

1/28/2010

The International Initiatives Program
10 Year ACE Update
University of Wisconsin-La Crosse

The Internationalization Collaborative - 2000
Current Institutional Membership
Comprehensive Institutions

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General Institutional Overview

Established in 1909, the University of Wisconsin-La Crosse (UW-L) is a fully accredited, comprehensive four-year university in the University of Wisconsin System; UW-L enrolls 10,000 students.

The university offers 88 undergraduate majors in 29 disciplines plus a wide array of minors and emphases. UW-L offers undergraduate degrees in International Business, French, German Studies, and Spanish, as well as an International Studies minor. The university's Modern Languages Department offers courses in Chinese, French, German, Japanese, Spanish, and Russian. The English as a Second Language Institute offers various levels of courses to students and visiting scholars from around the world. Two national U.S. magazines, *Kiplinger's* and *U.S. News & World Report*, recently ranked UW-L as one of the best university's in the United States.

The average ACT score of the 2010 freshman class was 24.0, second highest (after Madison's entering class) in the Wisconsin System; 67 ranked in the top 25 percent of their high school graduating class. Each year, more than 450 students study abroad and more than 100 faculty and staff participate in international programs, lectures, and research abroad. The university hosts many leading international scholars from around the world and is an active member in community-based international programs, as well as state, national, and international organizations. UW-L is a participant in more than 200

study abroad and exchange programs. In addition, UW-L maintains numerous international partnerships to promote and support opportunities for the campus community. This includes but is not limited to curriculum development, research opportunities, grant proposals and language acquisition.

Since 1995, UW-L has made significant gains in establishing itself as a global university. It has developed a comprehensive, multifaceted, campus-wide approach to internationalization. In addition to traditional study abroad and exchange programs, UW-L established the Faculty and Staff International Development Fund (\$100,000) to support and encourage faculty and staff involvement in international programs. Last year the university earmarked \$20,000 for undergraduate international research grants for students. By earmarking funds, UW-L seeks to build a global campus that works in partnership with the community to educate and create a global citizenry.

Overview of Internationalization Efforts

UW-L's international programs are centralized through the Office of International Education. The programs include: International Admissions, International Student Recruitment, International Student Services, International Scholar Services, International Scholar/Special Program Housing, International Alumni Programs, Foreign Government Sponsored Student/Faculty Programs, Study Abroad/Academic Year and Semester Programs, Study Abroad/Short Term and Summer Programs, International Internship Program, International Student Exchange Program (ISEP), Faculty Programming, English As A Second Language Institute, and support and funding for less commonly taught languages.

International Partner and Exchange Universities

UW-L has established partnership agreements with leading universities around the world. Exchange programs enable UW-L students to enroll directly at a university abroad. Study abroad programs allow students to enroll directly but under the auspices of programs designed to accommodate American students. A number of "study centers" designed exclusively for American students offer a structured learning environment, and short-term study tours led by university faculty enable students to focus on issues and themes related to specific world regions. All UW-L partnership agreements include provisions for the exchange of university faculty and staff.

UW-L has established partnerships with education institutions in Australia/New Zealand, China, Denmark, Egypt, France, Germany, Hong Kong, National Student Exchange Program, Ireland, Israel, Mexico, Spain, Sweden and the United Kingdom. UW-L also offers summer study abroad programs with these countries: Austria, Italy, Japan, Norway, Peru, Switzerland and Thailand. UW-L is a member of the International Student Exchange Program (ISEP), an organization of more than 275 higher education institutions located throughout the world. In addition, UW-L offers study abroad

programs with these exchange agencies: CEA (30 countries), API (24 countries), CIEE (122 countries) and AustraLearn (39 countries). For more information regarding UW-L's international programs, visit: <http://www.uwlax.edu/oie>

Faculty Exchange Opportunities

UW-L provides support for faculty and staff who participate in international experiences. In 1999, the university created the Faculty and Staff International Development Fund, which earmarks \$100,000 annually for faculty and staff to travel abroad. Faculty can apply for these funds to conduct research, present papers, or participate in international programs that will have a direct impact on their teaching and students. UW-L also offers opportunities for faculty to teach at partner institutions.

International Student Services

Currently, UW-L enrolls approximately 400 international students from 45 countries. This represents a significant increase, as only 70 international students were enrolled at UW-L in 1990. UW-L's International Student Advisors work closely with these students.

International Student Recruitment

In 1997, UW-L developed a strategic plan to increase the number of international students to 250 by 2003; this plan has been extended to 2012. Several major initiatives have been implemented as part of the recruitment and marketing effort to increase international student enrollments to 667 by Fall 2012.

Study Abroad

- UW-L sends more than 450 students annually on study abroad and exchange programs worldwide.

