



# Newsletter

Winter 2009 • Issue 4

## MESSAGE FROM AIEA PRESIDENT GIL MERKX

Dear Colleagues:

The start of both a new year and a new U.S. presidential administration provides a good opportunity to take stock of the challenges facing the international education field. Ironically, the same globalization process that has given our field new importance now threatens us. I refer specifically to global financial crisis.

The collapse of the real-estate derivatives market was originally viewed as a problem for the U.S. economy, but it soon became obvious that financial markets are so globalized that no economy would be unaffected. Then it became apparent that the real-estate speculation that underlay the derivatives market was not just an American phenomenon, but a global one. From Beijing to Brussels, from Madrid to Moscow, and from Dublin to Dubai, speculators assumed that real estate prices would rise forever. But as real estate began a downward spiral, other weaknesses in economic institutions were exposed, leading to a general decline in economic activities and commodity prices across the entire world.

In the United States, the sharp recession has put most state and local government budgets in deficit, which means big cuts on higher education spending. Private colleges and universities face huge losses in their endowments and declines in donations. After decades of expansion and growing revenues, higher education institutions are now holding the line on expenditures, or in many cases, cutting their budgets.

What do the global hard times mean for international education? Our field is the new kid on the block for many institutions, as an innovation that became popular in the first years of this decade. Therefore, the old adage, "last hired, first fired," would suggest that the situation does not bode well for international education. It is indeed the case that some institutions have responded by eliminating or downgrading the position of their chief international officer and the staffing of international education support units.

On the other hand, the global nature of the economic turnaround emphasizes once again the interconnectedness of nations and the salience of international factors. The horrific events of 9/11

made international politics a domestic security issue and focused public attention on the ramifications of developments in faraway places like Afghanistan, South Asia, and the Middle East. The Bush Administration's effort to deal with foreign security challenges in purely military terms can hardly be deemed to have been successful. The realization that confronting terrorism requires a broader strategy based on deep knowledge of foreign languages and cultures has recently lead the Pentagon itself to call for expanding foreign language and area studies in the United States at all levels of education.

Likewise, the economic crisis is a reminder that markets have become globalized. The same linguistic and cultural skills that are required to implement global security policies are needed for success in business and finance worldwide. Therefore, the long-run consequence of the world recession will be to underline the importance of international education as a precondition to remaining competitive in global markets.

It is worth recalling that the effects of 9/11 on international education were negative in the short run, including declines in rates of study abroad and international student recruitment to U.S. institutions. These reverses were overcome, however, and international education gained increased emphasis as the newest priority for American higher education.

The effects of the economic downturn are also having short-term negative effects on international education, largely because of the reductions in funding for higher education in general. Nevertheless, over time the recession will enhance the importance of international education as necessary to prepare American to cope with the global economy. The efforts of the Obama administration to lead the country out of recession will almost certainly address the educational investments needed for the recovery of employment and the long-term growth of the economy, which include the internationalization of higher education.

So I think that whatever hits we take in the short term will merely be the prelude to a new wave of internationalization of U.S. higher education. Not just American institutions will be affected. Our colleagues in other countries are experiencing the same challenges and their responses will be similar.

Therefore I look forward to the next AIEA conference in Atlanta. There we will have a chance to exchange information about how our colleges and universities are dealing with budget shortfalls and how we as

international administrators are responding. We face challenges on our campuses, in Washington, and overseas. These may be the worst times that we have seen for a while, but the best of times still lie ahead.

Gil Merkx  
President, AIEA  
Duke University

### "EACH ONE, REACH ONE" CAMPAIGN –

#### REACHING OUT TO COLLEAGUES

AIEA's Membership Committee, chaired by Sabine Klahr, has issued a challenge to members: In the "Each One, Reach One" effort, each member is encouraged to share about AIEA with one other colleague by inviting them to join AIEA in 2009. Benefits of AIEA membership include up to \$150 discounts to AIEA conferences, a complimentary subscription to the Journal of Studies in International Education – a \$90 value (members must join/renew by March 31 for this benefit), access to the AIEA listserv – comprised of senior level leaders in international education (the listserv is a mechanism to post questions on international issues on your campus, exchange information on international education resources, funding opportunities, job postings, etc.), access to the online AIEA member directory, discounts on AIEA publications, free listing in the AIEA Online Consultant Directory, mentor relationships with colleagues, professional development opportunities, leadership opportunities on AIEA boards and committees and much more.

