



**OHIO'S GLOBAL STRATEGY AND THE
OFFICE OF GLOBAL AFFAIRS AND
INTERNATIONAL STUDIES**
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OFFICE OF GLOBAL AFFAIRS | YAMADA INTERNATIONAL HOUSE
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Global defined

local, national and international
the 'whole' planet

In Brief: Trends Impacting on OHIO Global Strategy

1. Global Trends

- a. Exponential growth in artificial and virtual intelligence and advanced technology
- b. Increased tension between nationalism and globalism
- c. One world within the universe
 - i. Borderless and boundary-less
 - ii. Exponential investment/development of outer space
 1. Infinite frontier of possibilities and risks
 - iii. Local, international, global and universal issues are interconnected
- d. UN Sustainable Development Goals; a universal policy agenda for compounding global issues
 - i. Imperative for sustainable Innovation and development
- e. Recognition that it is investing and supporting humanity and culture with science and technology in the public and private sectors that is required for addressing large and small global/universal questions and advancing world-wide social and economic development

2. Higher Education

- a. Higher education:
 - i. Increasingly viewed as the most important global institutional resource for advancing sustainability
 - ii. challenged to be an example to the world charged to prepare the next gen to lead with a sustainable humanity lens
 - iii. University and global vision necessitated to be one and the same
- b. Investments in Higher Education: Decreasing in the US, increasing in Asia and unstable across the continent of Africa
- c. Ranking matters and Asia is on the rise
- d. Recruitment shifting to Asia and Canada
- e. Enrollment decreasing in US institutions, including the State of OHIO

3. OHIO

- a. President and new Senior Leadership
- b. Global strategic framework and set of strategic priorities in place since Fall 2017

OHIO value is Global value

Graduating citizens
**competent, confident, connected,
cooperative and compassionate**
to become global leaders
with enthusiasm and a vision for a better world.



Intentionally Global for sustainable innovation and development

**Leveraging OHIO's past and academic excellence
to build its future as a global academic institution for cultivating:**

- 1) Globally engaged faculty, staff, students and alumni;
- 2) Globally diverse, inclusive, informative and cooperative campus, curriculum, scholarship, and community; and
- 3) Globally connected and profiled academic leaders and their institutions, including OHIO

Strategic Framework and Definitions

Strategic Framework for Globalization



Defining Global Strategy: Outcomes of Four Pillars

Global Education, Research, and Creativity

- **Accessing** education, research and innovation that engages in critical inquiry, creativity and intellectual development and, includes the study of world trends, issues and events; past, present and into the future.

Global Mobility of Knowledge and Experience

- **Mobilizing** global opportunities that develop academic, service, technological, and professional experiences and advances innovation on and off OHIO campuses.

Global Diversity of Campus Life

- **Bringing** the world to OHIO to foster campus communities that contribute to the ideals of citizenship.

Global Relations and Profile

- Creating opportunities to build a **network** to share experiences, qualities and creativity in education, research and innovation that is impactful.

STRATEGIC FRAMEWORK FOR GLOBALIZATION



OFFICE OF GLOBAL AFFAIRS AND INTERNATIONAL STUDIES



OHIO's Global Strategy

1. Recruiting and Supporting Global Students and Alumni



Expected Outcomes

- Diverse and inclusive campus and community
- Increased number of globally engaged international and domestic students and alumni

2. Achieving Excellence in a Global Academic Mission



Expected Outcomes

- Globalized curriculum leading to increased global learning outcomes
- Increased global research activities
- Globally active and engaged faculty, staff, and students
- Stronger global partnerships and network that support OHIO's academic mission

3. Supportive Environment for Informed Global Community



Expected Outcomes

- Better informed and engaged university stakeholders
- Assurance of quality programs, services and infrastructure to mainstream globalization
- Consolidation of existing and outreach to new regions/countries and sectors that leverage OHIO's excellence agenda

