

Being a Global University: a VC's Perspective

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University Workforce of the Future...Global
Perspectives

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How to Internationalise a University

Bring the world to the University:

- bring international students and staff to the University

Take the University to the world:

- off-shore endeavours:
Transnational Education Programs, Branch Campuses



How long to reach the goal?

- Not likely to get rich quickly through international activities
- Significant upfront investments may be required
- Important to stay the distance to achieve financial growth in a way which is sustainable



Benefits of Internationalisation

i) *Tangible benefits:*

- Income
- Growth in student load
- Access to new resources for research



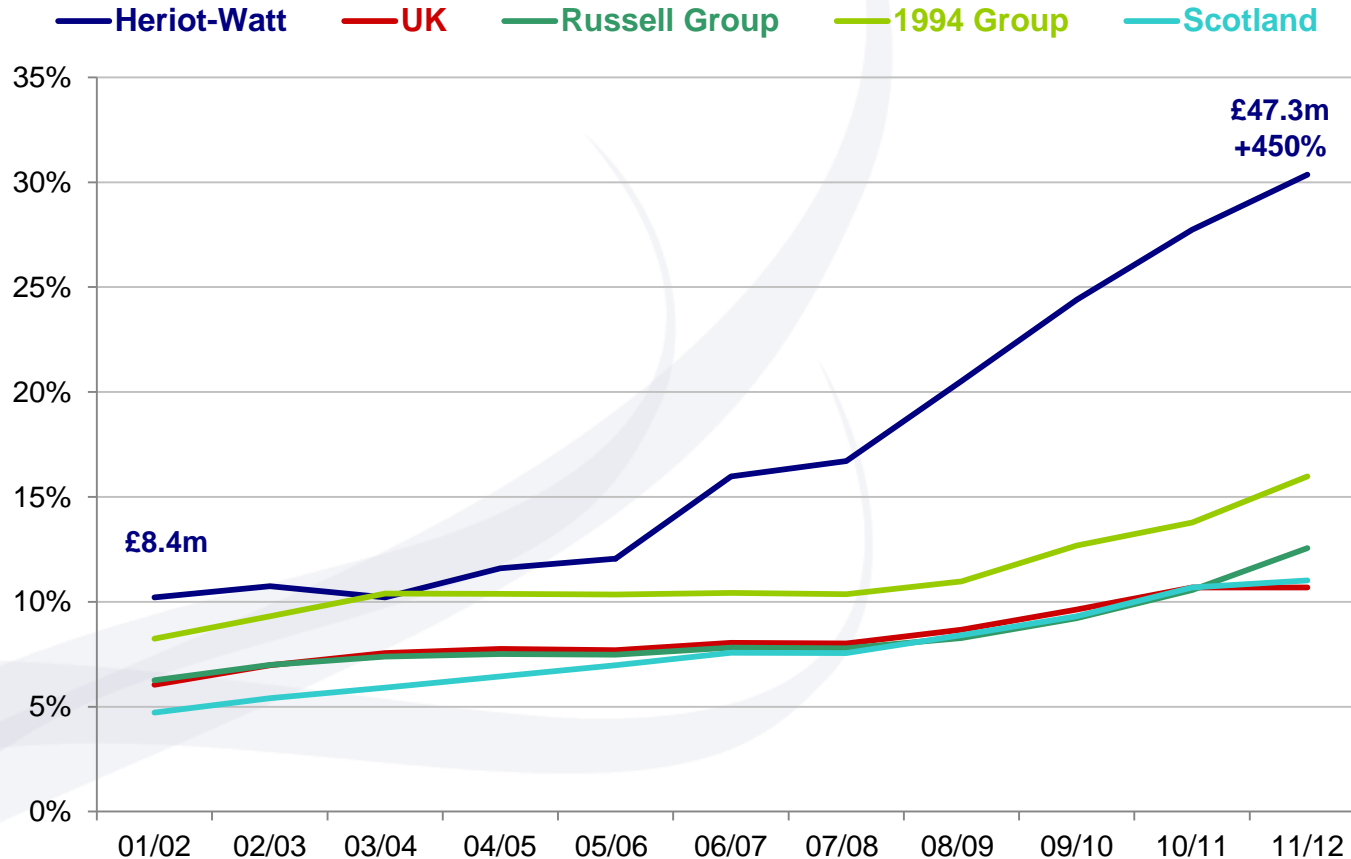
ii) *Intangible benefits:*

- Brand recognition
- Reputation for excellence
- Cosmopolitan culture



Lessons from Heriot-Watt University and Edith Cowan University

International Fee Income Growth as a % of Total Income

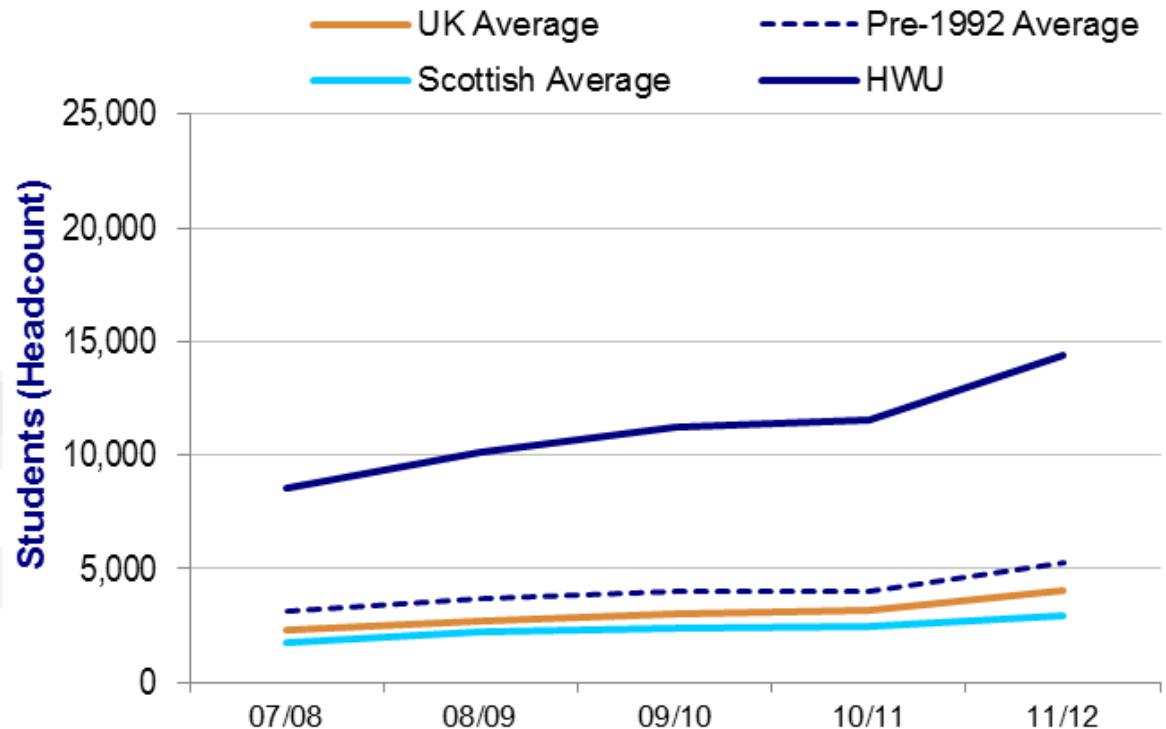


Lessons from Heriot-Watt University and Edith Cowan University

Transnational Education (Students Studying Outside the UK)



Trend



ECU Strategic Plan 2017-2021: World Ready

Four Strategic Goals:

1. Enhancing learning and teaching
2. Advancing research and knowledge translation
3. **Growing internationalisation**
4. Ensuring organisational sustainability



Growing Internationalisation at ECU: HOW?

- Developing an international student recruitment model that sustainably grows onshore enrolments
