

NAFSA REGIONAL
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**A Recipe for Strategic
Partnerships: *How to
Maximize Impact on
Your Campus***



VANDERBILT
UNIVERSITY

Introductions

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Vanderbilt University

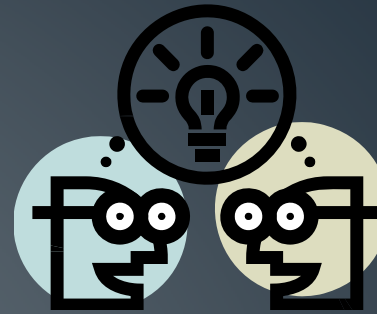
- Private, research I university
- Located in Nashville, TN
- UG: 6,800 Grad: 6,000 (12,800 total)
- International Students: over 1250 (97 countries)

Key Questions for today:

- ◎ What are the necessary ingredients to build strategic partnerships?
- ◎ What are the obstacles and opportunities that exist?
- ◎ What can I do to promote international partnerships?



Brainstorming



- Define a successful international partnership or collaboration on your campus.
- What elements make this partnership/collaboration successful?

Defining 'Strategic' Partnership

- Grounded in institutional mission and vision
- Breadth of impact – interdisciplinary, issue-based
- Depth of impact – simple to complex interactions
- Faculty/student support
- Demonstrable mutual benefit and realistic goals
- Sustainability



CASE STUDY #1: Univ. of São Paulo

- Strengths
 - Research commitment
 - “good fit”
 - funding
- Opportunities
 - Mobility
 - Breadth of impact on both campuses



CASE STUDY #2: Queen's University Belfast

- Strengths
 - Builds on community relationship
 - “good fit”
 - Personal commitment
- Opportunities
 - Mobility
 - Funding



CASE STUDY #3: Fudan University

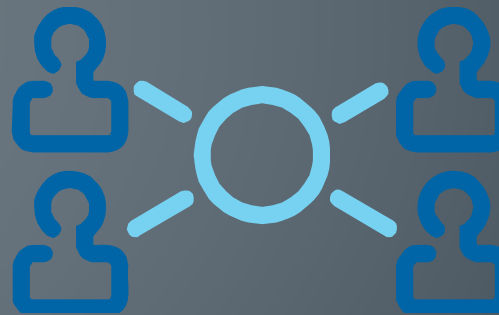
- Strengths
 - Peer institution
 - Graduate mobility
- Challenges
 - Weak personal relationship
 - Lack of breadth
 - Not a good fit
- Opportunities



RECIPE FOR PARTNERSHIP DEVELOPMENT

▶ INTERNATIONAL
STRATEGY

▶ SUPPORT &
BUDGET



▶ LEADERSHIP

▶ SUSTAINABILITY

INTERNATIONAL STRATEGY

- Ensures partnerships are aligned with core institutional activities and priorities
- Provides a framework for development
- International strategy impacts curriculum, faculty recruitment, development and rewards, study abroad, recruitment of and services for international services, and partnerships

LEADERSHIP

- Chief international officer and chief academic officer
 - Negotiator, resource & champion
- Faculty
 - Originators & participants
- International office
 - Coordinate, facilitate & assess