President Strategic Priorities & Global Strategy

	RECRUITING AND SUPPORTING GLOBAL STUDENTS AND ALUMNI	ACHIEVING EXCELLENCE IN A GLOBAL ACADEMIC MISSION	SUPPORTIVE ENVIRONMENT FOR INFORMED GLOBAL COMMUNITY
Strengthening global engagement efforts	✓	✓	✓
Supporting the outstanding faculty and staff of Ohio University by investing in them		✓	✓
Enhancing graduate student stipends and related benefits	✓	✓	
Strengthening the University's public service mission		✓	✓
Enhancing the University's national research and creative profile, while incentivizing interdisciplinary collaborations		✓	✓
Seeking a more robust OHIO Online Engaged Learning enterprise (WOW)		✓	
Enhancing the campus infrastructure and ensure a sustainable financial model	✓	✓	
Enhancing the University's national position as a leading edge laboratory for sustainability			✓
Taking our branding and marketing efforts to greater heights by finding new, strategic, consistent, and rhetorically powerful ways to talk about the University			✓
Strategically reconnecting with the University's 232,000-strong alumni base	✓		✓

Implementation of Global Strategy

Definition of Globalization at OHIO

Advancing diversity, inclusion, and cooperation
for sustainable innovation and development

Role of OGAIS

Enablers and facilitators

1. Recruiting and Supporting Global Students and Alumni

a. Initiated

- i. Phase 1: International student strategy: China
- ii. Engagement with alumni in Asia and Ecuador

b. Next Priority

- i. Supporting global diversity and inclusion
- ii. Expanding engagement of alumni in Africa
- iii. Phase II: International student strategy: Malaysia and Vietnam
- iv. Increasing student programming to foster integration, increase understanding of Appalachia/US, offer career development, strengthen faculty/staff advising

OGAIS Units: ISFS, OGA, CIS

2. Achieving Excellence in the Global Academic Mission

a. Initiated

- a. Globalizing the curriculum, COIL program, and Innovations Strategy
- b. OGO: Use of technology for risk mitigation and information management

b. Next Priority

- v. Investment in faculty mobility and recruitment to strengthen and expand global reach in research, education and experiential learning

with increased focus on sustainable innovation and development;
partnership approach to programming

- vi. Academic programming in globalization for all students
- vii. CIS: invest in diversifying academic programming, define niche and increase competitiveness; become an OHIO platform for global studies, research, leadership and languages

OGAIS Units: CIS, OGO

3. Supportive Environment for an Informed Global Community

a. Initiated

- a. Reengaging Asia and extending institutional reach to Ecuador and the continent of Africa
- b. Developing global strategy
- c. OGA: Creating tools for reporting on university-wide globalization goals for achieving its vision
- d. Increasing on campus visibility of OHIO globalization

b. Next Priority

- viii. Intentionally global in branding OHIO academic excellence and distinction of global value
- ix. Budget model supports globalization fostering cooperation, interdisciplinary programming, diversity and study away
- x. Investment in faculty and staff relationships and development for building global reach
- xi. Engaging the University Advancement and Foundation in global investments
- xii. Increase visibility of President's strategic priorities to partners and alumni
- xiii. Alignment of global strategy and university stakeholders to President's strategic priorities

OGAIS Units: OGA

Proposed Investment (3 Year Plan)

Align with President's Strategic Priorities through

- Leveraging existing relationships that sustain access to academic excellence
- Seeking new partnerships that leverage excellence agenda in research, education and student mobility and extending reach to new regions of the world not yet developed and are emerging opportunities
- Investing in faculty and staff development as the key mechanism for effecting sustained change and capacity building

Invest in Faculty and Staff through Global Travel Fund

- Increase from \$30K to \$100K per year with targeted proposals for reaching new countries and/or sectors with increased impact for an additional total of \$70K per year

Invest in New Faculty

- \$5K per person, 10 people per year for a total of \$50K per year

Invest in Institutional Partners

- \$25K -30K per partner (Chubu, Leipzig, Malaysia, PUCE, and new partner (e.g. Brazil and/or partner in Africa) with a total of \$125K to 150K+)

Global Strategy Outcomes and OGAIS



ROI in 3 years: Knowledge, Inclusion, Participation AND Access KIPA Clear Direction