- Developing strategic international partnerships and collaborations
- Expanding delivery in key offshore locations in a sustainable way
- Providing opportunities for domestic and international students to become world ready graduates



Establishment of the University Pathway College

- Edith Cowan College: a joint venture between ECU and Navitas for delivering direct pathway programs to ECU on ECU campuses in Joondalup and Mount Lawley
- Significant benefits to both parties; providing a platform for growth and opportunities for international students by developing new programs and pathways



International Joint PhD Programs

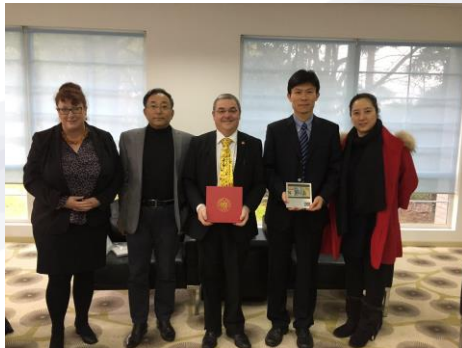
- ECU has established joint PhD programs with major Chinese medical universities: Harbin Medical University, Capital Medical University, Nanjing Medical University
- The partnerships provide opportunities for international students to enrol at ECU and to seek financial support through government bodies such as the China Scholarship Council



Exploring Branch Campus Opportunities

Completing market research in global education hubs:

- Middle East (Dubai)
- South Asia (Colombo)
- South East Asia (Singapore)



Major Student Mobility and Exchange Programs

- **Tokyo City University Australia Program (TAP)**



- An innovative inbound study abroad model bringing 440+ Tokyo City University students to ECU in 2016 and 2017

Tokyo City University Australia Program

- TAP provides opportunities for both TCU and ECU students to acquire cross-cultural knowledge through the Experiencing Australia and the Buddy Program



