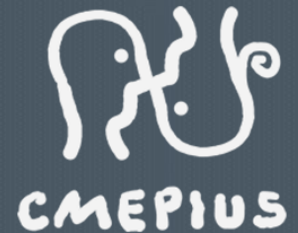


Study in Slovenia

Developing an Effective Recruitment Strategy for American Students

Susan E. Bender, Ph.D.
International Education Consultant

Anthony C. Ogden, Ph.D.
University of Wyoming



Introductions & Workshop Overview

International Education Consultant

- Three decades experience in international education administration
- Recently published a chapter in *Leading Internationalization: A Handbook for International Education Leaders* (2018)
- Lives in Idaho and Oregon, USA



Susan E. Bender, Ph.D.

Introductions & Workshop Overview



Anthony C. Ogden, Ph.D.

Scholar-Practitioner of International Higher Education

- 25+ years experience in int'l higher education
- M.A. and Ph.D. in int'l and comparative higher education
- Associate Vice Provost for Global Engagement at the University of Wyoming
- Research agenda on int'l higher education, targeting education abroad.

Introductions & Workshop Overview

*U.S. Higher Educ. &
Comprehensive
Internationalization*

*Overview of U.S.
Education Abroad*

*Emerging Trends in
U.S. Education
Abroad*

*Navigating the U.S.
Professional
Landscape*

*Evaluating
Slovenian Higher
Education*

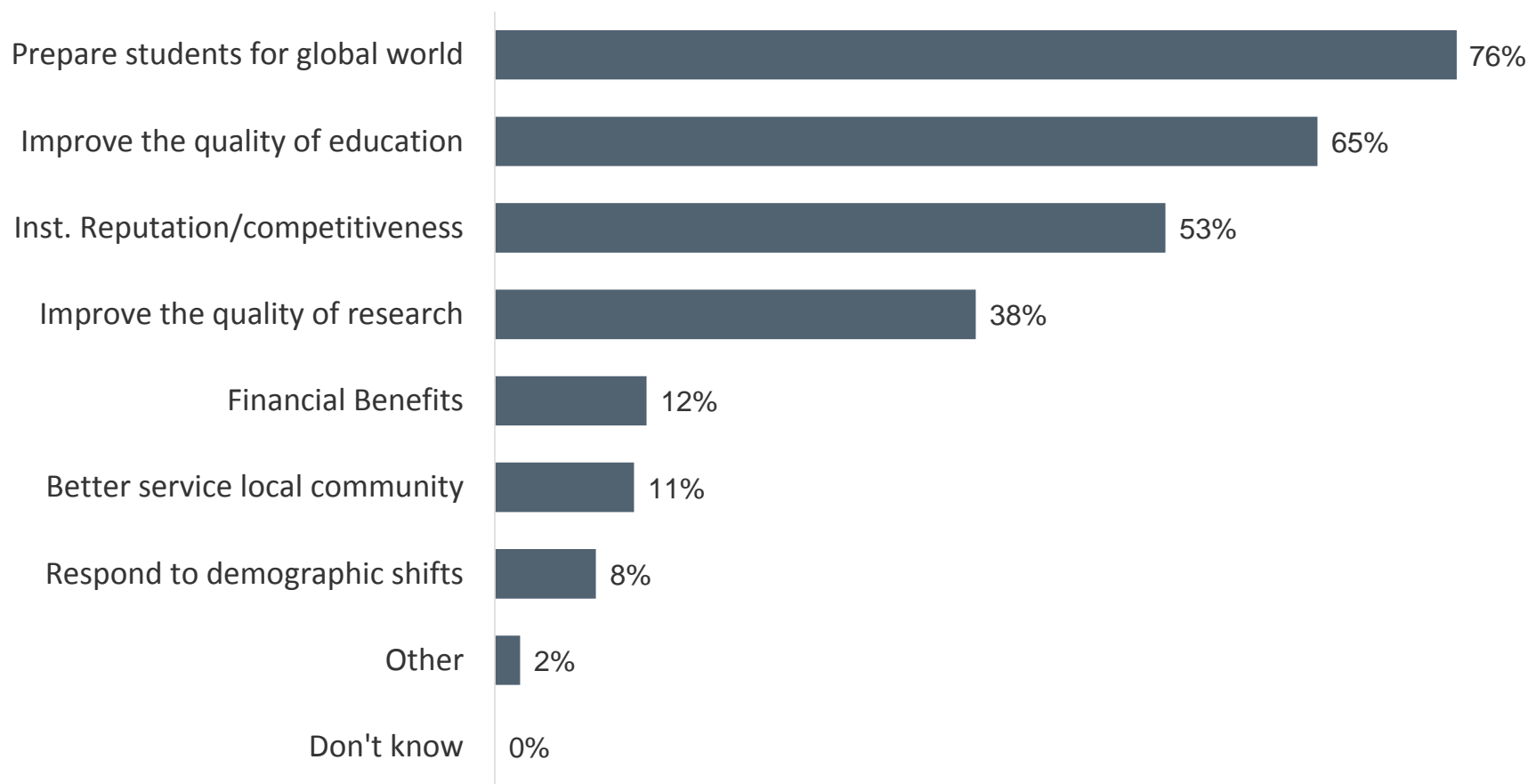
*Strategies & Best
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Education Abroad*

Introductions & Workshop Overview



*What are the main
goals for
internationalization
here at this
University?*

What are your main goals for internationalization?