I. Vision and Goals for Internationalization

The university and the Office of International Education (OIE) believe that international exposure is vital for all students, faculty, and staff in order to create global citizenry. UW-L's vision is to become at its very foundation, a global institution. UW-L envisions an institution where faculty, students, and staff see the importance of being global citizens; where it is taken for granted that all curricula have an international facet; where scholars from around the world work with departments, students, and faculty; where 50 percent of students have either a short or long term study abroad experience; and where study abroad programs are linked to undergraduate and faculty research.

UW-L is committed to excellence in its international programs. The university has exchange agreements with some of the finest universities in the world. Students and

Faculty are expected to experience cultural immersion that is academically challenging. UW-L expects that its international programs will be of the highest academic caliber and that students, faculty, and staff will interact fully with the culture in which they are living.

Goals for Internationalization

Select Committee on Internationalization University of Wisconsin-La Crosse

Charge to the Committee by the Provost and Vice Chancellor for Academic Affairs:

- **Prioritize the action steps as recommended in the Taskforce Report**
- **Create a timeline and accountability plan for each action step**
- **Identify existing committees/groups to provide oversight for each of the action steps**
- **Recommend the best structure for continuing to move the task force recommendations forward (Select Committee or other)**

2009-2010 Goals and Key Activities

I. To heighten the awareness of the international focus and commitment of the University of Wisconsin-La Crosse

**Activity: Develop, implement, and update the International
Resources**

II. To engage the University and community in creative international endeavors

**Activity: Develop, implement, and update an International Film
Festival**

(planning underway for September 18-19, 2010).

II. Progress

Apart from the numbers of international students on campus and students studying abroad, measurements of UW-L's progress in internationalization are primarily anecdotal and the result of observation. Numbers indicate that the campus has made great gains in increasing opportunities for students to study abroad as well as in the number of students studying abroad. In 1995, only 57 UW-L students studied abroad; last year more than 450 students studied at more than 75 sites worldwide.

UW-L has developed an aggressive program to recruit international students and has restructured its English as a Second Language Institute to make it more profitable. The numbers of international students have increased in the past few years, but the number of new student applications has decreased following the events of 9/11.

In those areas of internationalization that are more difficult to assess - campus environment for internationalization and internationalization of the curriculum, UW-L appears to be making significant progress toward becoming a truly global university. Colleges and departments are realizing that all courses should have an international component. OIE strives to ensure that the goals for internationalization at UW-L are not OIE's goals but rather goals that reflect the needs of the institution.

The university has made substantial progress in the area of support for international travel. The university administration and OIE recognize that faculty, staff, and students who have not had an international experience often do not support or understand the importance of internationalization. When faculty, department chairs, and students have the opportunity to participate in an international experience, they become the best advocates for internationalization.

The Provost is committed to ensuring that faculty, staff, and students are given ample opportunities to participate in an international experience. For example, with the support of the chancellor, the university student president visited Germany, one of UW-L's study abroad sites. This was an excellent opportunity to influence student government, and it reinforced the importance of study abroad for the University Student Senate.

Critical to the success of the internationalization process at UW-L, there has been strong support for OIE by the administration, deans, faculty, students, and the community. This has ensured that internationalization evolves at all levels within the institution.

III. Successful Strategies

1. Developing a multifaceted, integrated approach to internationalization

The most successful strategy that UW-L has used is developing a multifaceted approach to internationalization. By working with faculty, university senate committees and administrators, departments (academic and student support services), and local, state, and federal elected officials, the university has made great gains in internationalization. The goal must be shared and developed. The administration, the faculty and so forth, cannot build a global university alone. The university and OIE in particular, needs to work with deans but also with housing, the counseling center, career services, and the health center to build a global community within the institution. Internationalization cannot occur only in the classroom; it must be an integral part of all aspects of the institution.

2. Funding International Research and Teaching

In 1999, UW-L created the International Development Fund for Faculty and Staff. This fund is compiled from \$100,000 from student fees from the Office of International Education. A committee comprising the provost, academic deans, the dean of students, the director of international education, and the chair of the faculty senate international committee review proposals from faculty and staff twice each year. Faculty and staff can request up to \$3,300 per application. Funds can be used to offset costs associated with presenting papers at international conferences, establishing joint research projects with the university's partner institutions abroad, conducting research, and supporting new international initiatives.

3. Community Partnerships

The goal of internationalization cannot be fully obtained within the ivory towers of the university. Through the community, corporations and nonprofit and civic organizations are addressing issues related to internationalization.

UW-L has played a major role in teaming with the city of La Crosse Sister City programs and other organizations to support community-based international programs. For example, the university played a leading role in creation of a university in Dubna, Russia, sister city to La Crosse. The partnership has grown to include student, faculty, and staff exchanges, as well as joint grant applications to expand and support the program.

IV. Future Plans

The Provost International Task Force is in charge of short and long term planning.