

An institutional strategy on student mobility in BA/MA programmes

The long way from an institutional commitment to a common institutional strategy

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Fachhochschule Bonn-Rhein-Sieg

University of Applied Sciences

Founded: January 1st, 1995

Sankt Augustin Campus

- Business Administration
- Computer Science (BSc, MSc)
- Electrical and Mechanical Engineering and Technical Journalism

Rheinbach Campus

- Business Administration (BA, MBA)
- Biology and Chemistry with Materials Sc. (BSc, MSc)

Hennef Campus

- Social Security Management (BA)



Profile of Bonn-Rhein-Sieg University of Applied Sciences

Applied R&D

International

Interdisciplinary

Practical orientation

Equal opportunities for women



What is an International Strategy?

- Personal international contacts
- Scientific co-laborations
- Student mobility
 - Incoming
 - Outgoing
- Faculty exchange
- Professionally managed student mobility is independent of scientific areas



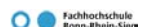
Prerequisites of Student Mobility

- Network of partner universities
 - Min number of partners necessary
 - Quality of co-operation is important
 - Max. number is bound
 - „Hot“ destination countries necessary
 - Bargains sell also dud stock



Agreement between Partner U.s

- A formal agreement on institutional level helps / is recommended / is necessary
 - Agreement on tuition fees
- Reciprocal mobility flow should be targetted
 - Balanced outgoing – incoming student flow (However be flexible with the „weighting“ factor)
 - Example: York University, Toronto, Canada
 - Ok numbers of intern. mobility over the entire U.
 - Low numbers in natural sciences / engineering
 - Summer school participation boosted CS to the top



Commitments

- On all departmental / institutional levels:
 - Dean / Chair
 - Executive committee (e.g. budget)
 - Graduation board (e.g. transfer of credits)
 - Administration (intern. office, enrollment office)
 - Co-operation partners
 - Student bodies

Motivation Strategy

- There is no success if you are not able to motivate your students
- Push into the cold water works only for few students
- Key objective:
 - Open their minds
 - Work hard to bridge barriers
- Offer funding opportunities
- Apply well known psychological tricks e.g. group dynamics

Problems

- Don't underestimate the language barrier (even if it is English)
- Consider different cultural backgrounds
- Work on self confidence (typical German prob.)
- Differentiate between the different study areas (e.g. It is **harder** to motivate an engineering student than a student studying humanities)
- Differentiate between female and male students

When is the optimal time to go?

- There is no optimal time!
 - BA programmes last 3 years only (applications for funding need already 1 year)
- Students and faculty always find reasons not to go, even formal ones
- Conflict of interests:
 - Stay in time (6 terms are short)
 - Integrate something special

How to Convince Students ?

- Include industrial partners:
 - Hunt for companies which are located in both countries
- Build up an „exchange student community“
 - Support group dynamics
- Integrate alumni
- Work on success stories!
- For all potential exchange students you have to evoke an individual vision!



Summer School Initiative or Motivation by Soft Exposure

- Motivate for individual exchange terms
- Ice breaker idea:
 - Expose students to a different University system
 - within a well known group of class mates
- Personal experiences in an international environment → improved self confidence



Structure of Summer Schools

(at York U., Toronto, Canada)

- Intensive course (3-4 weeks)
 - Regular Computer Science course
 - English as a second language (ESL)
 - Series of special topic talks from faculty and grad students of the Centre for Vision Research (CVR)
 - One day out, Canoe trip at Mc Crae lake
- Undergrad students (2nd/3rd year)



Duties of Participating Students

- Individual organisation of the 3-4 week trip
- Flights/Transfer, (Visa)
- Accommodation (recommendations are given)
 - Individual application
- Living
- Participation at all Summer School activities



Decision Process

- Joint degrees
 - Added value / additional motivation (Problem: „double dipping“)
- If the decision for an exchange term is made the destination becomes second order.



Preparation

- Start as soon as poss.
- Include partners: e.g. Language Center
- Show nice pictures:
 - Nostalgia



Personal Monitoring / Supervision

- Never forget: You always deal with individuals
- Potential interested students need to see real faces (need to get in touch with real people)
 - Invite partners (arrange meetings between potentially interested students and representatives of partner U)
- Socialization
 - Desire to know that „somebody“ they know well is taking care (just in case) (somebody at home U **and** at partner U)
 - Mentor / Tutor

FH-BRS Experiences

- Statistics:
 - ca. 60% outgoing in Biology (most of them stay 2 terms → joint degree)
 - 3% outgoing in CS
 - 7% incoming
- All departments having introduced BA/MA programmes working on their *individual* international strategy.

Conclusions

- Introduction of BA/MA programmes supports internationalization of study programmes
- A common inst. strategy on internationalization is possible on inst. level
- If the decision for an exchange term is made the destination second order
- Monitoring is a full time job
- Expect set backs
- Realisation: It's all about psychology!

Questions ?

