A SHRINKING WORLD: The Globalisation of Higher Education

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International Strategy

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The world is flat(tening)

Universities are becoming increasingly interconnected with people and institutions across the world.

**Research** excellence demands it

**Students and employers** demand it

Increased **access** to Higher Education and cultural **convergence** enable it

**Governments** (and college **rankings**) are creating incentives

**Technology** creates new and cheaper ways to achieve it
Globalisation of Higher Education: a hot topic with several faces

1. Recruiting international students and staff
   - Undergraduates
   - Postgraduates
   - Academic staff

2. Equipping people for a globalising world
   - Providing an “international” education
   - Supporting international students to succeed at university
   - Accessing international research funding

3. Building an international presence
   - Satellite campuses
   - Research centres
   - Overseas offices
   - Multilateral university alliances
   - Bilateral agreements for joint educational provision, student exchange, staff exchange and/or research funding
   - Individual research and other collaborations

4. Expanding links with universities abroad
   - Distance learning (old)
   - Online courses (relatively young)
   - MOOCs (brand new)

5. Educating students remotely
International student numbers are rapidly increasing, and the mix is changing

Students enrolled outside their home country

Millions

Still represents just 2% of higher education students

Fastest overall student population growth: Brazil, Saudi Arabia, Russia, Vietnam and Nigeria

65% of globally mobile students will come from Asia

Source: OECD Education at a Glance 2013
1. Some key drivers of international student mobility

- Growth of English language courses
- Revenue source, especially in the UK and Australia
- Immigration policies
- Government scholarships
1. Regional movement within Asia for Higher Education

<table>
<thead>
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<th><strong>Then:</strong></th>
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<td>Students moved from Asia to the West to study, often on scholarships, and many stayed in their host country after graduation.</td>
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<th><strong>Now:</strong></th>
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<td>Many students choose to move within Asia for higher education. This regional movement is supported by local government policies and funding.</td>
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2. Universities increasingly see international experience as core to the education they provide

**Global citizenship:**
- Language skills
- Inter-cultural competencies
- Flexibility
- Area-specific knowledge

**Marketable skills:**
Many employers state foreign language proficiency (70%), work experience abroad (34%), and study period abroad (30%) of graduates as recruitment criteria.

UK government survey: “Over two thirds of [UK] employers (71%) are not satisfied with the foreign language skills of young people, and over half (55%) perceive shortfalls in their international cultural awareness.”
International experiences available to Oxford students today

Size of box reflects approximate number of participating students (in parentheses)

<table>
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<tr>
<th>Work experience</th>
<th>Research experience</th>
<th>Study</th>
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<td>Summer internships (1,000)</td>
<td>College or University sponsored travel (750)</td>
<td>Summer school (30)</td>
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<tr>
<td>Work or Research placements (190)</td>
<td>Field course/Trips (455)</td>
<td>Mandatory year abroad (370)</td>
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<td>Research project (140)</td>
<td>Fieldwork (number unknown)</td>
<td>Optl. term/year abroad (22)</td>
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<tr>
<td>Optl. student exchange (30)</td>
<td>Joint courses (15)</td>
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Some experiences undertaken in the UK
Conferences excluded (typically too short to be an int'l experience)

Numbers are averages and/or estimates. Numbers exclude DPhil and Masters students undertaking thesis research abroad.
3. Global Universities → International Brands

- Branch Campuses overseas – Nottingham University
- Global Campus – New York University
- Going Global, locally – Yale-NUS College, Singapore
- Education Hubs – Songdo Global Campus, Education City Qatar
- Capacity Building – US universities in Africa
  - Oxford in Burma
3. Branch campuses are mushrooming

Total number of university overseas branch campuses

- 2006: 82
- 2009: 162
- 2011: 200
- 2015: Estimated 250
3. Nottingham’s campuses attract local students

Nottingham has campuses outside Kuala Lumpur (Malaysia) and Ningbo, China
Most prominent UK university overseas campuses
Branded as one with UK & Malaysian campuses

**Malaysia:**
- Opened in 2000, the first UK university to open a campus there
- 4500 students, 60% Malaysian

**Ningbo:**
- Established in 2004 - first foreign university to open in China
- 4700 undergraduate and postgraduate students, 95% from China
3. NYU is building a global brand

NYU has campuses in Abu Dhabi and Shanghai

- Centrepiece of ambitious plan to make NYU a world-leading university
- Abu Dhabi
  - Huge funding from Abu Dhabi government ($50m + all operating expenses)
  - Outstanding student quality (offer rate of just 1.3%, median SAT score of 1460 (98th percentile)
  - 3rd class comprises 151 students from 65 countries, including 17 from UAE
- Shanghai
  - Established in partnership with East China Normal University
  - 1st US university to get independent registration status from China
  - First class began this August, 300 students, 51% from China and 49% international
3. Yale and NUS aim to create a new type of college in Asia

Yale-NUS College

• Joint venture to create first US-style liberal arts college in Singapore
• Yale providing advice and leadership, NUS to provide money and operational resources
• Inaugural class has just begun: 157 students, with 4% admissions rate (median SAT at 98th percentile)
3. Education Hubs

**Education City, Qatar**

- 8 international branch campuses
- Numerous research centres
- Links with UCL, Imperial, BL
- Museum of Islamic Art

**Songdo Global Campus**

- Aims to make South Korea a major education hub in Asia
- 5 international universities: Utah, Ghent, SUNY, George Mason, North Carolina State
4. Alliances are a way to internationalise without going it alone

Observatory on Borderless Higher Education: “Partnerships are becoming more strategic and sustainable rather than opportunistic and contract-led. By 2020, partnerships will be multifaceted and include teaching, research and public engagement.”

Monash-Warwick exemplifies this new institutionally-driven approach to strategic partnerships

- $3m for 10 joint academic posts; plans for new joint master’s and doctoral degrees
- Explicitly designed to push both universities well into the global top 50
4. Developing universities in Africa and Asia

A new form of alliance has developed recently, between established universities in the West, and developing institutions in Africa & Asia.

Africa

Michigan State a long standing partner; in 2011 celebrated the 50th anniversary of its presence in Nigeria and across Africa
Dartmouth – medical training in Tanzania
Indiana & Massachusetts – medical training in Liberia
Texas – social work in Sierra Leone

Asia – Oxford University in Burma

Training Rangoon University staff
Providing new JRFs and scholarships for Burmese students & scholars
Exploring collaborations in a range of fields
A few closing thoughts

1. Internationalism has many faces

2. Internationalising should be a means to academic ends, not an end in itself - a clear academic case should be made for any international initiative

3. Universities, and their partners, have a key role to play in helping students and staff to flourish in a more international world