



# **Trends in higher education internationalisation**

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**Maria Kelo**  
**Senior Officer, ACA**

# Structure



- 1. What is internationalisation?**
2. Current trends in internationalisation
3. The importance of partnerships in institutional strategies

# Defining internationalisation



- Jane Knight: «The process of integrating an international dimension into the research, teaching and services function of higher education »
- → internationalisation is a *process* (universities not international 'by nature')
- BUT: what is an 'international dimension'? (no shared concept)

# Short history of internationalisation



- Until mid-1980s: internationalisation = mobility
  - “international cooperation”
  - Degree mobility from developing to developed countries
- Since mid-1980s: EU mobility programmes
  - Erasmus and others (about 2 million Erasmus students in 20 years)
  - Short-term exchanges between ‘equals’ for an international experience
  - Required establishment of institutional networks and recognition
  - Introduced curricular internationalisation
- Joint system reform - the Bologna Process
  - Internationalisation moves to the core of institutional policy

# International(isation) activities



- Mobility (recruitment and exchanges)
- Recognition
- Curricular reform
  - “international degrees”
  - English-taught programmes
  - Double and joint degrees
- Transnational education and collaborative provision
- Marketing and promotion
- Joint structural reform

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# Trends - mobility

- Mobility in Europe still very European, but increasing number of students from other continents (Asia → China)
- Degree mobility becomes more important again, but for different reasons (brain gain, revenue)
- Recognition an important internationalisation tool as it facilitates mobility



# Trends - curricula

- Significant increase in English-taught programmes at European institutions
  - According to an ACA survey: 700 programmes in 2002, 2 400 programmes in 2007
  - Unevenly spread across Europe: north vs. south
  - NL 774, Germany 415, Finland 235
  - In relative terms: Netherlands, Finland, Cyprus
  - 65% of students are foreign (1/3 European, 1/3 Asian)
- European Union funding for development of joint and double degrees (Erasmus Mundus)
- Legal frameworks start enabling joint degrees, but student numbers still very low (on average 24 students/programme)

# Trends – marketing and promotion



- Information → promotion (→ marketing)
- National level campaigns (DAAD, CampusFrance, NUFFIC, British Council, Swedish Institute...)
- Main elements of promotional campaigns
  - Creating a « brand », main messages, and a website
  - Organising fairs and a media campaign
  - Establishing presence in important source countries
  - Usually only some aspects covered
- A European campaign (the Global Promotion Project)
- Can increase the number of foreign students (mobility!), but does it make institutions automatically more international?

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# TNE, internationalisation, and partnerships



- Internationalisation: increasingly also institutional presence abroad
- Transnational education little by little becoming part of the internationalisation agenda of universities, though not yet in the “core”
- Towards higher degree of regulation/control and a more structured approach (need for an institutional strategy/integration)
- Internationalisation the main motivation for doing TNE
- Is a foreign degree an international degree?

# TNE, internationalisation, and partnerships



- An increasing interest in arrangements requiring academic cooperation with a foreign higher education institution
- Aiming at more balanced institutional partnerships, with joint programme development and delivery (“on par”)
- Long-term sustainability, academic benefits, capacity building, recognition, policy dialogue, etc. (= internationalisation objectives!)
- Preference for a cooperative rather than an ‘export’ oriented attitude and approach

# Conclusions



- No shared concept of internationalisation: mobility recruitment (revenue), joint research...
- Mobility the first form, but many other items have been added in the last 20+ years
- Still: most lead us back to mobility!
- Partnerships an important part of international operations, and probably the future? (from cooperation to competition and back?)



**Thank you!**

Maria Kelo  
Academic Cooperation Association ACA  
Rue d'Egmontstraat 15  
1000 Brussels  
[maria.kelo@aca-secretariat.be](mailto:maria.kelo@aca-secretariat.be)  
[www.aca-secretariat.be](http://www.aca-secretariat.be)