A printable brochure can be found on the AIEA's homepage at [www.aieaworld.org](http://www.aieaworld.org) or you can request hard copies of the brochure by emailing [aiea@duke.edu](mailto:aiea@duke.edu). Please note that AIEA membership is on an annual basis, from Jan 1- Dec 31. Thanks in advance for contacting at least one colleague about AIEA!





## AIEA SECRETARIAT UPDATE: 2008 HIGHLIGHTS FOR AIEA

### 2008 WAS A FULL YEAR FOR AIEA - HERE ARE SOME OF THE HIGHLIGHTS FOR AIEA IN 2008:

- Continued implementation of AIEA's strategic plan
- The publication of the newly revised *SIO as Change Agent* by John Heyl
- Published two online newsletters available on the AIEA website ([www.aieaworld.org](http://www.aieaworld.org))
- AIEA's first-ever webinar "Mapping Internationalization" co-sponsored with the American Council on Education in November 2008 with over 45 sites participating around the United States and abroad
- Blue Sky Summit hosted by Vanderbilt University in October 2008, chaired by AIEA President Gil Merckx, AIEA Public Policy Board Chair Norm Peterson, and AIEA member and host Joel Harrington (for further details, see article in this newsletter entitled "Vanderbilt Workshop Reexamines Public Policy")
- AIEA continues to be a driving force in the Network of International Education Administrators under the leadership of Past Presidents Uliana Gabara and John Hudzik
- AIEA provided leadership as a founding member of the Inter-associational Network for Campus Internationalization (INCI), represented by AIEA President Gil Merckx and Executive Director Darla Deardorff
- One international seminar was held in 2008 in Antwerp Belgium: The EAIE-AIEA Transatlantic Seminar in September 2008, coordinated by AIEA members Dennis Dutschke and William Davey
- AIEA Membership numbers: In 2008, there were 255 institutional members, 35 organizational members, and 127 individual members for a total of 411 members. In 2009, 200 institutions have already joined or renewed their membership and 26 organizations have joined/renewed. Members need to renew by March 31 to avoid late fees.
- Elections were held online for the third year in a row with nearly 30% of the membership voting in the elections in 2008
- The Executive Committee met three times in 2008: At the AIEA conference in Washington DC, in June in Washington DC and in late September in Washington DC (AIEA Executive Committee members pay their own way to these meetings).
- Many thanks to the over 30 members of AIEA who have provided active leadership on the AIEA committees and boards over the past year. AIEA is a member organization and relies on the active leadership of its members to accomplish its work.
- Executive Director Darla Deardorff provided visibility to AIEA through invited talks and presentations at numerous venues in 2008 (most at no or little expense to AIEA) including at the Strategic Initiatives for University Internationalization Symposium in Washington DC and in Tokyo, Japan, NAFSA Conference in Washington DC, AC21 Consortium Conference in Raleigh, NC, EAIE Conference in Antwerp, Belgium and the AMPEI Conference in Merida, Mexico.
- The AIEA Secretariat continues to provide major oversight and support for the AIEA conferences, and administrative support for the seminars, the committees, and boards of AIEA, and maintains daily operations for the organization through three part-time staff, including Executive Director Dr. Darla Deardorff, staff member Ms. Suman Bhatia and new staff member Ms. Rohini Thakkar, a recent graduate of North Carolina State University with a Masters in International Studies

## VANDERBILT WORKSHOP REEXAMINES PUBLIC POLICY

### BY NORM PETERSON, CHAIR, AIEA PUBLIC POLICY BOARD

18 international campus leaders were brought together by AIEA at Vanderbilt University October 29-30, 2008 for a unique dialogue on public policy. The assignment to the group was to set aside what the federal government is already doing regarding international education on our campuses, and think about the things that it ought to be doing in today's world.