1. CIS Students in undergrad, grad and exec/con-ed programs: 20+ by 2020 @\$180,000 yr 1
2. CIS Students in courses: +150 – 300 in world languages, new on-line courses and certificates @ \$100,000+
3. New International Students: 30+ by 2020 @ \$500,000 yr 1
4. New external research and education grants by 2020: +\$50,000 by 2020 and growing
5. New investments by CIS and International alumni by 2020: +\$50,000 and growing
6. Strong and supportive pan university and global and interdisciplinary cooperation among students, staff, faculty, leadership, alumni and partners in Appalachia, Ohio, US and internationally
7. Increased knowledge, inclusive and cooperative decision making and policies by a diverse community, participation and access
8. Increased global visibility and profile for intentional global impact

Metrics for Success KIPA Outcomes

	KNOWLEDGE	INCLUSION	PARTICIPATION	ACCESS
Center for International Studies	<ul style="list-style-type: none"> Capacity building of team Increased knowledge on global studies Programming Informed community Quality 	<ul style="list-style-type: none"> Involved in governance and management of CIS and pan-university globalization Diversity Leadership roles 	<ul style="list-style-type: none"> CIS students and other students (international, domestic and executive/Con ed) in certificate CIS Alumni and affiliated faculty Interdisciplinary research 	<ul style="list-style-type: none"> Recruitment retention and graduation Accessible environment Scholarships and investments, external grants and funding Employment rate upon graduation
Office of Global Opportunities	<ul style="list-style-type: none"> Team capacity building Increased knowledge of globalization Programming Quality 	<ul style="list-style-type: none"> Involvement in governance and management Diversity Leadership roles 	<ul style="list-style-type: none"> International and domestic students Alumni Faculty 	<ul style="list-style-type: none"> Recruitment Scholarships Faculty led, exchange and third party Accessible Environment Global offerings
International Student and Faculty Services	<ul style="list-style-type: none"> Team capacity building Immigration expertise Programming Quality 	<ul style="list-style-type: none"> Involvement in pan-university programming Diversity Leadership 	<ul style="list-style-type: none"> International and domestic students International Alumni 	<ul style="list-style-type: none"> Recruitment retention and graduation Employment upon graduation Accessible environment
Office of Global Affairs	<ul style="list-style-type: none"> Team capacity building Mainstreaming Capacity building and integration 	<ul style="list-style-type: none"> Involvement in pan university decision making Leadership Diversity 	<ul style="list-style-type: none"> Partners International Alumni Faculty Senior leadership and BOT 	<ul style="list-style-type: none"> Communications Investments

Metrics for Success by Global Strategy

	RECRUITING AND SUPPORTING GLOBAL STUDENTS AND ALUMNI	ACHIEVING EXCELLENCE IN A GLOBAL ACADEMIC MISSION	SUPPORTIVE ENVIRONMENT FOR INFORMED GLOBAL COMMUNITY
Center for International Studies	<ul style="list-style-type: none"> # student enrollment in CIS programs % retention and graduation rate of CIS students Diversity of student body Employment rate upon graduation 	<ul style="list-style-type: none"> # student enrollment in CIS sponsored courses # attendees at CIS sponsored events # globalized curriculum #, \$ global research activities \$ external grants and funding Increased knowledge on global studies Increased interdisciplinary research 	<ul style="list-style-type: none"> # Students, faculty and alumni taking part in Courses, Events, Professional development of CIS faculty and staff Programming Informed community of global issues Leadership roles of CIS students, faculty, and staff
Office of Global Opportunities	<ul style="list-style-type: none"> Increased diversity of participation 	<ul style="list-style-type: none"> Diversity of study away programs, destinations, and participants # study away participants # faculty-led study away programs 	<ul style="list-style-type: none"> Involvement in governance and management Knowledge of global trends and best practices in study away programming
International Student and Faculty Services	<ul style="list-style-type: none"> Successful orientation and onboarding Immigration expertise Academic and non-academic programming Career development activities % Retention and graduation rate of international students on campus Strong partnership with sponsoring agencies 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Involvement in pan-university programming
Office of Global Affairs	<ul style="list-style-type: none"> Recruitment and enrollment strategy development Alumni relations strategy and implementation 	<ul style="list-style-type: none"> Strong global partnerships, relationships and network that support OHIO's academic mission 	<ul style="list-style-type: none"> Partnerships and delegation support Global platform Mainstreaming Communications # campus and community engagement events and participants Monitoring & evaluation