

Global Trends in Higher Education

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Trends

- Globalization & Internationalization
- Rising Demand of Higher Education
- Consequences of Rising Demand
 - › Student mobility
 - › Campuses abroad
 - › Growth of private higher education
 - › Privatization of public higher education
- Demand for Accountability

Globalization & Internationalization

- **Globalization:** Transcending national boundaries
- **Internationalization:** Between and among nations and states



Globalization & Internationalization: Another View

- **Globalization** is the reality shaped by increasingly integrated world economy, new technology, emergence of international knowledge network, & role of English language
- **Internationalization** is the variety of policies and programs that universities and governments implement to respond to globalization

Rising Demand

- Despite increases in national capacity and enrollment growth, demand still exceeds supply in many countries, especially developing ones
- Reasons for rising demand:
 - › Growth in number of primary and secondary students
 - › Opportunities and demand of globalized, knowledge-based economy
 - › Competitive job market

Consequences of Rising Demand

- Student mobility
- Campuses abroad
- Paying for massification: New patterns of funding



Mobility

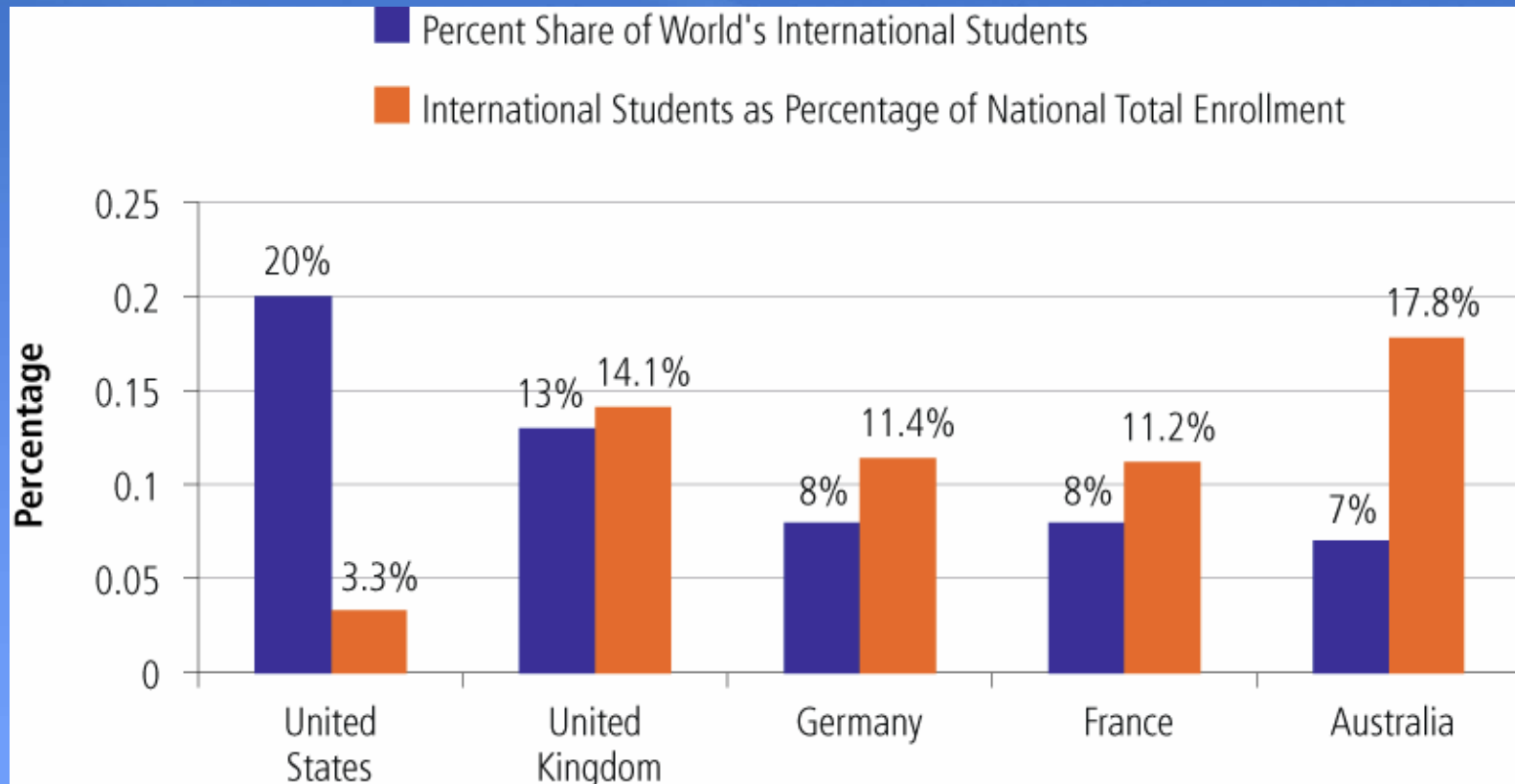
- Growth in internationally mobile students
- Growth of global competition
- Trend towards regional mobility

