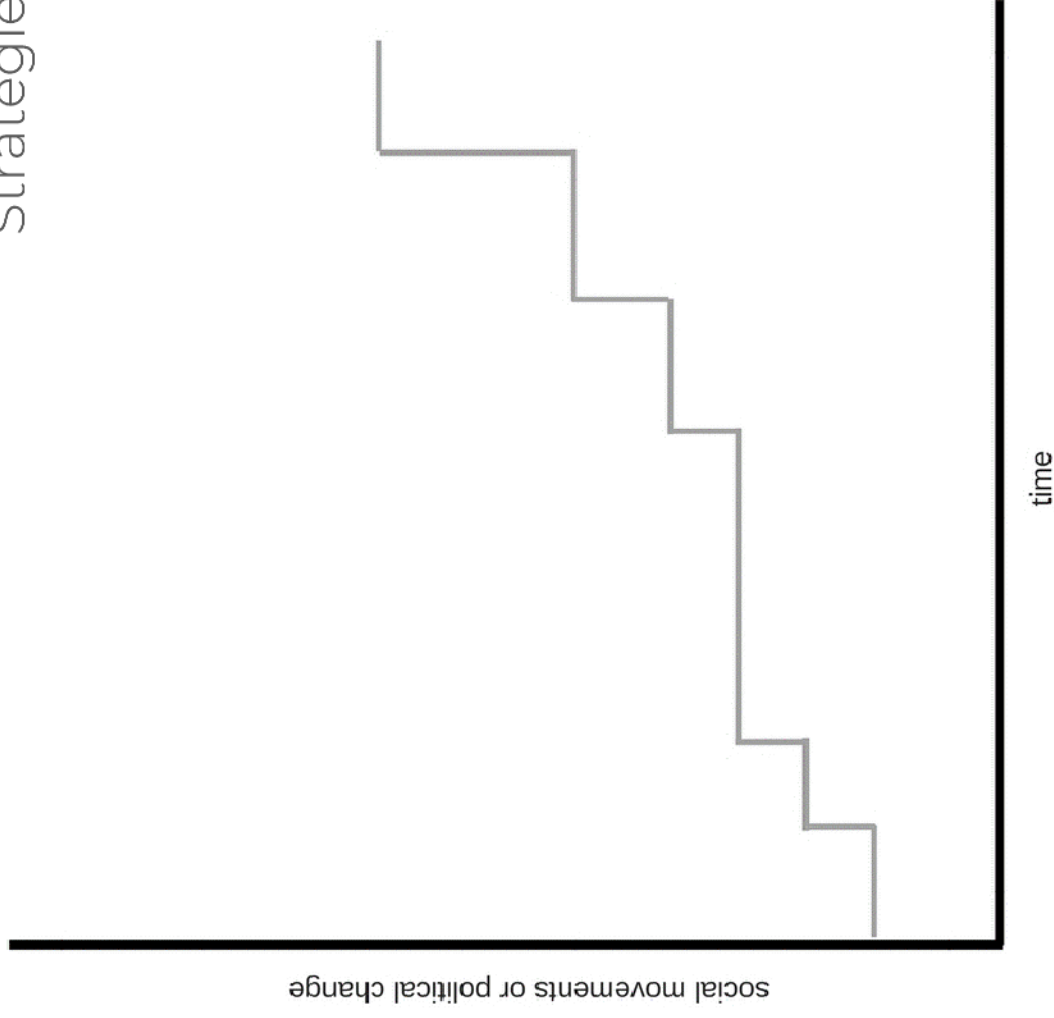
*What has your
institution done to drive
more diverse, inclusive
and representative
participation?*



*How is your institution
intentionally enhancing
learning and
engagement within these
new and expanding
modalities?*

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



*Is this a truly a time of
punctuated equilibrium
in international learning
and engagement?*

Next Generation International Education

Strategies for Enhancing Online Learning and Engagement

JUNIOR YEAR ABROAD

Students should see the world, learn languages and become culturally competent.

SHORT-TERM STUDY

Short-term study engages faculty and promotes curriculum integration.

