

# Internationalization Task Force

## Final Report



**SAN DIEGO STATE  
UNIVERSITY**

February 1, 2013

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### Summary

The Internationalization Task Force (ITF) makes five recommendations covering 1) the University's mission statement, 2) SDSU students obtaining an international experience, 3) recruitment and servicing of international students, 4) the role of distance learning in internationalization of the University, and 5) the establishment of three committees: an *International Student Recruitment Coordinating Council*, an *International Distance Learning Committee*, and a *Standing Senate Committee on Internationalization*. Only items 2 and 3 require resources.

### Recommendation # 1: Mission statement

The ITF recommends that the University's mission statement be slightly modified to read: "The mission of San Diego State University is to provide research-oriented, high quality education for undergraduate and graduate students, and to contribute *locally, regionally, nationally, and globally* through excellence and distinction in teaching, research, and service." (added text is emphasized)

### Recommendation #2: International experiences for SDSU students

Recognizing the central role that an international experience has for students as part of their education, the ITF recommends:

- a. As a *long-term* goal, *all* students should have an approved international educational experience while at SDSU. Financial support for student scholarships should be available to assist students to meet this goal.

- b. However, recognizing that in a large university such as SDSU, this goal may not be achievable in the 5 to 10 year planning horizon considered here, *we recommend that from Fall 2013 forward participation rates of 30% and 40% be achieved in five and ten years, respectively.* The participation rate is the percentage of students having an international experience compared to the number of students graduating in a given year. This measure is a nationally recognized metric for comparing universities with students studying abroad.
- c. If 30% and 40% participation rates are achieved, the number of students having an approved international experience will be approximately 2,700 by 2018 and 3,800 by 2023.

In making this recommendation, the ITF recognizes:

- That direct international academic experience has intrinsic educational value beyond its substantive content.
- That international academic experience is enhanced when embedded in the context of a multifaceted global university.
- That achieving global competencies for students requires measurable learning outcomes.
- That expanding international experiences for students will have implications for infrastructure and resource needs.
- That students should be encouraged to develop foreign language proficiency before studying abroad so their international experience is as meaningful as possible.

### **Recommendation # 3: International Students at SDSU**

- a. *Within ten years (by 2023), between 10% and 20% of SDSU's student body should be tuition-paying degree-seeking international students.* This implies approximately 3,000 to 6,000 tuition-paying degree-seeking international

students on campus by 2023, compared to 971 tuition-paying degree-seeking students at SDSU as of Fall 2012.

If these goals are met by 2023, the expected annual revenue (in 2012 dollars) would grow from \$15 million today to between \$46.5 million to \$93 million, assuming each international student pays \$15,500 in tuition and fees annually.

- b. SDSU should strive *for both geographic and disciplinary diversity* among its international students, consistent with the needs and priorities of departments and colleges. Thus, SDSU should not disproportionately admit international students from one region or country and should strive to host international students studying a wide range of disciplines. However, we recognize that demand and market forces are beyond our control and will directly impact the international student representation distribution.
- c. The Task Force recommends that all sectors of the University should participate in **international student recruitment**. This includes faculty, staff, and students, as well as specific units on campus. In order to make the best use of campus resources, the Task Force recommends that an *International Student Recruitment Coordinating Council* be established in order to coordinate recruitment policies, procedures, strategies, and related infrastructure and resource needs.
- d. The Task Force recommends that high-quality international marketing and recruiting materials be developed to assist with recruitment activities. This should be done in consultation with key stakeholders responsible for international student recruitment and services.

#### **Recommendation #4: Role of Distance Learning in Internationalization**

- a. Distance Learning should be clearly identified and established as *a core component of the SDSU Strategic Plan*.
- b. The Task Force recommends that an *International Distance Learning Committee (IDLC)* be convened to explore opportunities to maximize the contributions of distance learning to the overall SDSU mission of becoming a global university.
- c. The IDLC would focus on achieving the following tasks over three time periods:
  - i. Short-term: Market existing online graduate and undergraduate courses/series of courses/certificates to targeted audiences.
  - ii. Medium-term: Explore the market potential for adding online graduate and/or undergraduate options for selected programs and courses and then market them to targeted audiences.
  - iii. Long-term: Explore the market potential for creating new online graduate and/or undergraduate options for selected programs and courses, developing them and then marketing them to targeted audiences.
- d. The IDLC should include representation from key stakeholders both within the university and from the larger community.
- e. The IDLC should ensure that appropriate international learning outcomes are developed and incorporated into the evaluation of distance learning as an international education component of education at SDSU.

### **Recommendation # 5: Establish of a Standing Senate Committee on Internationalization**

The Task Force recommends that an *Internationalization Standing Committee of the University Senate* be established. The Task Force believes that establishing such a

committee sends a clear message that internationalizing the university is an important and on-going effort and forms a core value of SDSU's mission. This Committee would provide a permanent forum to discuss and consider all issues related to internationalization on campus. Some, but certainly not all, potential areas of focus for the Committee might include the international aspects of curriculum, distance learning, study abroad, international student recruitment, support and retention, assessment of international experiences, international degree programs, international symposia and research, internationalization and diversity, and benefits to the community from SDSU being a vibrant, global university.