The idea for the AIEA "Blue Sky" Workshop originated at the AIEA 2008 Annual Meeting during a discussion of AIEA's public policy priorities. It was suggested during this discussion that AIEA should not limit its thinking to the policy issues framed by current programs and political debates but should also be thinking from a campus perspective about what government should be doing to support international education.

The Workshop became a reality through the generosity of Vanderbilt University and the leadership of Vanderbilt's Joel Harrington, Assistant Provost for International Affairs. Beginning with a dinner hosted by Vanderbilt, a fascinating dialogue ensued about the future directions for federal involvement in international programs on U.S. college and university campuses. A full report of the Vanderbilt Workshop will be forthcoming from AIEA in the near future. Meanwhile, here are a few of the ideas that emerged.

- **Initiative to Internationalize Teacher Education** No group is more influential in setting directions for future generations than K-12 educators, and the multiplier impact of enhancing international knowledge of American classroom teachers is enormous. A multifaceted initiative to provide international opportunities for future and current teachers would pay substantial dividends.
- **Study Abroad Travel Scholarships** Flagship scholarship programs such as NSEP, Gilman and the proposed Simon programs are extremely important, but their costs substantially limit the number of students assisted. To complement these major programs, the federal government should offer a Study Abroad Travel Supplement through the Department of Education to provide the critical extra funding needed by many students to fund the costs of studying abroad.
- **University Linkages on Steroids** Several federal initiatives have international linkages. These programs have done a lot of good work but have provided too little funding for too short a time. A new and more robust linkage program that provides larger awards for longer periods to build strong and well-established linkages would have an enduring impact.
- **Innovation Fund** Virtually every federal agency international education program is tightly defined and highly prescriptive. There ought to be a program that simply funds innovation. Along the lines of the FIPSE Comprehensive Program, the program would not try to define innovation, just provide some funding for program proposals that lay out innovative new ideas of demonstrated value.
- **Reframing Visa Policy** The basic assumptions of U.S. nonimmigrant student visa policy needs to be reexamined and reframed based on the realities of talent mobility in today's world. Most importantly, the fundamental criterion of being an "intending nonimmigrant" under Section 214(b) needs to be reconsidered.

These are several of the leading ideas that emerged from the AIEA's Public Policy Workshop at Vanderbilt. Watch for the full report on the Workshop that will be published on the AIEA website in the near future. AIEA is very grateful to Vanderbilt University for hosting and staffing the Workshop.

**Other member institutions interested in hosting/co-sponsoring similar one-day events should email [aiea@duke.edu](mailto:aiea@duke.edu).**

## PROFESSIONAL DEVELOPMENT COMMITTEE – REPORT TO MEMBERS

By MITCH LEVENTHAL,  
OUTGOING CHAIR, PROFESSIONAL DEVELOPMENT COMMITTEE

This report marks my impending departure as the first Chair of the AIEA Professional Development Committee, which was established in 2007. During my tenure, a large number of members have engaged in an ongoing dialogue focused on making AIEA more responsive to the needs of SIOs, and to differentiate ourselves from other organizations which focus on lower level nuts-and-bolts issues. I want to thank the many dozens of members who have participated in this process, as well as the prior and current members of the Professional Development Committee.

A new professional development plan was approved and its implementation began during 2008. The plan focuses on i) expanding our commitment the original Ghost Ranch concept (which had already broadened to the Dialogue of the Americas and Trans-Atlantic Dialogue), ii) development of a dialogical Webinar Series so that affordable professional development opportunities are provided to members year round, iii) improving the Mentor program and creating an AIEA Fellows Program (to be announced at the 2009 AIEA Conference) that will provide a more intensive, competitive experience more akin to ACE Fellowships, and iv) improve SIO 101 and 201 workshops to align more with the needs of senior international officers. In every case, our hope is to better integrate AIEA's publications with its professional development efforts. As a general principle, AIEA will endeavor to attract more outside experts to present at and participate in our professional development activities. It is hoped that opportunities can be developed which draw on the expertise of organizations such as the National Association of College & University Attorneys (NACUA), National Association of College & University Business Officers (NACUBO), the Society for Campus & University Planners (SCUP), ACE and others.