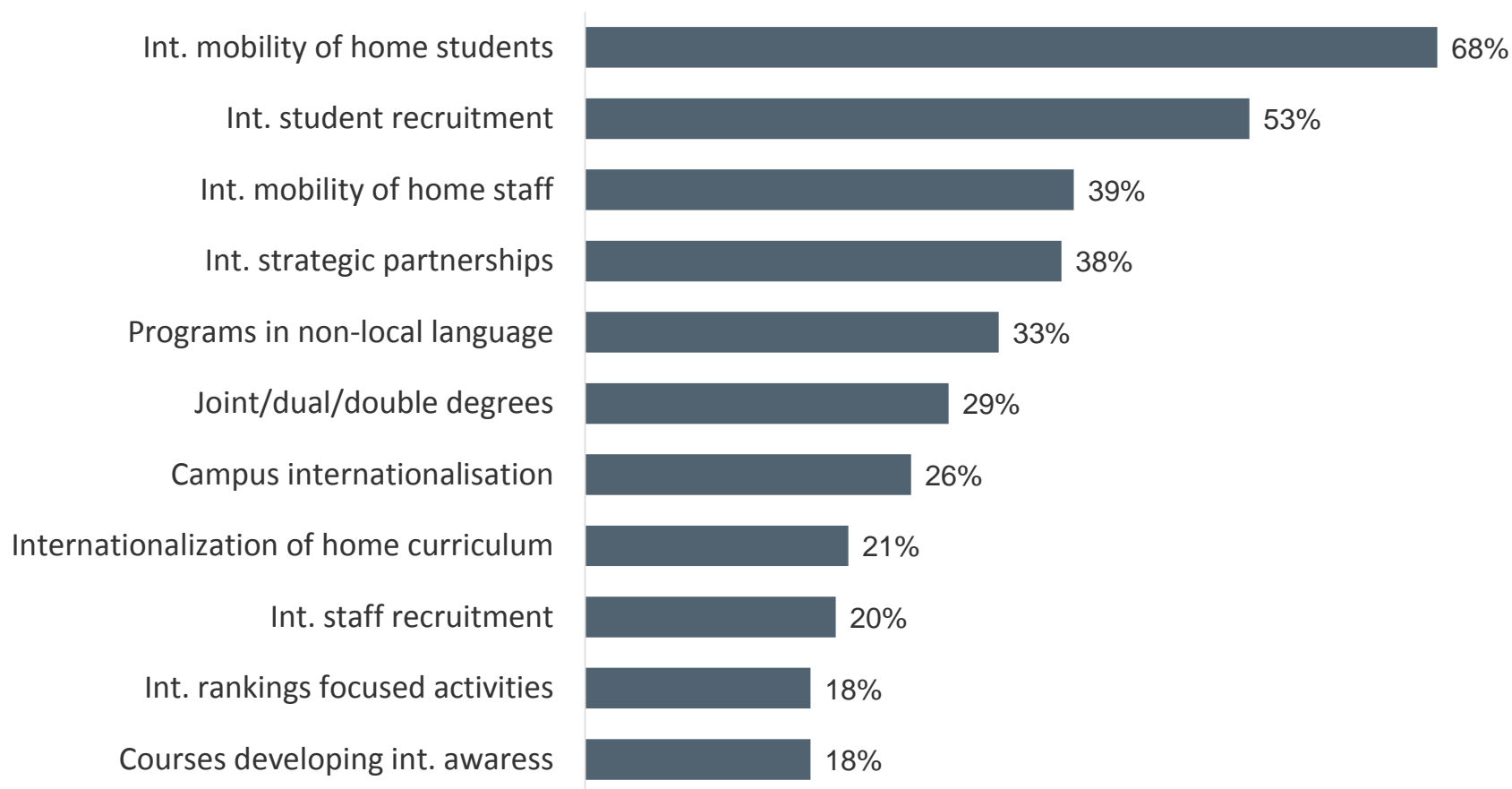


Introductions & Workshop Overview



*What
internationalization
activities are being
prioritized here?*

What internationalization activities are being prioritized?



Introductions & Workshop Overview



*What are your
goals for
today?*

Workshop Overview

*U.S. Higher Educ. &
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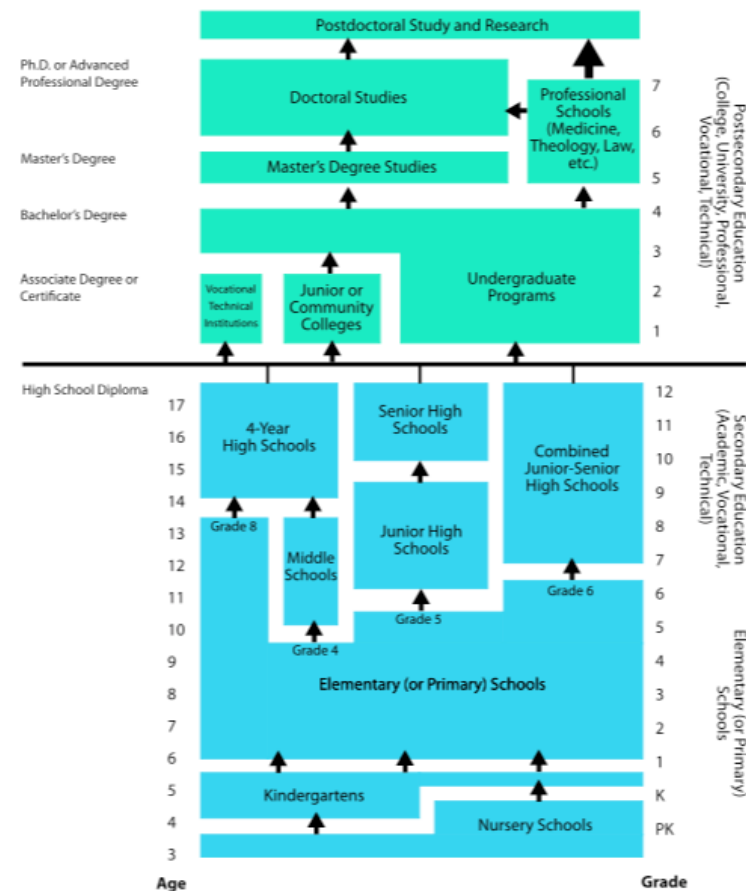
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Overview of U.S. Higher Education

U.S. higher Education:

- Education is varied – public and private
- Decentralized – each state sets overall standards, but there are standardized tests kindergarten-12th grade
- Postsecondary Education – or higher education, at the first level includes vocational education, associate's degree (community colleges) and bachelor's degrees (colleges and universities), master's degree, Ph.D. degree, or professional schools (medicine or law)



Overview of U.S. Higher Education

U.S. Higher – Postsecondary Education:

- Higher education is tertiary education leading to an academic degree or certificate – also known as post-secondary education
- After high school (grade 12), students can enter vocational training (apprenticeship/technical training), a community college (2-year associate's degree), or a college, university, or institute of technology for a 4-year bachelor's degree
- After completing a bachelor's degree, one can advance to a professional school (business, medicine, or law) or a graduate degree
- Generally, after a master's degree, one can advance to a doctorate program (Ph.D.) – it is also possible, in some instances, to move directly from a bachelor's degree to a doctoral program

Overview of Higher Education in the U.S.

Semester System

Fall Semester late August to December

Spring Semester January to mid-May

Quarter System

Fall Quarter late September to December

Winter Quarter January to March

Spring Quarter late March to mid-June

Summer Session

Summer sessions range from 4 to 8 weeks, starting in late May for Semester systems and late June for Quarter systems

Overview of U.S. Higher Education

Carnegie Classification of Institutions of Higher Education:

- The Carnegie Classification provides a framework for classifying and recognizing the diversity of colleges and universities in the U.S. that includes the following:
 - Doctorate-granting universities
 - Master's-granting colleges and universities
 - Baccalaureate-granting colleges
 - Associates-degree-granting colleges (generally community colleges)
 - Special focus institutions
 - Tribal colleges

Overview of U.S. Higher Education

Carnegie Classification of Institutions of Higher Education:

- **Doctoral Universities** – the first two categories include institutions that awarded at least 20 research/scholarship doctoral degrees and had at least \$5 million in total research expenditures
 - R1 – Very high research activity
 - R2 – High research activity
 - D/PU – Doctoral/Professional Universities
- **Master's Colleges and Universities** – includes institutions that have awarded at least 50 master's degrees and fewer than 20 Ph.D. degrees.
 - M1 – Larger programs
 - M2 – Medium programs
 - M3 – Smaller programs

Overview of U.S. Higher Education

Carnegie Classification of Institutions of Higher Education:

- **Baccalaureate Programs** – includes institutions where baccalaureate or higher degrees represent at least 50% of all degrees but fewer than 50 Master's or 20 doctoral degrees are awarded each year
 - Arts and Science Focus
 - Diverse Fields
- **Baccalaureate/Associate Programs** – has at least one Baccalaureate program but more than 50% of degrees are Associate
 - Mixed Baccalaureate/Associate Colleges
 - Associates Dominant

Overview of U.S. Higher Education

Carnegie Classification of Institutions of Higher Education:

- **Associate Collages** – institutions where the highest degree offered is the Associate's degree. Institutions are sorted into nine categories based on the intersection of two factors: disciplinary focus (transfer, career, and technical) and dominant student type (traditional, non-traditional, or mixed)
 - High Transfer – High Traditional
 - High Transfer – Mixed Traditional/Nontraditional
 - High Transfer – High Nontraditional
 - Mixed Transfer – (traditional, mixed, nontraditional)
 - High Career and Technical (traditional, mixed, and nontraditional)

Introduction to Comprehensive Internationalization

Articulated
Institutional
Commitment

Administrative
Leadership,
Structure, &
Staffing

Curriculum, Co-
Curriculum, and
Learning Outcomes

Faculty Policies &
Practices

Student
Mobility

Collaboration &
Partnerships



Comprehensive internationalization

Introduction to Comprehensive Internationalization

NAFSA Competencies:

- Advocacy for comprehensive internationalization
- International partnerships
- Internationalization at home (curricular and co-curricular)
- Mitigating organizational liability
- Planning for comprehensive internationalization
- Sustaining internationalization



Introduction to Comprehensive Internationalization

Rationale

How does CI align with the mission of the institution?

How will CI support the colleges in reaching their international goals?

Strategy

What activities or initiatives have been prioritized at the institution?

What metrics are being used to track the outputs and outcomes of CI?

Resources

How have you invested in comprehensive internationalization (e.g., infrastructure, prof. develop., etc.)?

Are resources being maximized and used consistently?

Introduction to Comprehensive Internationalization

Why should the university
further internationalize?
What are the motivations to
internationalize?

What are
some of the
barriers &
challenges?

What are
some
successful
strategies?

