


Impact of international projects on the institutional internationalization strategies

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A scenic view of a beach with turquoise water and a blue sky with light clouds. The horizon line is visible, separating the water from the sky. The text is centered in the lower half of the image.

Where do you picture your University
in 5 years?

3 threats for HEIs

- Information Age
- Global competition and demographic forecasts
- Economic challenges

Internationalization

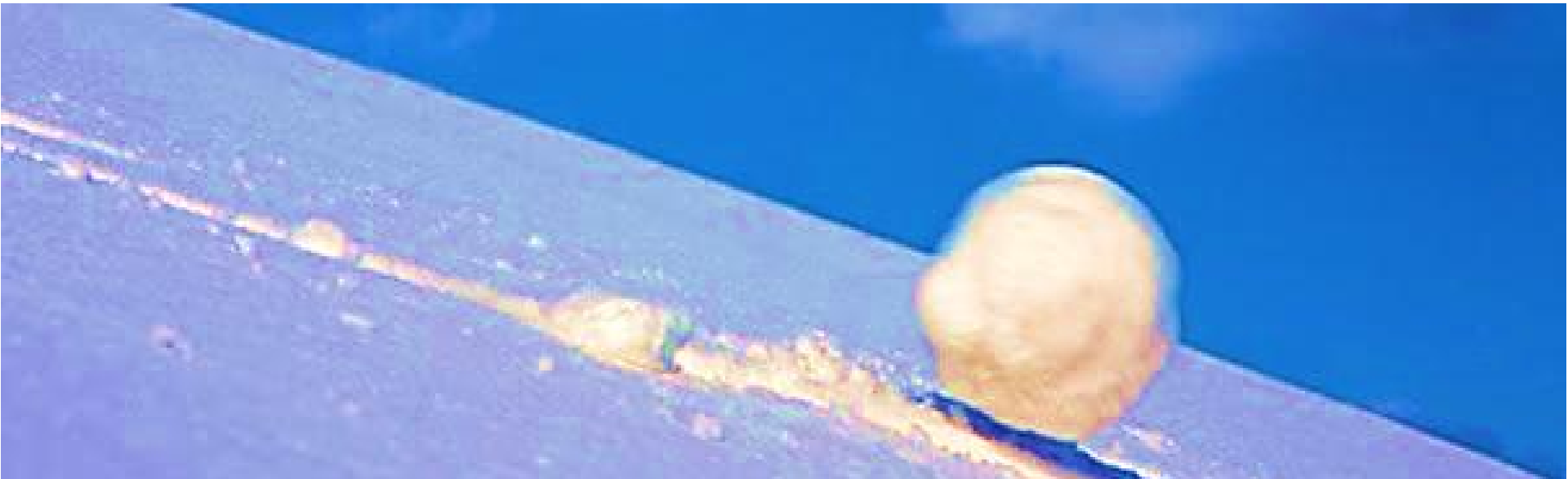
- set out in the Strategic Document

Internationalization Strategy

4 most common mistakes

- Propaganda of numbers
- „Copy and paste“ strategies
- Not „smart“ objectives“
- Only for decoration

