



—a Ferris State international education newsletter

## Planting our Tree this Afternoon:

Greetings from the Office of International Education (OIE). Last week, I attended the National Association of International Educators (NAFSA) annual conference in Washington DC. The theme for this year's conference was "Leadership in Uncertain Times: Addressing a Changing International Education Environment." This annual conference allows participants to reconnect with partners from around the world and explore newer international collaborations. More importantly, it inspires and re-energizes us to continue planning as we address the current challenges. These uncertain times require us to take decisive steps to move us forward.

President Kennedy once shared a story of the famous French Marshal Lyautey, who once asked his gardener to plant a tree. The gardener objected that the tree would grow slowly and would not reach maturity for a hundred years. The Marshal replied, "In that case, there is no time to lose; plant it this afternoon." His response reminded me of the need for us to come together in these uncertain times to plant the seeds for the future.

Provost, Dr. Blake, has asked us to work together with other university stakeholders in creating a Comprehensive Internationalization Plan (CIP) to seek and secure institutional commitment to prepare our University for our global economy and society.

The CIP will create a sustainable framework that will communicate institutional commitment for global learning and engagement confirmed through the following actions:

1. Benchmarking academic programs to international standards to achieve excellence in our teaching and service.
2. Infusing international and comparative perspectives in student learning across curriculum.
3. Aligning policies, practices, priorities to sustain the global ecosystem.
4. Ensuring the university is a welcoming place for students and scholars from around the world.
5. Recognizing that internationalization is an administrative/leadership -intensive endeavor.

We aim to actively seek input from our diverse stakeholders to make the planning process inclusive, intentional, and informed to garner support and ensure the plan is forward-leaning and in alignment with the university's priorities.

In the next few pages of this newsletter, we are sharing the details of how we will develop our comprehensive internationalization plan. I seek your active participation in this planning process. Please follow the progress we are making through our newsletters.

Dr. Piram Prakasam  
Executive Director, Office of International Education

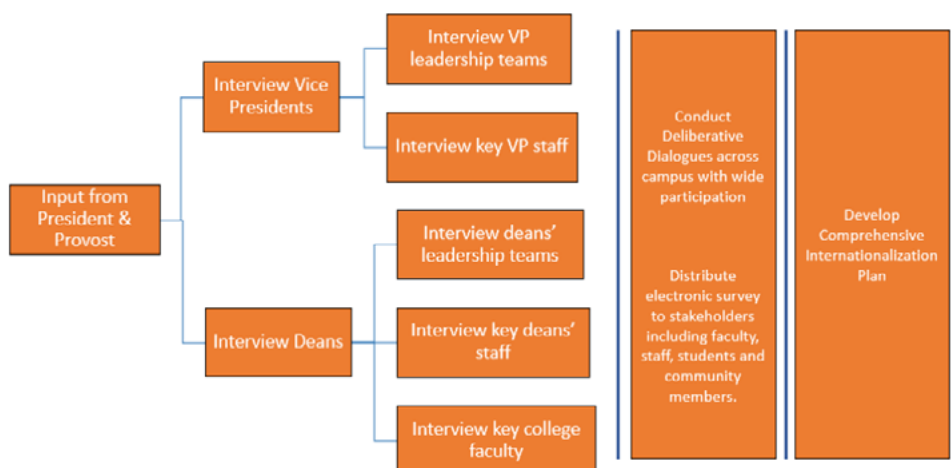


## Outline of our Comprehensive Internationalization Planning Process:

Ferris State University has invested significant resources in developing a strong global ecosystem over the last ten years. We have an opportunity to capitalize on this investment during these challenging times. By creating a sustainable Comprehensive Internationalization Plan (CIP), we can address the immediate challenges we face and plan for a sustainable future. With an expected decrease in domestic high school graduates in Michigan until 2032, the thriving global ecosystem can provide an opportunity to reverse the decreasing enrollment trend and increase revenue generation.

This requires a holistic approach that strengthens efforts to make Ferris State a welcoming community, but not just for international students. It has to be designed to synergize opportunities that come with global engagement to attract both international and domestic students to our campus and make them feel at home. This would then strengthen efforts to create a vibrant residential campus, leading to improving retention of domestic and international students. The CIP will go above and beyond the immediate enrollment needs of the university. It will outline a plan to create a sustainable global ecosystem and maximize and sustain the benefits of global engagement as a university. We need to develop a CIP that maps out the course we want to take over the next ten years. The planning process outlined below is designed to build consensus across the university to create a sustainable global ecosystem through deliberate dialogues with stakeholders.

