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Success stories in international student exchange

20 April 2011

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Kate Morse
Head of International
Sheffield Business School
Sheffield Hallam University

Dörte Stevenson
Head of International Exchanges Unit
The University of Sheffield

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Session Outline

Part 1:
Institutional Engagement as a path to increased internationalisation activities

Part 2:
Case Study

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Senior Management Engagement

University Executive Board (UEB)

"International" does not just equal recruitment of full-time international degree-seeking students…

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… but also a commitment to “provide a global learning and teaching environment in which students benefit from an international dimension in their studies”

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… and to “enable students to experience, as part of their University environment, an international dimension to their personal and academic development”

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So, you have got the backing from senior management and the document to support this– what's next?

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Awareness Raising Across the University

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The International Experience Event "A World in One Community"

- Showcasing what makes our University a truly international place to all those who study and work here
- Celebrate the University's international diversity and cultural richness
- A truly collaborative event
- Tied in with the Students' Union's World Week

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Results…

- More than 300 staff and students attended the 2-hour long event

- Won runner up in the British Council's Institutions Competition in Dec 2008, i.e. further publicity

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Awareness Raising at Faculty and Departmental Level

It is not enough for one member of staff in each department to know about Erasmus and Study Abroad

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Disseminate Information

- Departmental Open Days – not just for the benefit of the visiting pupils and parents…
- Departmental Staff Meetings
- Erasmus Staff Teaching and Training

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- Faculty Directors of Learning & Teaching - with a view to internationalising the curriculum

- Offer of Erasmus OM money to go and see places and to support international activities

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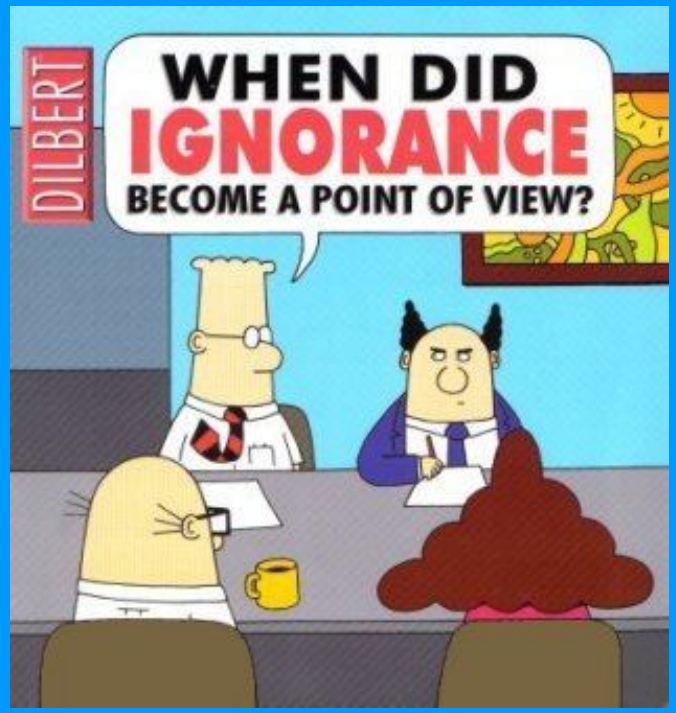
Awareness raising among individual members of academic staff



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Are there any already existing links with overseas colleagues/institutions?

- Broaden existing links through multiple layers of cooperation to build up more meaningful relationships with partner institutions - exchanges, research, jointly delivered degrees, staff exchange

- Members of staff involved in a link are more likely to be interested in developing these further

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Practical Help for Departmental Advisors

- One-to-one sessions
  - when they are new to the job
  - as and when required
- Group sessions
  - up-to-date information about the programmes
  - opportunity to talk to other advisors

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- Handout with Marketing hints and tips
- Templates for Departmental Open Day presentations
- Web pages for staff involved in exchanges
- Enrolment event where all tutors come together

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And what do we achieve?

- A larger proportion of University staff and students are aware of the opportunities available to students
- This in turn means more students are involved in international activities
- 500 + students spend a period abroad

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Case Study

International Student Exchange China

Context

Award - students - numbers

Winning Formula

✓ Finding the right partner

✓ Finding the right champion

✓ A friend back home

Preparation - Formal

-Informal

Perception and Reality - cultural norms

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Where we started
Where we are now

Learning over time
- more than an exchange

Chinese student response

The added value
- ✓ students as mentors
- ✓ our new ambassadors
- ✓ celebrating Chinese culture
- ✓ raising the universities profile

- ✓ **Winner - Yorkshire and Humber China Business Awards 2009 - Best Education Links**
- ✓ **Winner - Yorkshire and Humber China Business Awards 2010 - Best Education Links**

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THANK YOU

Any questions ?

g.myers@shu.ac.uk
k.morse@shu.ac.uk

d.stevenson@sheffield.ac.uk