International Cooperation Projects – the standardization effect



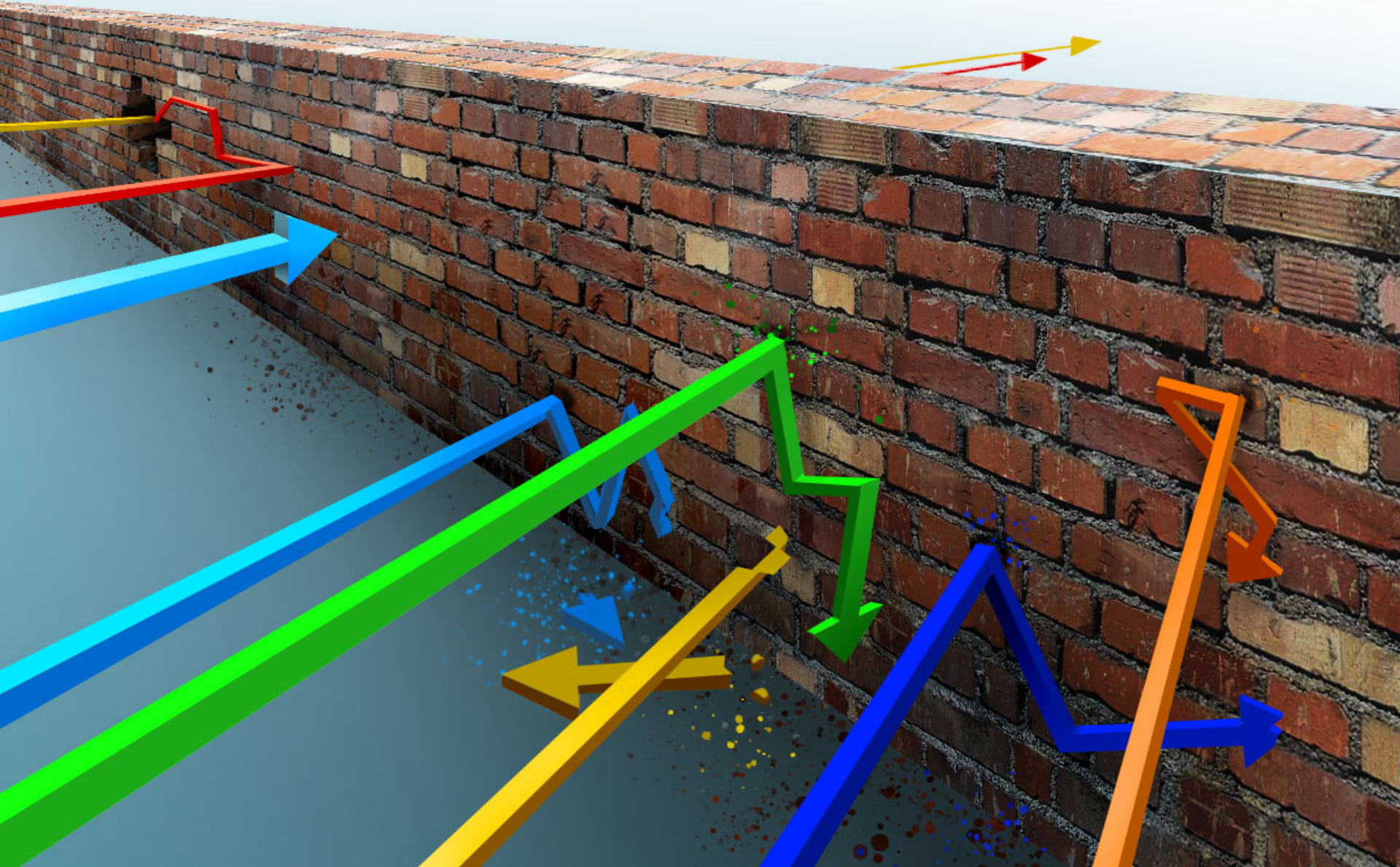
(at least) 13 lessons they teach us:

- Don't do things alone!
- Involve experts!
- Quality instead of quantity!
- Think strategically and focus!
- Organize yourself!
- Pay attention to foreign languages!
- Use common tools and procedures!
- Secure your financial perspectives!
- You don't live in a social vacuum!
- Produce your own staff!
- Have a **balanced exchange** inside and **import** from outside!
- Don't get comfortable!
- Be prepared for 2 things!