### Process steps to develop a Comprehensive Internationalization Plan:

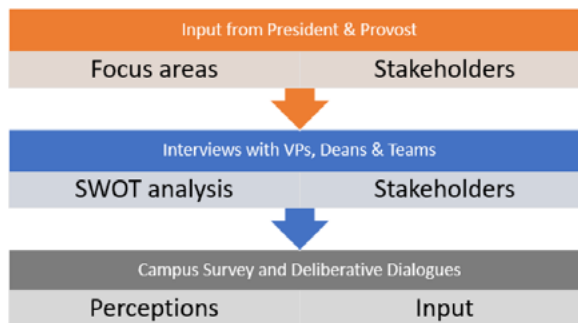


**Timeline:** The timeline outlined below aims to create a ten-year plan that would be implemented in fall 2020.

Summer 2019	Fall 2019	Spring 2020
<ul style="list-style-type: none"> <li>• June – Research and data collection</li> <li>• June – Input from President &amp; Provost</li> <li>• July – Interview VP &amp; Dean teams</li> <li>• Aug – Survey campus community</li> </ul>	<ul style="list-style-type: none"> <li>• Committee conducts Deliberative Dialogues across campus</li> <li>• Committee develops CI plan based on research, data, and input</li> </ul>	<ul style="list-style-type: none"> <li>• Committee communicates proposed CI plan to campus community</li> </ul>

**Approach:** The CIP planning process includes a three-phase approach. The first phase focuses on getting input from stakeholders. The second phase focuses on drafting a CIP document with after collecting input and analyzing data (internal, external and environmental scanning). The third phase will be to communicate the plan across campus, seeking university support and forming advisory groups to assist with progress of the developed plan.

## Phase 1



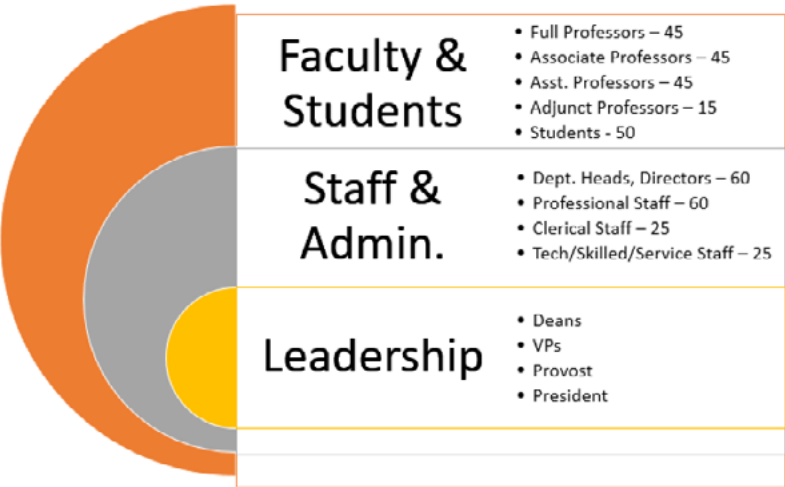
## Phase 2



Phase 3



**Stakeholders:** Input from the following stakeholders at a minimum will be sought to ensure that the plan is intentional in ensuring all voices are heard as it has to inclusive and at the same time data-driven for it be an informed plan with broad campus support for implementation.



The CIP outlined above will be designed to create a sustainable global ecosystem through appropriate infrastructure, expertise, sufficient resources, and best practices that help us achieve our university’s mission, strive for our vision, and live our core values. The plan will be structured to support intentional global engagement. Intentional global engagement provides opportunities for collaboration with colleagues around the world. Through these collaborations, we can seek excellence across the university to advance the learning experience of our students and provide opportunities that will help them succeed in a global economy and society. By building an ethical community and a campus culture that embraces the diversity of our world, our university and our students can thrive in this dynamic landscape.

Please continue to watch for updates and announcements on the planning process for Comprehensive Internationalization. If you would like to be involved, please connect with me.

Lisa vonReichbauer  
Assistant Director, Office of International Education





## Moment in Time:



Dr. Paul Blake, Provost and Vice President for Academic Affairs; Lisa vonReichbauer, Assistant Director, Office of International Education; and Dr. Tracy Busch, Professor of History attended the 10th anniversary celebration of our German partner, Rhine-Waal University of Applied Sciences (HSRW) in Kleve Germany at the end of May. Ferris has been collaborating with HSRW on a variety of projects since 2012. Most notably, we developed our first Double Degree program. Students in Business Administration can study 3 years at Ferris and one year in Germany at HSRW and receive degrees from both institutions. During their visit they discussed and solidified several additional collaborations.



## In Context:

1. **Listen or Read:** Address at the University of California at Berkeley, March 23, 1962 – President John F. Kennedy
2. **Read:** Why the future is bright for internationalisation – Stephanie Doscher, Florida State University - University World News



Imagine more...



# *Past OIE Newsletters*

## **Spring 2019**



Spring 2019 Issue 6



Spring 2019 Issue 5



Spring 2019 Issue 4



Spring 2019 Issue 3



Spring 2019 Issue 2



Spring 2019 Issue 1

## **Fall 2018**



Fall 2018 Issue 6



Fall 2018 Issue 5



Fall 2018 Issue 4



Fall 2018 Issue 3



Fall 2018 Issue 2



Fall 2018 Issue 1