Is comprehensive
internationalization
perceived as the
goal or is it a means
to advance other
goals?

Workshop Overview

*U.S. Higher Educ. &
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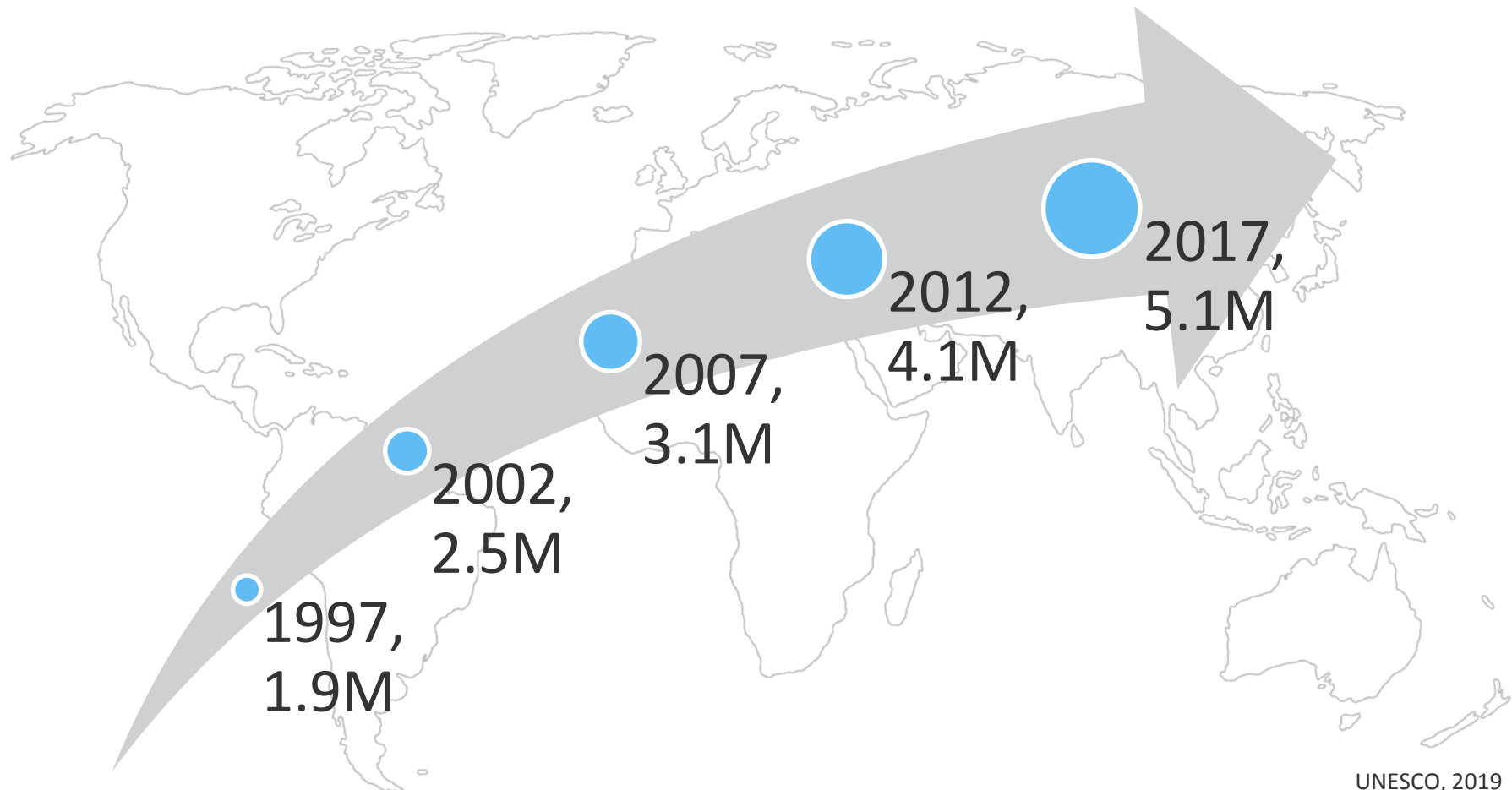
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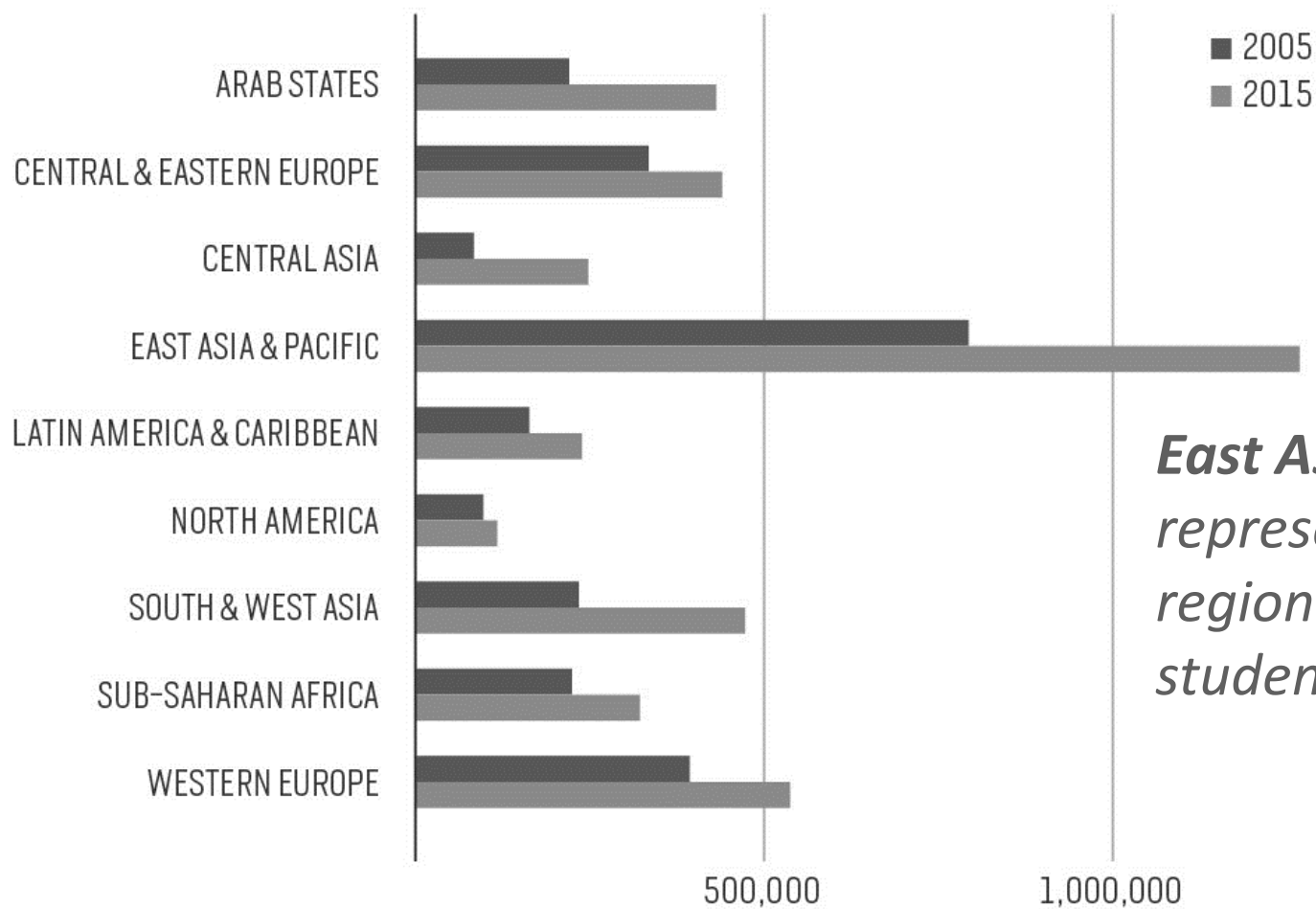
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Overview of U.S. Education Abroad



