### International Impact

#### Develop an international strategic plan

<table>
<thead>
<tr>
<th>139</th>
<th>Create an institutional strategy to expand and focus efforts and funding for international education and partnerships.</th>
<th>International Education Center, Vice President, Academic Affairs and Provost</th>
<th>Begin in 2014-15</th>
<th>1.3a, 1.3c</th>
</tr>
</thead>
</table>

**2014-15 Progress Narrative**

IEC completed its own strategic plan and began implementation and/or completed some of its most important goals. An International Education Advisory Board composed of people holding key positions in all colleges and other units across campus was created, as were regional interest groups for those parts of the world where it was determined NKU ought to increase its footprint. Existing partnerships were created and new ones were formed, such as increased involvement with the Cincinnati Chamber of Commerce's "Diversity by Design" initiative. Thanks to the generosity of a few donors, three new study abroad scholarships were created. Through new and existing institutional partnerships with international universities, several new scholarships were also created to afford more NKU students to study abroad, sometimes at hardly any cost to them.

<table>
<thead>
<tr>
<th>139.01</th>
<th>Form an International Education Advisory Board</th>
<th>Not Started</th>
<th>Under Way</th>
<th>Completed</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>139.02</td>
<td>Work and coordinate with all colleges</td>
<td></td>
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<tr>
<td>139.03</td>
<td>Engage with regional boards and organizations</td>
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#### International Students and Scholars

<table>
<thead>
<tr>
<th>75</th>
<th>Increase NKU's international public presence through significantly increased online marketing.</th>
<th>International Students and Scholars</th>
<th>Begin in 2014-15</th>
<th>1.3c, 2.3c, 5.5c</th>
</tr>
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</table>

**2014-15 Progress Narrative**

Several initiatives specific to the Office of International Students and Scholars had to be delayed due to the unexpected departure of its director, a five-month interim period, and the recent appointment of a new director. Nonetheless, notable progress was made in nearly all areas and a new recruitment strategy is being designed, while a more robust cultural programming plan is also being put in place for AY 2015-16.

<table>
<thead>
<tr>
<th>75.01</th>
<th>Research online marketing tools</th>
<th>Not Started</th>
<th>Under Way</th>
<th>Completed</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>75.02</td>
<td>Review and assess yields annually</td>
<td>✔</td>
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</table>
Increase NKU's international recruitment presence by 1) committing to at least 5 onsite trips per year, 2) expanding the use of overseas agencies to help NKU grow international student enrollment, and 3) hiring dedicated in-country employees in Vietnam.

**2014-15 Progress Narrative**

For the reasons stated above, no major international recruitment trip took place in AY 2014-15. However, OISS continued to work effectively with overseas agencies and made notable progress in India in particular, a country from which we have been able to recruit an increasing number of students. The plan to hire a dedicated in-country employee in Vietnam has been tabled and more effective forms of recruitment are being considered.

- **76.01** Develop a recruitment strategy
- **76.02** Increase marketing efforts
- **76.03** Assess recruitment efforts annually

**Develop a community that supports and welcomes international students including the creation a faculty committee to support and advise on international student topics and international student recruitment**

The Executive Director of IEC and the new Director of OISS have begun work on making NKU a more welcoming campus for international students, including working with faculty, staff and students. Much work remains to be done and this will be the focus of much of the efforts of the IEC and OISS in coming months, for on this initiative depends much of the success of the University's internationalization efforts.

- **82.01** Form a taskforce
- **82.02** Survey students
- **82.03** Analyze survey data

**Transition AELP to the main campus**

AELP moved to the main campus in Fall 2014, to the AELP students' greatest satisfaction. However, the scheduled renovation of Founders Hall may force the relocation of AELP to Campbell Hall, if only for morning classes. AELP is an important recruitment tool, a significant source of revenue that funds many initiatives pertinent to the internationalization of campus, and an important component of internationalization. A long term solution to accommodate it adequately should therefore be found.

- **481.01** Completed fall of 2014

Wednesday, August 19, 2015
Increase the success rate of students enrolled in the American English Language Program

2014-15 Progress Narrative

This is a goal that will require several semesters to be properly evaluated. However, steps have been taken to increase the program's rigor. Most notably, a more strict attendance policy has been implemented this summer. Additionally, starting AY 2014-15, students who successfully completed the highest level can be admitted to NKU without either a TOEFL or IELTS score.

483.01 Form a faculty committee
483.02 Assess results annually

Increase retention rate among students enrolled in the American English Language Program

2014-15 Progress Narrative

It is too early to tell how the new attendance policy will effect retention rate, but new initiatives will also be implemented in AY 2015-16 under the leadership of a new director of AELP, to be appointed this summer.

484.01 Review and assess retention annually

Education Abroad

Increase NKU's faculty presence internationally through faculty exchanges and research in strategic geographic areas.

