

TIES

Towards an Internationalisation of Higher Education Network for the MEDA region



UA INTERNATIONALISATION STRATEGIC
PLAN
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Outline



- What is internationalisation?
- Why is internationalisation important?
- Internationalisation and the University of Alicante
- The International Strategy

What is internationalisation?



There are a number of ways in which we can define internationalisation in higher education. One of the most commonly used definitions is that produced by Jane Knight and Hans de Wit.

- “Internationalisation is ‘the process of integrating an *international and intercultural dimension into the goals, functions (teaching and learning, research, services) and delivery of higher education*’”



In practice, internationalisation will mean different things to different people. For some it will mean international activities, such as

- Study abroad
- International development projects
- The recruitment and support of international students

For others it will mean integrating an international dimension into the teaching of their academic programmes

Internationalisation in itself isn't 'new', but what is new is the way in which institutions, and now towns, cities and governments, are engaging with the international agenda more strategically and with more operational clarity

Why is internationalisation important?



Spanish universities operate in an increasingly internationalised environment and are therefore affected by changes in that environment. Educational changes may include:

- Increasing competition
- Increasing student expectation
- Increasing student mobility

Engaging with internationalisation is important if universities want to:

- Attract top quality students
- Attract and retain top quality staff
- Attract research funding

It is also vital if we are to:

- Equip our students and staff with the knowledge, skills and understanding to enable them to interact with, and make an effective contribution to, an increasingly globalised world

Internationalisation and The University of Alicante



The University has been international in its mission and outlook since it was granted its Charter . Currently we have:

- Over 1000 international students
- An important of our academic staff from overseas
- A strong international academic profile
- A significant percentage of international funding
- A wealth of active and successful international partnerships

The International Strategy and action plan at Alicante provides a strategic Framework to support and enhance our international activities. An International Board has been created to oversee the international portfolio and a vice rector for International Relations has been appointed to direct, co-ordinate and monitor implementation.

The International Strategy: *Aim*



A key goal of the University is to:

- be internationally recognised as among the world's best universities, building on its current excellence in research and learning across a wide range of disciplines

The overarching aim of the International Strategy is to support that goal. The Strategy takes:

- An integrated approach, touching all aspects of the University's life, enhancing our competitiveness in the international market, and identifying our priorities in the international arena

The International Strategy: *Sections*



The Strategy is divided into seven **sections**:

- International Policy
- Cooperation for Development
- Fundraising
- Human Capacity
- *Governance, management and organisation*
- Communication and marketing
- Languages

The Strategy sets out a number of **goals within each area.**

International Policy



- Support and promote the internationalization of the UA
 - 1 . To consolidate and to forge ties with the most relevant institutions.
 - 2 . External promotion.
- Improve quality and increase the international mobility
 1. Increasing the mobility of UA members based quality criteria.
 2. Increase the number of foreign students

International Cooperation for Development



- Improve and enhance human capacity development projects in countries with low incomes according to the Millennium Development Goals
 1. Implement methodologies and tools for development cooperation projects according to the criteria set by the European Union.
 2. Foster activities dealing with economic growth and social development of Low-income economies .
- Promoting cultural understanding and solidarity values
 1. Awareness initiatives.
 2. Promote education for development concepts (within and outside the UA).

Fundraising



- Increase funding to carry out the measures envisaged in the strategic plan
 1. Increase the funding coming from existing sources.
 2. Access to new sources of funding.

Human Capacity



- Having skilled and experienced staff international activities implementation
 1. To Adjust the size and composition of teams of people involved in international management in all areas and units.
 2. To Establish a training program for the acquisition of knowledge and skills necessary for carrying out the international activities
- Ensure the motivation of the staff
 1. Establish mechanisms for professional recognition.

Governance, management and organisation



- To establish an effective and consultative management structure to oversee the implementation of the Strategy
- To develop a coherent and agreed Action Plan
- To embed international activities and agendas in other strategies and activities
- To support the work of the International Board by providing appropriate and timely information on the breadth of existing activity through a comprehensive inventory of activity

Communication and marketing



- Improving communication and visibility of the University
 1. Projecting international image of the UA as a example of quality and excellence.
 2. To introduce UA as an institution committed to the universal values of international cooperation.

Languages



- Provide the university community of languages and skills necessary to perform their tasks in other languages
 1. Targeted training for University staff and students in English and other languages.
 2. Promote and support professional use of English and other languages.

Conclusion



- An Action Plan has been produced, by the Vice Rectorate of International relations, in consultation with staff and students from across the campus. Priority actions, target timeframes and performance indicators have been identified, as have key members of staff who will have responsibility for driving forward the agenda in their respective areas.
- This is very much the beginning. Both the International Strategy and its Action Plan need to be seen as evolving documents. Successful internationalisation is not simply a matter of promoting and developing income-generating opportunities. It is about preparing and enabling us all to become more effective global citizens.

Final thought



We are ALL international