Overview of U.S. Education Abroad



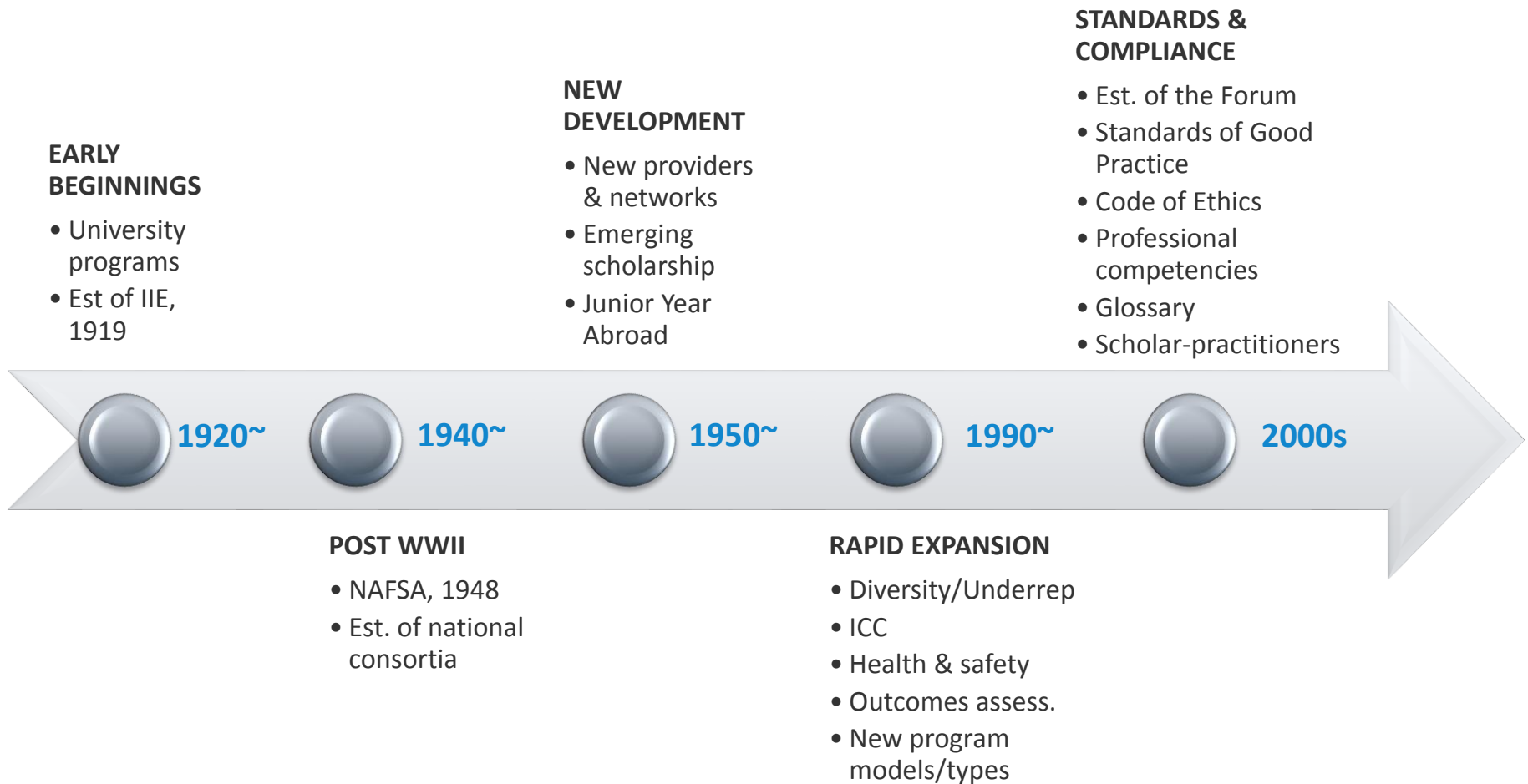
East Asia & the Pacific represent the largest region for outbound student mobility.

Overview of U.S. Education Abroad

University of Delaware 1920s



Overview of U.S. Education Abroad



Overview of U.S. Education Abroad



Overview of U.S. Education Abroad



*What is the
purpose or
rationale for
education
abroad?*

Overview of U.S. Education Abroad



Overview of U.S. Education Abroad



*Intercultural
Competency
Development*



*Language
Acquisition &
Cultural
Knowledge*



*Academic
Engagement
& Primary
Learning*



*Experiential
Learning*

Student Career Development

Overview of U.S. Education Abroad

Political

- Relates to issues of foreign policy, national security, peace and mutual understanding, etc.

Economic

- Relates to issues of economic growth and competitiveness, workforce development, the labor market, etc.

Cultural & Social

- Relates to mutual understanding, global citizenship, international and community engagement, etc.

Academic

- Relates to institutional reputation & standing, comparative student outcomes measures, student success metrics, etc.

Overview of U.S. Education Abroad

Political

- Increased global competition
- Importance of critical needs languages
- Demand for international knowledge and experience
- China & the Middle East strategy

Economic

- Economic impact of student mobility on U.S. economy
- Workforce development
- Career readiness
- Employer expectations
- Institutional risk mgmt.

Cultural & Social

- ICC
- Graduate global citizens
- Community engagement
- Social media and emerging technology
- Community-engaged learning
- Perceptions of health & safety

Academic

- World university rankings
- Retention & graduation rates
- Curriculum integration
- Faculty engagement
- Accreditation oversight

Overview of U.S. Education Abroad

Within these four key drivers, what are some of the major issues shaping international education in Slovenia?



Political

Economic

*Cultural
& Social*

Academic

Overview of U.S. Education Abroad

What does the future hold for U.S. education abroad?

What can Slovenia do to better positioned for enrollment growth?



Overview of U.S. Education Abroad

*Articulating the
value of
education abroad*

*Shifting emphasis
from “where” to
“what”*

*Diversification of
U.S. higher
education*

*Utilization of
technology*

*Utilization of
research*

Overview of U.S. Education Abroad

Articulating the Value

- How does your university articulate the value of hosting U.S. students to its key stakeholders?

Shifting Emphasis

- How is your university leveraging its disciplinary strengths to recruit U.S. students?

Diversification

- What strategies is your university leveraging to recruit diverse students populations?

Utilization of Technology

- What approaches are you exploring with regard to social media, educational delivery, enrollment management, etc?

Utilization of Research

- How is your university measuring outcomes? How does the existing literature inform your practice?