Student Mobility

- 2.8 million internationally mobile students
 - › Up from 1.8 million in 1999
 - › 8 million expected by 2020



Global Competition



Source: OECD. (2008). *Education at a Glance*.

Regional Mobility

- Bologna process
- Educational hubs
 - › Qatar
 - › Singapore
 - › Hong Kong
 - › Malaysia

Campuses Abroad

- Pull and push factors
 - › Pull:
 - › Help host country meet demand for HE
 - › Push:
 - › Generate new revenues
 - › Enhance institutional reputation and prestige
 - › Contribute to institutional internationalization
 - › Improve institutional quality

Campuses Abroad

- Branch campuses
 - › Missouri State University in China
 - › Florida State in Panama City
 - › Suffolk University in Senegal
- Education cities
 - › Qatar Foundation's Education City (Georgetown, Texas A&M, VCU, Carnegie Mellon, Cornell, Northwestern)

Paying for Massification

- Demand driving up costs for instruction
- Increased costs of research
- Inability of government tax revenues to keep pace with rising costs of HE
- Shift from HE as 'public good' to 'private good'
 - › Students and families must assume share of financial burden

Private Higher Education

- Worldwide surge in private higher education
 - › 30% of global higher education enrollment is in private sector
- Private institutions have no consistent model
 - › Operate with private assets or partially with public funds
 - › For-profit or non-profit
 - › Have owners or investors or operate as foundations
- Issues of quality assurance



Private Higher Education Around the World

- East Asia (70 % enrollment)
- Latin America (45%)
- South Asia (30%)
- Africa (25%)
- U.S. (20%)
- Central & Eastern Europe (20%)
- Southeast Asia (15%)
- Australia (3 %)
- Western Europe (marginal)
- Middle East (just beginning to emerge)



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Privatization of Public Higher Education

- Institutions encouraged to be more “entrepreneurial”
- Traditional universities developing alternate revenue sources
 - › Higher tuition fees
 - › Industry collaboration



Demand for Accountability

- Defining quality problematic in midst of expansion and internationalization
 - › Differences in *what* is measured and *how* reflect way different nations interpret quality
- Idea of “convergence” or common frameworks
 - › Making different national quality assurance frameworks more complementary
 - › Using other nation’s schemes to validate their own and to support cross-border activity



Variable Role of Governments

- **Some:** Shift from government oversight to peer evaluation and internal institutional QA mechanisms
- **Others:** High level of government control

Learning and Assessment

- Paradigm shifts (pace is variable)
 - › Theory to practice
 - › Teacher-centered to student-centered
- Global conversations:
 - › Transparency
 - › Performance indicators
 - › Outcome measures

Assessment Tools

- National Survey of Student Engagement (U.S.)
- The Collegiate Learning Assessment (U.S.)
- OECD's Assessment of Higher Education Learning Outcomes (AHELO)
 - › Initiative to assess learning outcomes on an international scale
 - › Focuses on physical and organizational characteristics, education-related behaviors and practices, psychosocial and cultural attributes, and behavioral and attitudinal outcomes



Ranking Systems as Evidence of Quality

- Impact of ranking systems
 - › Used to make comparisons
 - › Used to make funding decisions
 - › Increasingly used to make institutional decisions
- Primary international rankings
 - › Academic Ranking of World Universities (Shanghai Jiao Tong University)
 - › QS/Times Higher Education

The Problem with Rankings

- Single model of excellence
- Methodology matters
- English rules



Summary

- Massification of higher education leading to:
 - › Increased student mobility
 - › Transnational education
 - › Private higher education and privatization
- As a result, demand for quality assessment and transparency

What does the Future Hold?

- Survival of the global fittest?
- Mergers?
- More privatization and growth of for-profit?
- Role of technology?
- Continued US pre-eminence?

