

To: Members of the Western Illinois University Board of Trustees
Roger Clawson, Chair Bill Epperly
Lyneir Cole Phil Hare
Cathy Early Michael Quigley
Carolyn Ehlert Fuller Yvonne Savala

From: Joe Rives, Vice President, Quad Cities and Planning

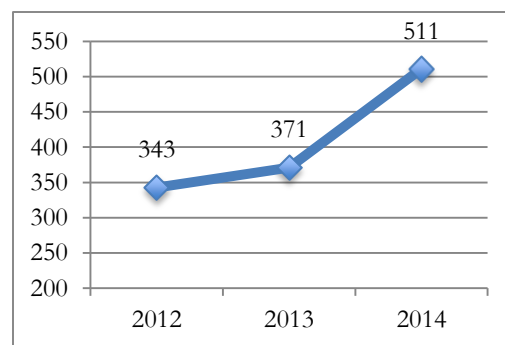
Date: August 6, 2015

Re: August 2015 Strategic Plan Update

Your *July 2015 Strategic Plan Update* discussed institutional strategies successfully used to recruit and retain high-achieving Centennial Honors College students in accordance with *Higher Values in Higher Education 2012-2022* priorities and goals. Following a similar format, this month's *Strategic Plan Update* discusses the status of institutional initiatives designed to increase international student enrollment and international experiences for students on both campuses.

Background

International student enrollment increased by 168 students (49%) since implementation of *Higher Values in Higher Education 2012-2022*. Fall 2012 international student enrollment was 343 students, compared to 511 students in fall 2014. The Macomb campus had students enrolled from 55 countries, and the Quad Cities campus had students enrolled from six countries. Consistent with the value of social responsibility, Western Illinois University is now over halfway to the goal of serving 1,000 international students.



The Center for International Studies is often international students first point of contact with the University. The Center hosts International Admissions, Orientation & Student Activities, Study Abroad and Outreach, and Western's English as a Second Language (WESL) Institute. Friendly and supportive staff members assist students in transitioning, living, and studying in the United States. The Center's success in recruiting and retaining international students is enhanced by student, faculty, staff, and community engagement.

Strategies Designed to Increase International Student Enrollment

International student recruitment efforts focus on relationship building, technology, and institutional agreements. For the recruitment of fall 2015 new international students:

- Representatives of Western Illinois University completed international recruiting visits to China, Kazakhstan, Malaysia, the Philippines, Singapore, South Korea, Thailand, and Vietnam.
- The Executive Director of Distance Learning, International Studies, and Outreach participated in the spring and fall 2014 State of Illinois Higher Education Trade Mission to China. As a result of Dr. Carter's participation in these two trade missions, the Center for International Studies established 19 new Memorandums of Understanding and various implementation agreements.
- The Center for International Studies:
 - Continues developing and nurturing partnerships with Bahrain, Brazil, Botswana, Chile, China, Costa Rica, Dominican Republic, Ecuador, Iraq, Japan, Kuwait, Myanmar, Peru, South Korea, Spain, and Vietnam.

- Uses printed materials, social media, embassy visits, faculty ambassadors, contacts, and the WIU international recruitment video as additional means to enhance international student recruitment.
- Western Illinois University is a member of the National Association of Foreign Student Advisers (NAFSA), the world's largest nonprofit association dedicated to international education and exchange with 10,000 members from 3,500 institutions in 150 countries. Advertising the University on the NAFSA website yielded 385 visitors since January 2015.
- Examples of international agreements within Academic Affairs include:
 - Health Sciences and Social Work developed a memorandum of understanding with Wello University in Ethiopia.
 - Law Enforcement and Justice Administration continues partnership with the Russian Federation for student and faculty exchanges, and annual participation in the international criminal justice conference held in Vladimir, Russia.
 - Recreation, Park and Tourism Administration developed an agreement with Alicante University in Spain.
 - Accounting and Finance and Engineering Technology are actively pursuing agreements with institutions in China.
 - Art and Broadcasting are developing partnerships with Shanghai Donghai Vocational and Technical College in Shanghai, China.
 - Theatre and Dance is working on a partnership in acting and production with Bayreuth University in Germany.