Workshop Overview

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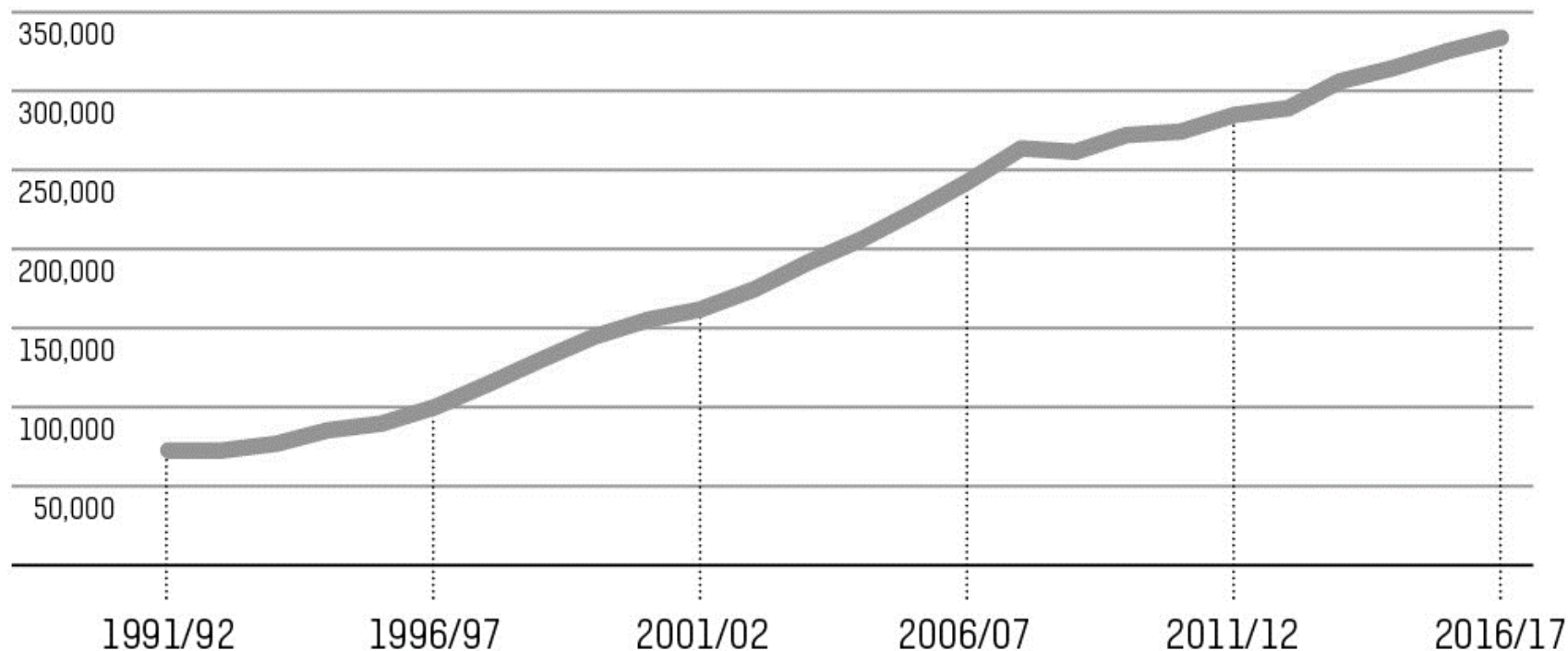
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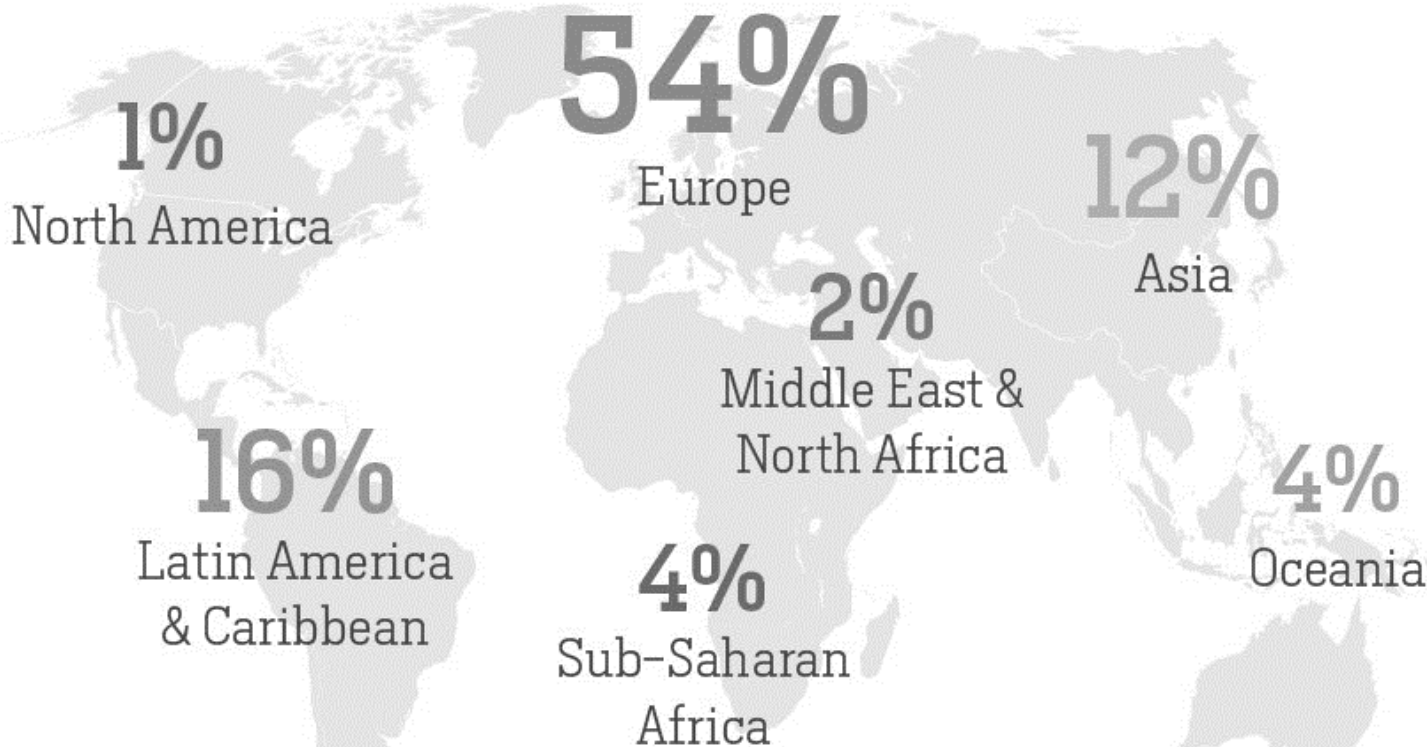
Emerging Trends in U.S. Education Abroad



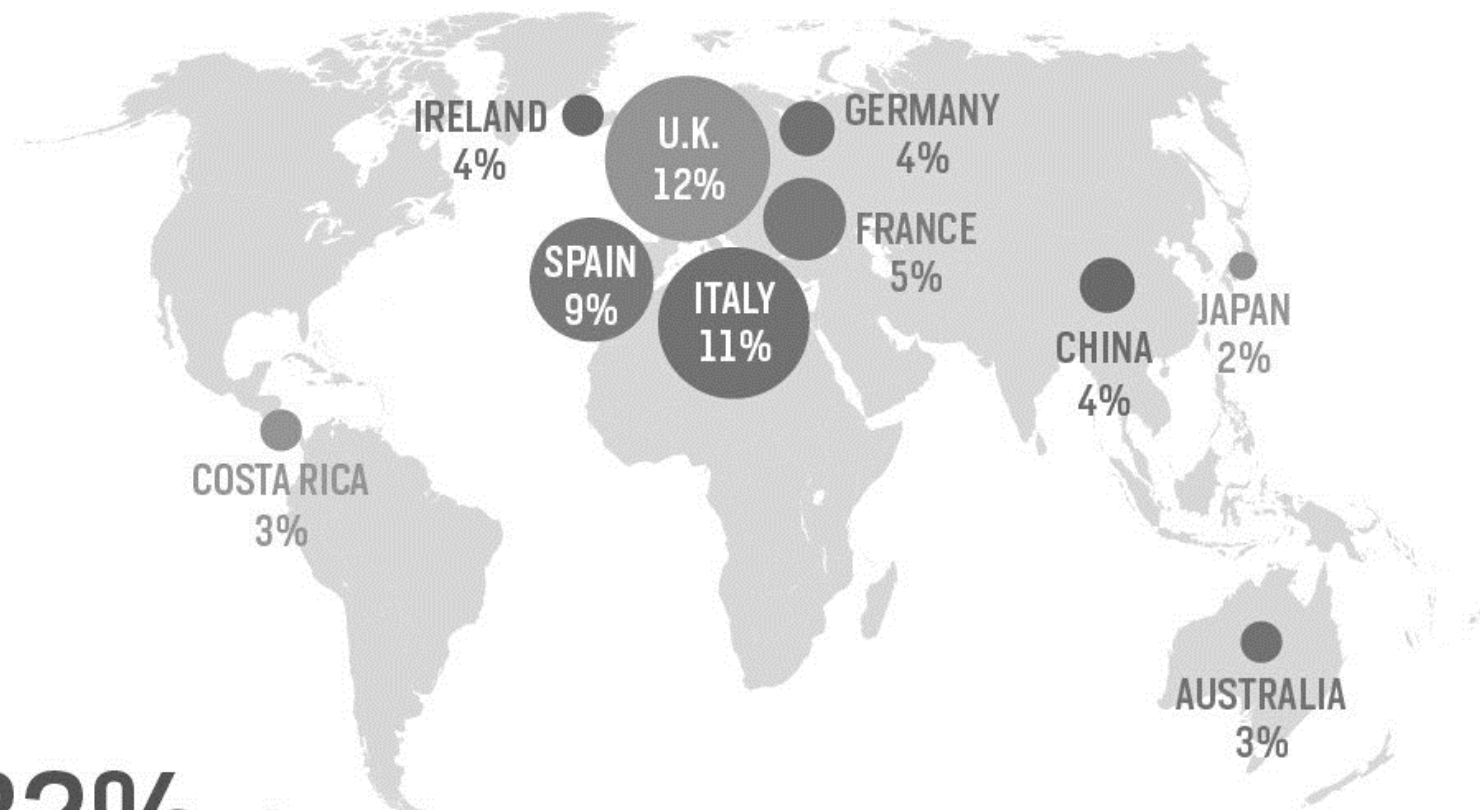
In 2016/17 there was **an increase of 2%** over the prior year in the number of U.S. students studying abroad.