The 2008 Trans-Atlantic dialogue prior to the EAIE Conference in Antwerp was a great success, with 19 participants. This event continued to be an annual

occurrence and is a result of co-sponsorship between AIEA and EAIE. We had hoped to have a Global Dialogue in 2009, prior to the AIEA conference, and invited participants from all of our sister parties, but the response was weak. This may be, in part, to the global economic situation. The professional development committee remains committed to the concept of a Global Dialogue and will pursue it again, this time with a longer advance planning schedule.

Much of last summer and early fall was spent evaluating webinar platforms and planning for AIEA's first foray into this web-based dialogues. In November, AIEA conducted its first webinar, in conjunction with ACE. This event focused on ACE's report "Mapping Internationalization" and was jointly promoted. Madeleine Green from ACE presented and AIEA President Gil Merx was the discussant. Significant time was set aside for participant discussion. The webinar was priced at \$125 per site, and attracted over 45 sites from across the country, with only several weeks of prior promotion. After expenses and revenue share with ACE, the webinar generated close to \$2,000 for AIEA. Comments from participants were largely favorable. AIEA hopes to conduct two-four webinars during 2009, both independently and in partnership with other key organizations. Ideally, revenue from webinars can be used to underwrite other professional development activities in the future.

In February, I will pass the baton to a new Professional Development Committee Chair, Bill Davey. Bill will be forming subcommittees to address specific needs, and I look forward to assisting him in building on the foundation we now have. I want to encourage anyone with an interest in professional development to share your thoughts and ideas, and to also volunteer time to assist with this core function of AIEA. After all, professional development is the reason we are all here.

## 2009 AIEA ANNUAL CONFERENCE

The 2009 AIEA Conference is fast approaching and will take place on Feb 22-25, 2009 at the Omni at CNN Center in downtown Atlanta, Georgia. Chaired by AIEA President-Elect Dr. Pia Wood, the theme of the conference is "International Education: Engaging Communities." Featured keynote speakers include John Stremlau of The Carter Center, Colleen McEdwards of CNN and Nontombi Naomi Tutu, daughter of Desmond Tutu. Over 60 sessions will address topics including campus internationalization, fundraising, partnerships, regional trends, dual degrees, technology in international education, advocacy, and faculty engagement. Despite the current economy, registration has been robust with over 350 attendees expected from nearly 20 different countries. Highlights of the conference include networking with colleagues, connecting with exhibitors, and the awarding of the Josephson, Klasek and Rutenber awards. While online registration has closed, on-site registration is still possible. Watch future newsletters for a summary of the conference.

### HIGHLIGHTING ALL CONFERENCE SPONSORS AT 2009 AIEA CONFERENCE

This is the first year that AIEA has featured all-conference sponsors at its annual conference. Special appreciation is extended to **ELS and American Education Centers** as the platinum conference sponsor, to **INTO** as the gold sponsor, to the **School for International Training** as silver sponsor and to **Bethel University** as the university all-conference sponsor. AIEA also expresses appreciation to its conference event sponsors including Università Cattolica del Sacro Cuore, Cultural Experiences Abroad, Emory University, Australian Education International, WES, TW Lord, UVS, Kuck Casablanca, Agnes Scott College, and Spelman College. These sponsors help make the AIEA Conference possible each year and AIEA is deeply grateful to all of them for their generosity and support.

## AIEA IS A MEMBER OF NEW INTERNATIONAL NETWORK

A new network of eleven higher education associations focusing on campus internationalization was established following an initial meeting in Fall 2008. