

by Elaina Loveland

## Branching Out

**H**AS YOUR UNIVERSITY jumped on the branch campus bandwagon?

In an increasingly globalized world, it's no surprise that as economies and corporations have been extending their reach across borders, universities are, too. For the past decade or so, branch campuses have been growing in popularity. In 2009 the Observatory on Borderless Higher Education estimated 162 branch campuses worldwide (78 of those being branch campuses established by U.S. institutions), which represented a 43 percent increase from just three years prior. As recently two months ago, Carnegie Mellon announced it is starting a branch campus in Rwanda. Also, in September, two Missouri institutions—the University of Missouri at St. Louis and the Missouri University of Science and Technology—announced plans to work with Tianfu College to create a new university in Chengdu, China. Branch campuses appear to continue to be all the rage. But what are the realities?

*International Educator (IE)* first reported on the branch campus phenomenon in 2006. Five years later, *IE* is now revisiting the topic to investigate if branch campuses are still on the rise—and for branch campuses that have been launched, *IE* asks the question, “How successful they have been? And what have been the challenges?” It seems that there is no magic formula to starting and sustaining branch campuses. In our cover story, “Cultivating Branch Campuses,” by Alan Dessoif includes examples of the longest-running U.S. branch campus in Japan, an overview of a couple of branch campuses that have recently been opened, and unforeseen challenges that one branch campus faced in the midst of the global economic crisis that even the most thorough planning could not anticipate.

Branch campuses are only one example of global interconnectedness happening in international higher education today. Another way to extend a university's reach across borders is through partnerships with foreign universities, which is the focus of the feature “India Opens Its Doors—Cautiously” in this issue. As one of the emerging economic powerhouses in the world—with a fast-growing college population—India seems ripe with opportunity. Although India doesn't welcome branch campuses (for now), many Indian higher education institutions welcome partnerships with foreign universities through joint-, dual- and twinning-degree programs. With a shortage of faculty and the increasing demand for higher education among the college-age population in India, universities around the world—such as those in Germany, the UK, and the United States, to name a few—are partnering with Indian institutions to help provide higher education opportunities to Indian students. **IE**

### EDITORIAL ADVISORY BOARD

**J. Michael Adams**  
Fairleigh Dickinson University  
**Cheryl Darrup-Boychuck**  
USJournal of Academics  
**Stephen C. Dunnett**  
University at Buffalo-SUNY  
**Everett Egginton**  
New Mexico State University  
**Anthony Jewett**  
Bardoll Global  
**Patricia I. Jones**  
Western Illinois University  
**Paul J. McVeigh**  
Northern Virginia Community College  
**Susan Buck Sutton**  
Bryn Mawr College  
**Susan Thompson**  
University of Nevada-Las Vegas

### EDITORIAL STAFF

**Marlene Johnson**  
Executive Publisher  
**Christopher Murphy**  
Publisher  
**Elaina Loveland**  
Editor-in-Chief  
**Lisa Schock**  
In Brief Editor  
**Cheryl D. Collins**  
Production Manager  
**BonoTom Studio, Inc.**  
Publication Design and Production

### ADVERTISING SALES REPRESENTATIVE

**Scott Oser**  
NAFSA  
1307 New York Avenue, NW  
Eighth Floor  
Washington, DC 20005  
PH: 301.279.0468  
FX: 202.737.3657  
scotto@nafsa.org

### STAFF EDITORIAL TEAM

**Frank Doyle**  
Communications and Engagement Services  
**Judy Judd-Price**  
Professional Development Services  
**Ursula Oaks**  
Media Relations  
**Betty Soppelsa**  
Conferences and Meetings  
**Robert Stableski**  
Planning and Services Development  
**Jill Welch**  
Public Policy

### NAFSA BOARD OF DIRECTORS

#### PRESIDENT AND CHAIR

**Meredith M. McQuaid**  
University of Minnesota

#### VICE PRESIDENT, EDUCATION AND PROFESSIONAL DEVELOPMENT

**Mary H. Reeves**  
Commission on English Language Program Accreditation

#### VICE PRESIDENT, MEMBER RELATIONS

**Susan M. Thompson**  
University of Nevada, Las Vegas

#### VICE PRESIDENT, PUBLIC POLICY AND PRACTICE

**Sherif Barsoum**  
Vanderbilt University

#### TREASURER

**Peter M. Robinson**  
U.S. Council for International Business

#### SECRETARY

**Bonnie Bissonette**  
Northcentral Technical College

### MEMBERS AT LARGE

**Fanta Aw**  
American University  
**Charles A. S. Bankart**  
University of Kansas  
**Lars Heikensten**  
Nobel Foundation  
**Francisco Marmolejo**  
Consortium for North American Higher Education Collaboration  
**Mora McLean**  
Africa-America Institute  
**Jody K. Olsen**  
University of Maryland School of Social Work  
**Joy Olson**  
Washington Office on Latin America  
**Kavita Pandit**  
University of Georgia  
**Jem Spectar**  
University of Pittsburgh at Johnstown  
**Christopher J. Viers**  
Indiana University  
**Chunsheng Zhang**  
University of North Alabama

### EX-OFFICIO

**Marlene Johnson**  
Executive Director and CEO  
NAFSA: Association of International Educators

### DISTINGUISHED SENIOR FELLOW

Hon. Richard W. Riley

NAFSA

Association of  
International Educators

Opinions expressed by contributors are their own and do not necessarily reflect the position of NAFSA: Association of International Educators. *International Educator* accepts no responsibility for the accuracy of information contained in advertisements.

**To submit a manuscript to *International Educator*:** A full description of format requirements and author guidelines can be found at [www.nafsa.org](http://www.nafsa.org). E-mail inquiries may be sent to [publications@nafsa.org](mailto:publications@nafsa.org).

*International Educator* is published bimonthly by NAFSA: Association of International Educators, 1307 New York Avenue, NW, Eighth Floor, Washington, D.C. 20005-4701 USA.

Phone: 202.737.3699; Fax: 202.737.3657; [inbox@nafsa.org](mailto:inbox@nafsa.org); [www.nafsa.org](http://www.nafsa.org)

Periodicals postage paid at Washington, D.C., and additional mailing offices.

ISSN 1059-4221

**Subscription rates:** NAFSA members receive *International Educator* as a benefit of membership. Nonmember subscriptions are \$39 per year (5 issues at the cover price and 1 free) in the United States. Nonmember subscriptions outside the United States are \$53 in Canada and Mexico and \$70 elsewhere in the world. Subscriptions are payable in U.S. dollars drawn on a U.S. bank, or by Visa, Mastercard, or American Express. Single issues: \$7, plus shipping and handling. To subscribe, call 1.866.538.1927 or 1.240.646.7036. Copyright ©2011 by NAFSA: Association of International Educators. All rights reserved. Postmaster: Send address changes to *International Educator*, 1307 New York Avenue, NW, Washington, D.C. 20005 USA.