Emerging Trends in U.S. Education Abroad

HOST REGIONS OF U.S. STUDY ABROAD STUDENTS



Emerging Trends in U.S. Education Abroad



32% of U.S. study abroad students
are hosted by the United Kingdom, Italy, and Spain.

Emerging Trends in U.S. Education Abroad

DURATION OF U.S. STUDY ABROAD

65%

short-term

summer, or eight weeks or less

33%

mid-length

one semester, or one or two quarters

2%

long-term

academic or calendar year

Emerging Trends in U.S. Education Abroad



STEM Fields

26%



Business

21%



Social Sciences

17%



Foreign Language &
International Studies

7%



Fine &
Applied Arts

6%

Emerging Trends in U.S. Education Abroad

*Strategic
Portfolio*

*Faculty
Engagement*

*Curriculum
Integration*

*Outputs &
Outcomes*

Emerging Trends in U.S. Education Abroad



Study
Abroad



Research
Abroad



Intern
Abroad



Service
Abroad



Teach
Abroad

A Range of High Impact Educational Experiences

Emerging Trends in U.S. Education Abroad

Faculty Directed



Should each department have their own program?

Exchange Programs



Who are your peer institutions in the US?

Consortia Programs



What educational consortia exist in Slovenia?

Direct Enrolment



How are you recruiting direct enrollment?

Provider Programs

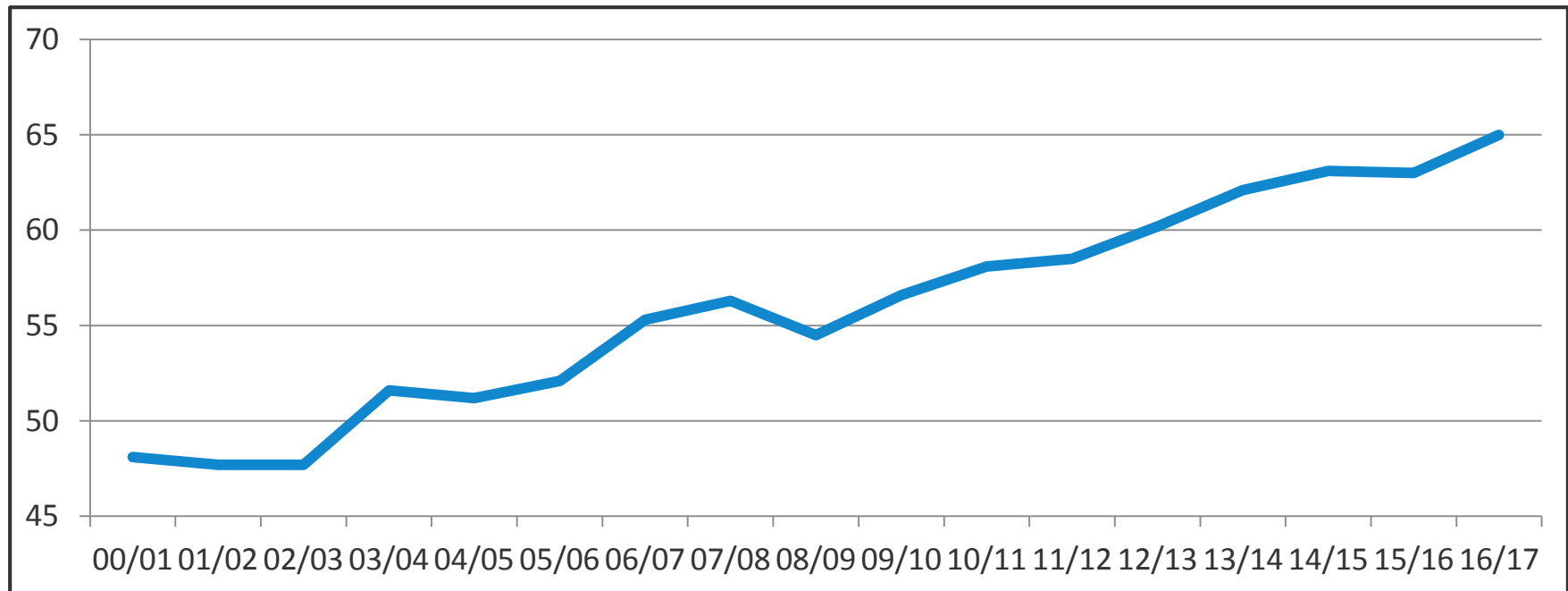


Are there providers with whom you can partner?



Emerging Trends in U.S. Education Abroad

Over 65% of all U.S. students participate in programs of less than 8 weeks.



The largest growth area today is in faculty-directed, education abroad programs.

Emerging Trends in U.S. Education Abroad



Natural Resources and Environmental Science
118 Ag. Science Bldg. North
University of Kentucky
Lexington, KY 40506
www2.ca.uky.edu/nres

Ms. Geri Philpott
Academic Coordinator for Natural Resources & Environmental Science
geri.philpott@uky.edu
(859) 257-2337

Education Abroad at UK
315 Bradley Hall
Lexington, KY 40506
www.uky.edu/educationabroad

(859) 257-4067
(859) 323-1026 (fax)

EducationAbroad@uky.edu

Education Abroad at the University of Kentucky

EA at UK

EDUCATION ABROAD PROGRAMS IN NATURAL RESOURCES & ENVIRONMENTAL SCIENCE

Education Abroad Programs for Students of Natural Resources & Environmental Science

Education Abroad at UK offers a variety of programs that allow you to study NRES in an international setting. Immerse yourself in another culture, expand your knowledge of the sciences, and explore what the world has to offer with any one of the exciting opportunities available to you!

Why study abroad?

Education abroad can help you...

- Experience natural resources and environmental science first-hand
- Globalize your world view
- Expand your intercultural understanding and problem-solving skills
- Prepare to work in an increasingly diverse and international workplace
- Gain new insight into the world and yourself
- Increase your language skills

As a student of NRES, the best way to increase your knowledge is to immerse yourself in various ecosystems and diverse environments. There is no substitute for the experience that a semester, year, summer, or winter abroad will give you.

Do I have to speak a foreign language to study abroad?

Absolutely not. There are plenty of NRES programs in English-speaking countries. Furthermore, students can find NRES classes taught in English in practically every country. Of course, there are also plenty of excellent programs for students who prefer to study in a foreign language.

Where can I study abroad?

Natural resources exist all over the planet, so NRES is clearly a global enterprise! From the tropics of Costa Rica and Thailand to Australia and Iceland, UK offers a wide range of programs that allow you to take NRES courses all over the world.

How can I afford to study abroad?

The Education Abroad office offers scholarships for students interested in studying abroad. These scholarships range from \$500-\$1,500. Stop by one of the information sessions on scholarships or visit the Education Abroad website for more information.

Additionally, most UK financial aid applies towards the cost of studying abroad! Check with your financial aid advisor for more information.

Finally, please note that there are several education abroad programs that are comparable to the cost of attending UK. So, with a little bit of planning, if you can afford to attend UK, you can afford to study abroad.

What are my next steps?

Attend a First Step Session.

Find out what you can study abroad and where, ask questions about the application process, financial aid and scholarships, etc. First Step Sessions are held on Mondays and Tuesdays from 4-5p.m. and Wednesdays and Thursdays from 3-4p.m. in 207 Bradley Hall.

Explore the programs available.

Search online or visit the Education Abroad Resource Center in 315 Bradley Hall.