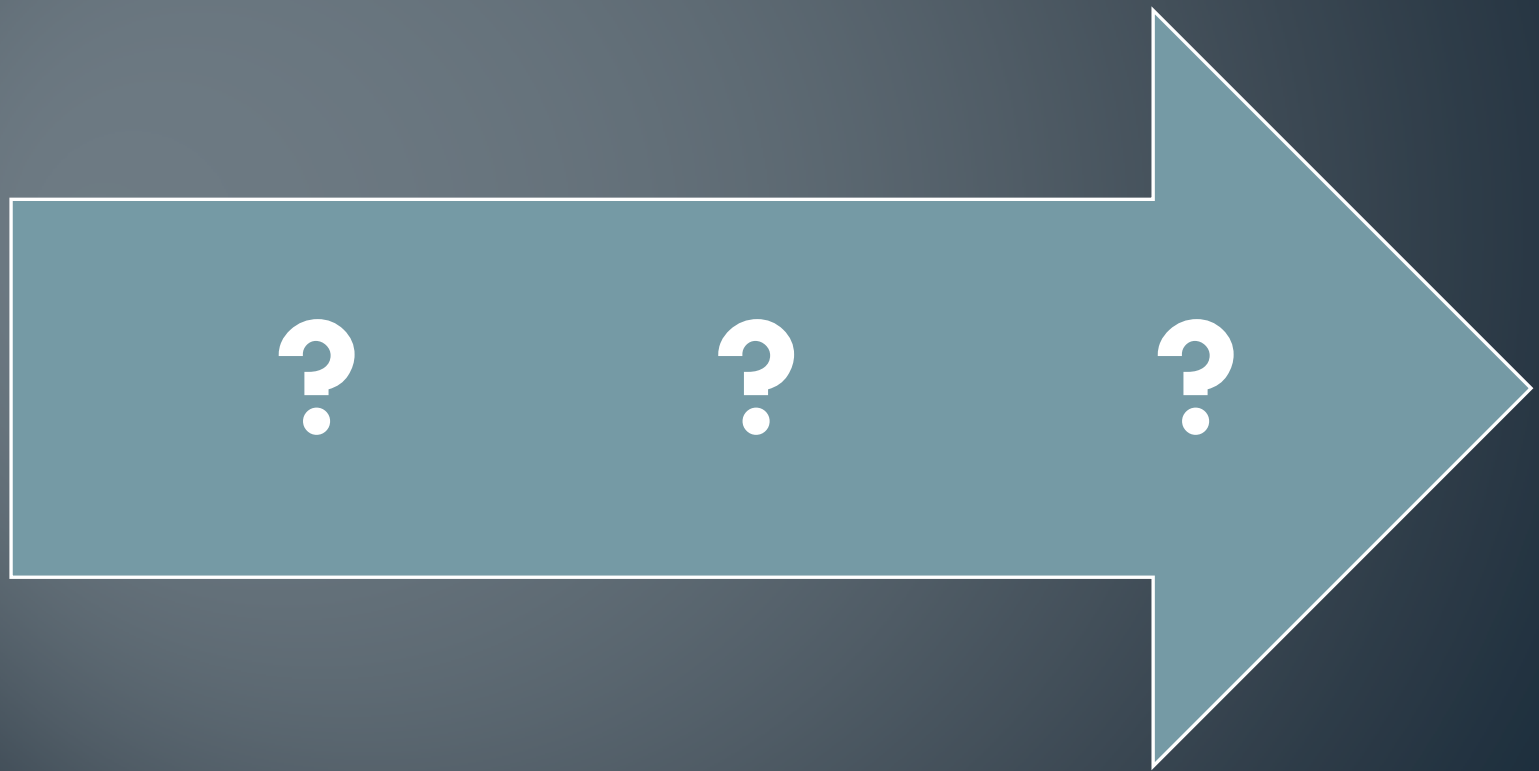
SUPPORT AND BUDGET

- Resources (both sides)
 - Staff support
 - Faculty support
 - Financial support
- International office (both sides)

SUSTAINABILITY

- Partnership continually meets both institutions needs
- Not dependent upon one person to drive relationship
- Not dependent upon one funding source for continuation
- Multidisciplinary in scope and broad-based appeal

Where do I start?



DEVELOPING STRATEGIC PARTNERSHIPS

- BEGIN SMALL
 - [Assess/catalogue international activities on your campus](#)
 - Assess/catalogue specific obstacles to internationalization
- GARNER SUPPORT
 - Become a resource to campus constituents
 - Engage your partner to brainstorm possibilities
- Rethink the function/and or structure (or help rethink it)
 - [International strategy development](#)
 - Faculty engagement
 - Knowledge re: external funding opportunities
 - <http://www.acenet.edu/news-room/Documents/AppendixC-editKK-Final-UpdatedMay09.pdf>

ASSESS WHAT YOU HAVE...

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Profiles

AADS 235: African Spirits in Exile: Diaspora Religions in the Americas

Use of anthropology, folklore, history, and literature to examine the history of Haitian Vodun, Cuban Santeria, Brazilian Candomblé, New Orleans Voodoo, and Trinidadian Orisha worship. Comparisons with Black Christian traditions and supernatural beliefs b

Activity Type:

- International Courses

<https://virg.vanderbilt.edu/WebTools/VIO/Home.aspx>

EXAMPLES: PARTNERSHIP ACTIVITIES

- Mobility via courses, work in labs, internships, services learning
- 2 +1 programs
- Tailored study abroad – short term or long, developed specifically for partner
- Collaborative teaching, joined by virtual classroom through videoconferencing, email, web; cd's of teaching modules
- Joint courses, degrees, certificates
- Faculty exchanges; 1:1 research collaboration; jointly sponsored publications
- Faculty, staff development (workshops, seminars, etc)
- Collaborating on non-credit activities – film series, performances, etc.
- Sharing of library resources
- Hosting alumni tours or other stakeholders
- Admissions collaborations

EXAMPLES: PARTNERSHIP PROGRAMS & POLICIES

International Partnerships: Guidelines For Colleges And Universities (2008) ACE

<http://www.acenet.edu/news-room/Pages/International-Partnerships-Guidelines-Colleges-Universities.aspx>

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- Olson, C. L., Evans, R., & Shoenberg, R. F. (2007). *At home in the world: Bridging the gap between internationalization and multicultural education*. Washington, DC: American Council on Education.
- Stearns, P. N. (2009). *Educating global citizens in colleges and universities: Challenges and opportunities*. New York: Routledge.
- Sutton, S. B., & Obst, D. (2011). *Developing strategic international partnerships: Models for initiating and sustaining innovative institutional linkages*. New York: The Institute of International Education.
- Van de Water, J., Green, M. F., & Koch, K. (2008). *International partnerships: Guidelines for colleges and universities*. Washington, DC: American Council on Education.
- **Publications of Interest**
- *Internationalizing the Campus: Profiles of Success at Colleges and Universities*: NAFSA
- *Journal of Studies in International Education*: Association for Studies in International Education (ASIE)

THANK YOU!

- Questions?