SEMESTER PROGRAMMING

One semester promotes greater student access and study in non-traditional locations.

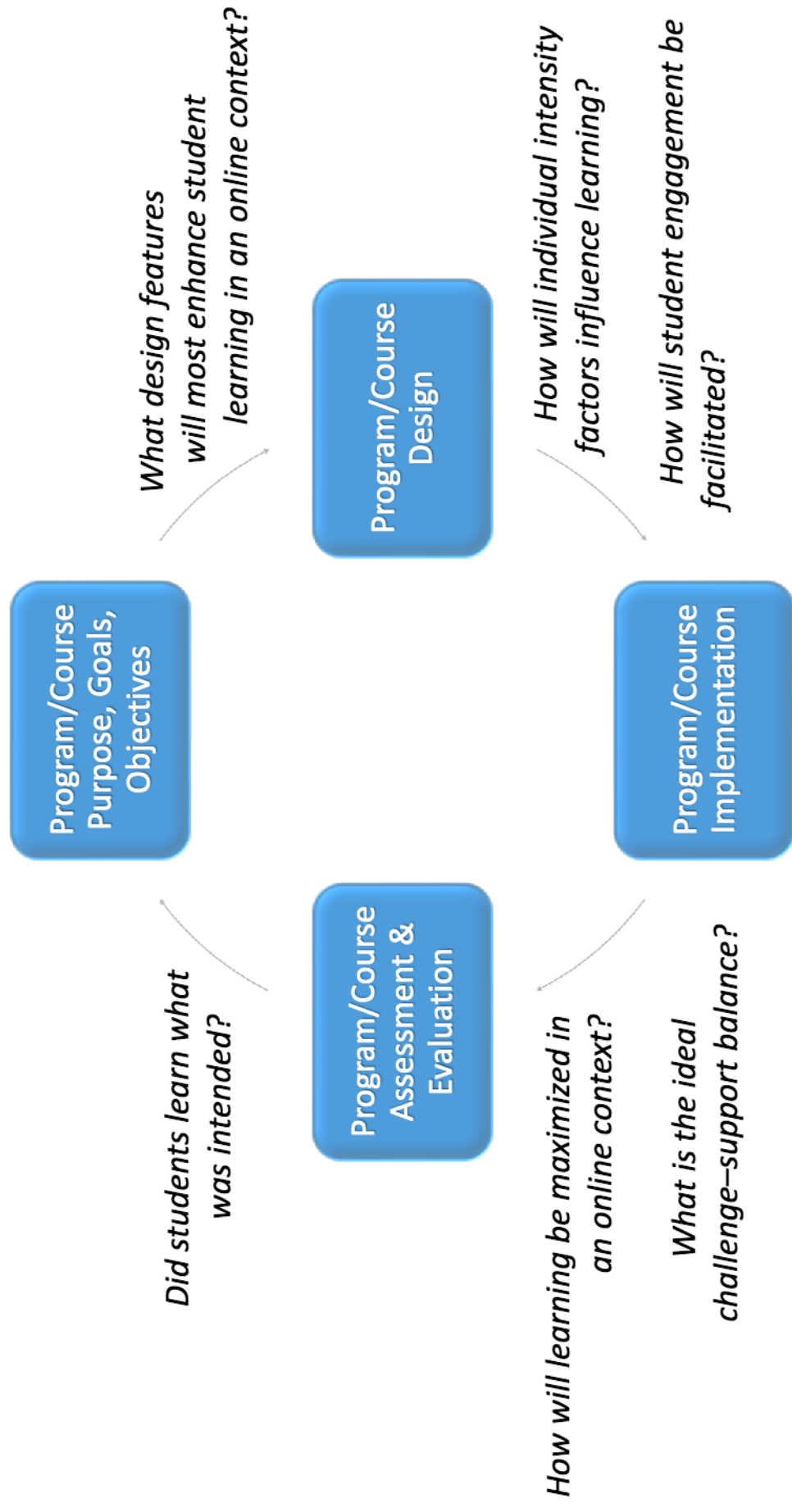
ONLINE LEARNING

Online programming presents new possibilities for international learning and engagement.