Talk to an Education Abroad advisor.

Each Education Abroad at UK advisor has expertise in specific majors and geographic areas. Make an appointment.



Natural Resources and Environmental Science

Sample Semester Plan B

This is only a **SAMPLE** plan to show you what is possible.

Semester: Fall	Year: Freshman
Course Number & Title	Hours
UK CORE: GEN 100* (F)	3
UK 101, Section 101* (F)	1
UK CORE: CIS/WRD 110	3
UK CORE: MA 123 (or MA 109)	4 (3)
UK CORE: Global Dynamics Elective	3
Total Hours	14

Semester: Spring	Year: Freshman
Course Number & Title	Hours
UK CORE: CHE 105	4
UK CORE: CHE 111	1
UK CORE: CIS/WRD 111	3
UK CORE: STA 210	3
UK CORE: Social Sciences Elective	3
Total Hours	14

Semester: Fall	Year: Sophomore
Course Number & Title	Hours
BIO 148	3
GLY 220	4
FOR 230 (F)	3
NRE 301* (F)	3
UK CORE: Arts & Creativity Elective	3
Total Hours	16

Semester: Spring	Year: Sophomore
Course Number & Title	Hours
BIO 152	3
ECO 201	3
FOR 240 or PHI 336 (S)	2 (3)
NRE 355	3
NRE 381 (S)	3
Total Hours	14-15

Summer: NRE 320* (Su-May)	3
Total Hours	3

Semester: Fall	Year: Junior
Course Number & Title	Hours
STA 291	3
FOR 325 (F)	3
PLS 366	4
AEC 445G	3
UK CORE: Humanities Elective	3
Total Hours	16

Semester: Spring Abroad	Year: Junior
Course Number & Title	Hours
Study Abroad: ISP 599	1
Elective Credits abroad	6-8
ASDA or ESEA Elective taken abroad	3
ASDA or ESEA Elective taken abroad	3
Total Hours	13-15

Summer: NRE 395 or 399	3
Total Hours	3

Either of these can be taken during the semester or during the summer. They can be repeated for additional credit.

Semester: Fall	Year: Senior
Course Number & Title	Hours
FOR 340 (F)	4
FOR 460G or GLY 385 (F)	3 (4)
ASDA or ESEA Elective	3
ASDA or ESEA Elective	3
Total Hours	13-14

Semester: Spring	Year: Senior
Course Number & Title	Hours
AEC 424	3
NRE 471* (S)	4
ASDA or ESEA Elective	3
ASDA or ESEA Elective	3
Total Hours	13

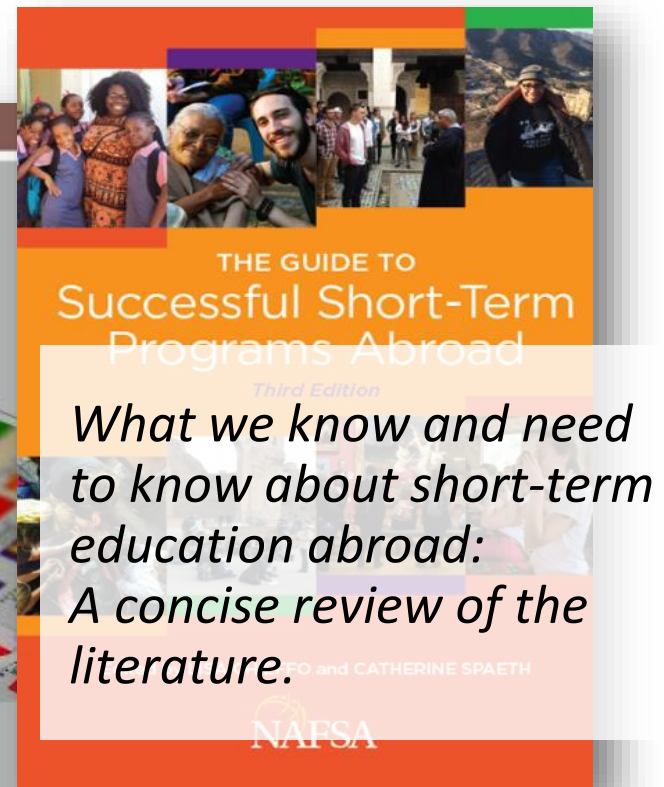
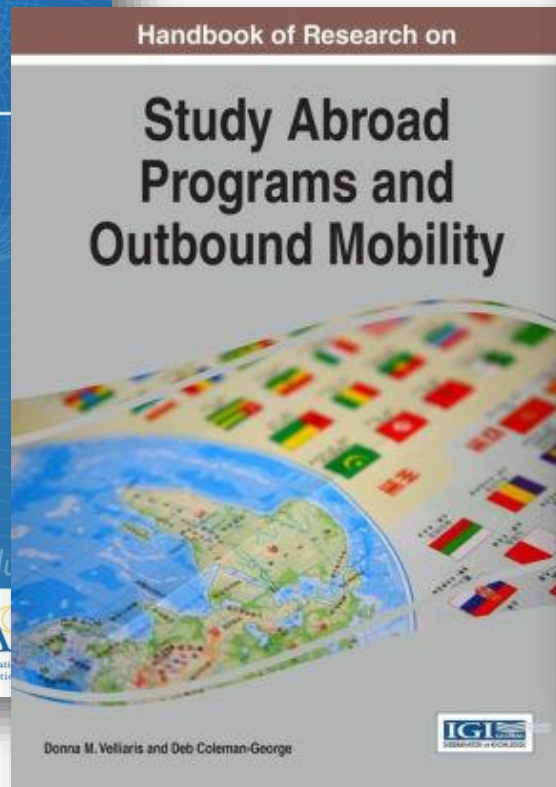
Emerging Trends in U.S. Education Abroad

Is education abroad about experience or...



Outcomes?

Emerging Trends in U.S. Education Abroad



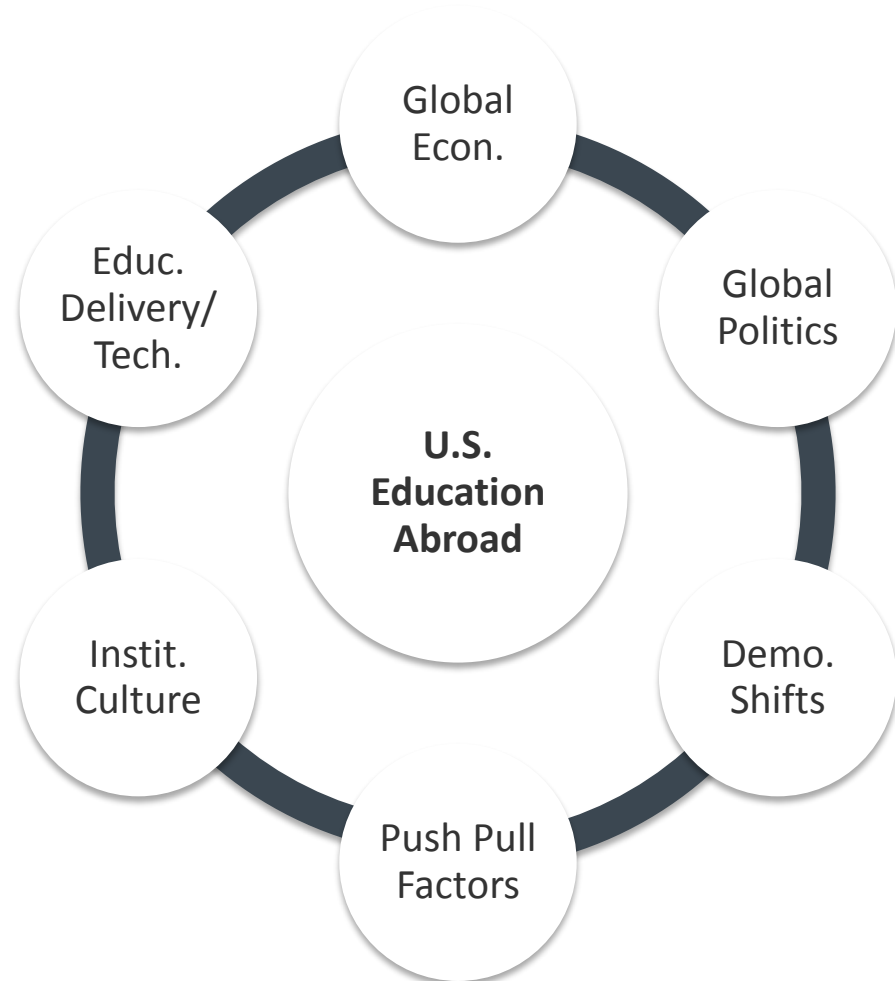
Emerging Trends in U.S. Education Abroad



*What contextual
factors may
influence the future
of U.S. education
abroad?*

Emerging Trends in U.S. Education Abroad

A range of contextual factors that may influence the future.