2014-15 Progress Narrative

The Office of Education Abroad works closely with all academic departments and various student affairs units to increase faculty and staff participation in education abroad activities. OEA has been working with NKU's institutional partners to also develop new exchange and study abroad programs. Most notably, under the Provost's leadership, an exploratory trip to Sri Lanka was organized in the fall. This trip has already yielded a very successful study abroad program that took place in May and several new opportunities for research collaboration.

73.01 Review progress annually
Foster relationships with universities globally and increase the number of articulation agreements and exchange programs with foreign universities to increase international transfers.

2014-15 Progress Narrative

NKU signed agreements with new universities, including the University of Rotterdam of Applied Sciences (The Netherlands), Bremen University of Applied Sciences (Germany), the University of Ulsan (South Korea) and several MOUs with institutions in Sri Lanka. Other negotiations are under way with universities in South Africa, Sweden and France. Additionally, the IEC has hosted delegations and guests from such countries as Mongolia, France, Germany and Kenya, while visits were made to partners in Scotland, England, South Korea, Japan and Sri Lanka. Note that this goal fits within the scope of the IEC and OEA.

77.01 Review strengths and weakness of each partnership annually

485 Increase and diversify Education Abroad and Study Away opportunities

2014-15 Progress Narrative

Education Abroad and Study Away programs offered each year vary according to faculty and staff proposals. The number of such proposals has been increasing, including programs to less traditional destinations such as Sri Lanka and South Africa. Unfortunately, the latter was canceled because of insufficient enrollment, but new programs are being designed for next AY that will also provide students with more diverse options. To increase the University's Education Abroad portfolio, OEA also works with an increasing number of carefully vetted third party providers.

485.01 Explore new sites

485.02 Form partnerships with service providers

486 Increase international internships and work experiences to produce globally competent graduates

2014-15 Progress Narrative

Finding cost effective international internships has proven challenging and little progress has been made in this regard. Service providers offer placement but at nearly prohibitive costs for our students. Other internships are now being explored with institutional partners.

486.01 Form partnerships with service providers
487 Increase the number of students engaged in Education Abroad and Study Away experiences

International Education Center

Begin in 2014-15 1.3c

2014-15 Progress Narrative

The number of students who participated in Education Abroad and Study Away programs has been increasing slowly but steadily. Working with departments, the IEC will encourage greater curricular integration of Education Abroad within majors.

487.01 Review and assess numbers annually

Not Started Under Way Completed Ongoing

☑ ☐ ☐ ☑

487.02 Develop new recruitment strategies

Not Started Under Way Completed Ongoing

☑ ☐ ☐ ☑

488 Create a faculty mentoring program and increase faculty involvement in Education Abroad and Study Away Program

International Education Center

Begin in 2014-15 1.3c, 5.1d

2014-15 Progress Narrative

The new regional interest groups, along with the International Education Advisory Board, workshops, meetings with departments, etc. are contributing to increasing faculty involvement in all matters of Education Abroad. There is a notable increase in the level of interest and awareness of faculty and staff to be engaged in such activities.

488.01 Form a workgroup

Not Started Under Way Completed Ongoing

☐ ☑ ☐ ☐

488.02 Develop a training module for faculty leaders

Not Started Under Way Completed Ongoing

☑ ☑ ☐ ☐

490 Increase multicultural and international programming to promote inclusive excellence and global awareness

International Education Center

Begin in 2014-15 1.3a, 1.3b, 1.3c, 1.3d

2014-15 Progress Narrative

Conversations took place during AY 2014-15 with key partners around campus but implementation will likely take place in AY 2015-16 through more intentional and dynamic multicultural and international programming.

490.01 Form a programming committee

Not Started Under Way Completed Ongoing

☑ ☐ ☐ ☐

491 Create international regional interest groups to increase awareness of and engagement in strategic geographic areas

International Education Center

Begin in 2014-15 1.3a, 1.3b, 1.3c, 1.3d

2014-15 Progress Narrative

All but one of the intended international regional interest groups have now been created. Groups have been formed for Asia, Sub-Saharan Africa, Europe, and Latin America, but the Middle East group is not yet composed. The other groups have begun their work but a formal review has not yet happened.

491.01 Review work of interest groups annually

Not Started Under Way Completed Ongoing

☑ ☐ ☐ ☐
Increase scholarship funds and pursue grant opportunities

International Education Center, International Students and Scholars

Begin in 2014-15 5.2a, 5.2d

2014-15 Progress Narrative

Thanks to University support, new scholarships for international students have been awarded to deserving international students. These scholarships have had the intended effect of attracting new students from such promising market areas as India. Additionally, new Education Abroad scholarships have also been created thanks to the generosity of donors.

492.01 Work with University Development and Foundation

492.02 Research and evaluate scholarship and grant opportunities