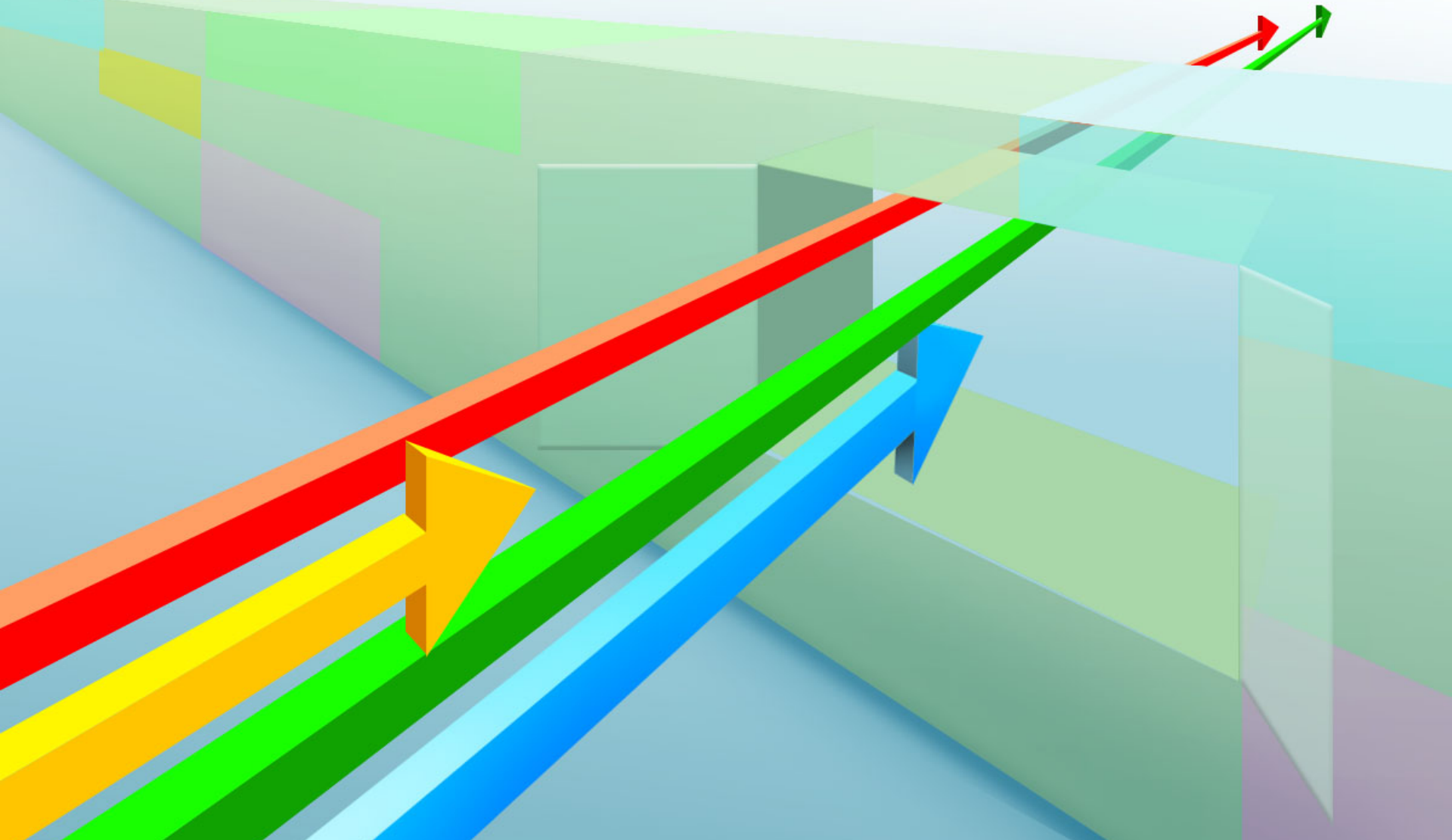
Anticipated shifts of paradigm

- Shift away from traditional mobility towards large scale strategic research and technology transfer programmes;
- The international academia-business cooperation will be given a greater political prominence;

How do we organize the mobility?



Securing high standards through Strategic Documents



Mobility in the Strategy

- Internationalization of doctoral programmes first of all!
- Creation of the Quality Assurance System (for all kind of educational aspects)
- Joint programmes;
- Language policies;
- Internationalized curricula for everybody and in all disciplines;
- Mobility windows;
- Two cycle degrees;
- Extracurricular activities;
- Recognition procedures

What makes a good internationalization strategy?

- deep
- holistic



70% do not go abroad.



3 areas to address

- **academic programmes** (mobility for students and staff, language, innovation and internationalization of curricula, thematic study, teaching innovations, recognition standards, joint/double degree, cross-cultural training, virtual education, summer schools, etc.);
- **research** (area and theme centres, joint research and research exchange, international conferences and seminars, publications, business cooperation, networks, alliances and partnerships);
- **operations and services** (integration of external financing, resource allocation systems, quality assurance and communication systems, Internationalization at Home, internationalization of the HR policy, international and mobile student support services, faculty and staff training, etc.)

These actions must

- be formulated SMARTly (S-M-A-R-T);
- become the **m**ainstream;
- be **e**ntrusted to specialized units;
- be **c**oordinated;
- supported by the institutional **c**ulture (i.e. reflected in motivational systems) and management;
- Reach far **a**head of the current situation.

Thank you!

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