Networking Lunch



Overview

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Navigating the U.S. Professional Landscape

NAFSA: Association of International Educators

www.nafsa.org

- NAFSA: Association of International Educators is the world's largest nonprofit association dedicated to international education and exchange. NAFSA's 10,000 members are located at more than 3,500 institutions worldwide, in over 150 countries.
- NAFSA is “the leading organization committed to international education and exchange, working to advance policies and practices that build global citizens with the knowledge and skills they need to succeed in today's interconnected world.”



Navigating the U.S. Professional Landscape



International educators can connect by attending the annual international conference held at the end of May each year. Members also connect via virtual knowledge communities that pertain to a specific area of emphasis, by participating in a variety of programs, events, and webinars, and/or by accessing professional resources and publications.

Navigating the U.S. Professional Landscape

European Association of International Education
www.eaie.org

- EAIE is the European equivalent of NAFSA; it is the center for expertise, networking and resources in the internationalization of higher education in Europe.
- EAIE provides a range of resources online, supports an online community, a blog, and produces the Forum Magazine.



Navigating the U.S. Professional Landscape

The Forum for Education Abroad

www.forumea.org

- The Forum develops and disseminates comprehensive standards of good practice, resources and training; advocates for education abroad and its value; and engages the field in critical dialogue to benefit students.
- The Forum's 800+ members include U.S. colleges and universities, overseas institutions, consortia, agencies, organizations, and foundations who are committed to improving education abroad."



Navigating the U.S. Professional Landscape

Council on International Educational Exchange

www.ciee.org

- CIEE is a nonprofit study abroad and intercultural exchange organization that transforms lives and builds bridges between individuals and nations by sponsoring a wide variety of opportunities for the exchange of ideas and experiences.
- CIEE helps people develop skills for living in a globally interdependent and culturally diverse world and contributes to a more peaceful global community by humanizing international relations.



Navigating the U.S. Professional Landscape

International Student Exchange Program **www.isepstudyabroad.org**

- ISEP is a non-profit educational community dedicated to helping students overcome the financial and academic barriers to study abroad. Founded in 1979 at Georgetown University, we became an independent non-profit organization in 1997 and are now one of the largest study abroad membership networks in the world.
- The ISEP exchange community is made up of more than 300 universities in over 50 countries. Member universities pay an annual fee and facilitates the exchange of students within its network.



Overview

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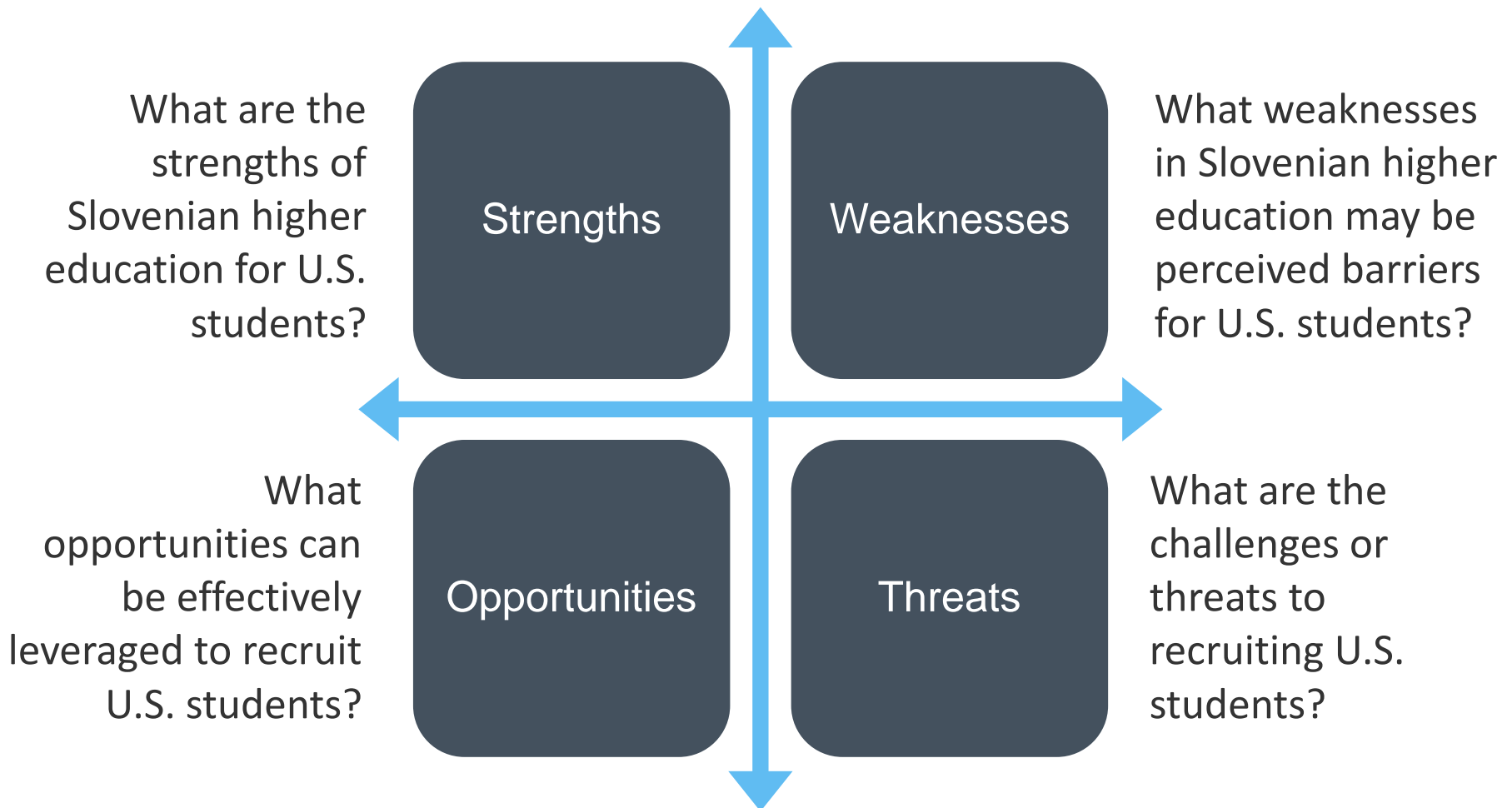
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Evaluating Slovenian Higher Education



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Strategies and Best Practices for U.S. Education Abroad



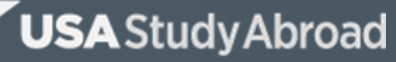
Tony's Top Strategies

- ✓ Promote your strongest academic departments.
- ✓ Offer customized programming for U.S. faculty members.
- ✓ Offer a program development grant to your partner institutions.
- ✓ Be familiar with existing education abroad literature.
- ✓ Facilitate a group site visit to your campus.



Susie's Top Strategies

- ✓ Strategically develop partnerships with U.S. institutions.
- ✓ Network across professional associations.
- ✓ Demonstrate student outcomes associated with employability.
- ✓ Stress the safety of studying in Slovenia.
- ✓ Leverage your internationally-based alumni.

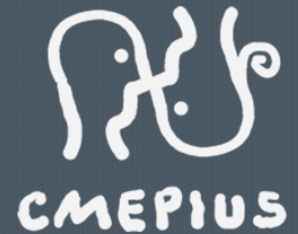
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Study in Slovenia

Developing an Effective Recruitment Strategy for American Students

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Hvala vam!