Wait! Does anyone else have a problem with this?

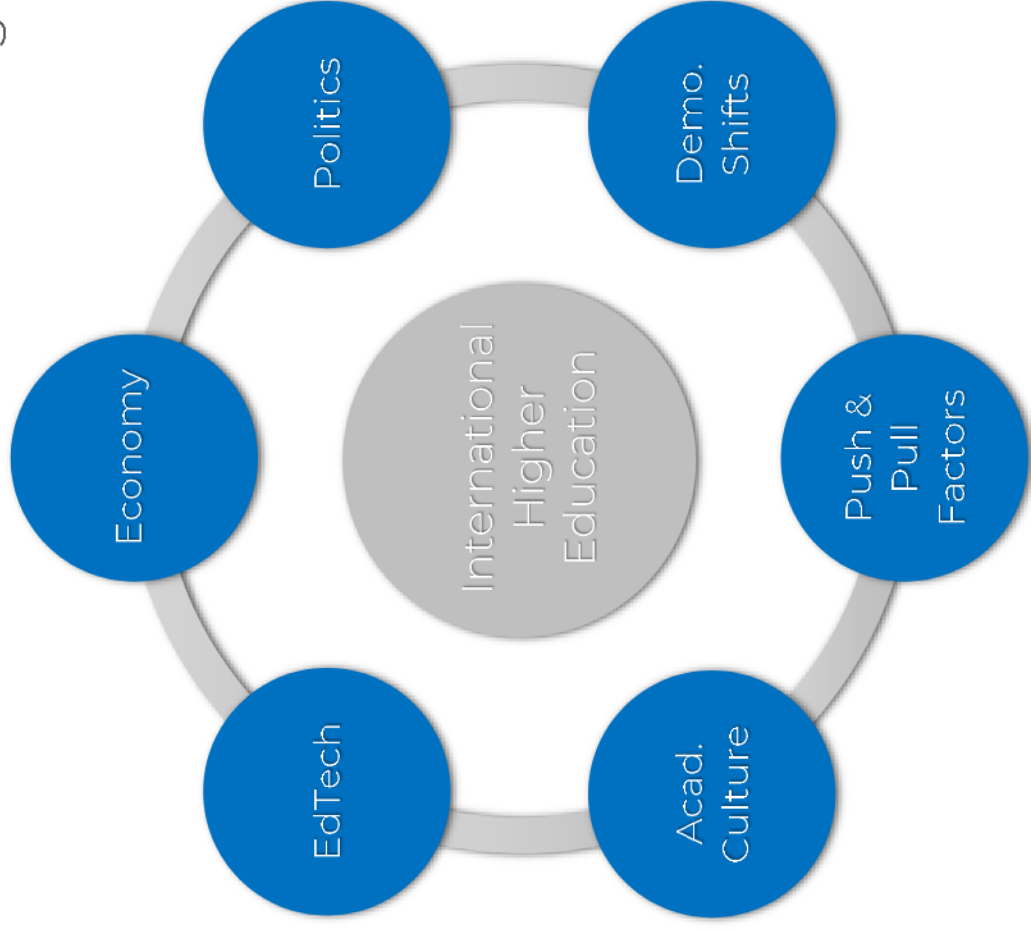
Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



Next Generation International Education

Strategies for Enhancing Online Learning and Engagement



Contextual factors that will continue to influence the international higher education



Leaders in International Higher Education

2022 ANNUAL CONFERENCE

Why the Internationalization of
Higher Education Still Matters

NEXT GENERATION INTERNATIONAL EDUCATION

*Strategies for Enhancing
Online Learning and Engagement*

Dr. Anthony C. Ogden, aco3@psu.edu

Ms. Amanda Maurer, amaurer@usf.edu

Dr. Joshua McKeown, joshua.mckeown@oswego.edu

Christopher Parrish, chris@podiumeducation.com

Mr. Noah Rost, noah.rost@asu.edu

Thank you!