To recruit and retain even more international students, new \$3,000 International Commitment Scholarships are available for high achieving undergraduate and graduate international students beginning in fall 2015.

To promote student recruitment and retention, Western's English as a Second Language Institute partnered with Orientation and Student Activities to:

- Engage in a weeklong new international student orientation program, picking students up at the Moline airport and Macomb train station, facilitating information sessions, helping with shopping and banking trips, and introducing campus and community resources and culture. Fall 2014 orientation had 200 new students; spring 2015 orientation had 70 new students.
- Host International Education Week with 20 events attracting 700 participants.
- Facilitate the Conversation Partners program that involves 100 international and domestic students each semester. Students engage in weekly cross-cultural exchanges.
- Support the International Neighbors Program with 150 participants. New international students are paired with a local family/individual for a semester, and engage in monthly cross-cultural exchanges.
- Provide a campus chapter of Phi Beta Delta International Honor Society as a means to provide internationally focused academic activities.

Providing education abroad and exchange programs, and increasing students participation

Through the Office of Study Abroad and Outreach, students can participate in a variety of educational programs located in more than 60 countries worldwide. Students complement and enhance their classroom instruction by experiencing the culture and language of a host country. Education abroad opportunities are available to students during spring and winter breaks, in the summer, and through semester and yearlong programs.

- Faculty led nine study abroad programs with 93 students during academic year 2014-2015, up from eight programs and 75 students during academic year 2013-2014. Examples of faculty-led study abroad programs include the study of business practices and culture of Ireland, and a study of the cruise line industry in the Caribbean.
- A total of 133 Western Illinois University students enrolled in Study Abroad programs during academic year 2014-2015. This enrollment is up 13 students (11%) from academic year 2013-2014.

To help with the financial costs of study abroad:

- CEA Global Education increased grant amounts for WIU students who participate in their study abroad programs to \$500 for semester programs and \$250 for summer programs. CEA provides international education opportunities for United States and Canadian students.
- Western's English as a Second Language Institute provides a one-time \$1,000 scholarship to non-government sponsored students.

To help expand outgoing study abroad opportunities for Western Illinois University students, Study Abroad and Outreach:

- Awarded two fellowships for faculty members to conduct research and develop new study abroad programs. Dr. Sarah Haynes, Philosophy and Religious Studies, is developing a study abroad opportunity in India. Dr. Edmund Asare, Foreign Languages and Literatures, is developing a study abroad opportunity in Ghana.
- Focused on development and implementation of agreements and memoranda of understanding from 20 institutions of higher education in eight foreign countries.

In serving incoming international students to the University,

- Study Abroad and Outreach, in conjunction with Proyecta 100,000, provided an English Language Teacher Training Program for 11 teachers from Mexico.
- Western's English as a Second Language (WESL) Institute:
 - Continued to provide an intensive program in academic English for international students who are preparing to enter an American college or university, and others needing English as a Second Language services.
 - Hosted 111 students in fall 2014, the largest class in the history of WESL.
 - Collaborated with Konan Women's University from Japan to offer ESL instruction for three semesters instead of a short-term program for one semester.
- Western Illinois University:
 - Hosted a 13-week teacher-training program for individuals from China, a four-week teacher-training program for professionals from Myanmar, and a Chinese executive training program.
 - Provided language training and cultural activities for representatives from Korea and Shanghai Donghai Vocational and Technical College.

As the materials in this month's *Strategic Plan Update* demonstrate, and consistent with the *Mission* of Western Illinois University, international student enrollment and study abroad participation is part of the University's student-centered programs characterized by innovative teaching, research, and service grounded in interdisciplinary, regional, and global perspectives.

Should you have any questions about the materials presented in this month's *Strategic Plan Update*, and/or feedback for the continued successful advancement of *Higher Values in Higher Education*, please contact me.

cc: President Thomas
Interim Provost Neumann
Vice President Bainter
Vice President Biller
Vice President DeWees

CSEC Pres. Mattson
COAP President Shoemaker
Faculty Council Chair Pillutla
Faculty Senate Chair Singh
SGA President Markey

SGA President Moreno
Associate Provost Parsons
Assistant Vice President Williams
Planning, Budget, and IR Staff
President's Office Support Staff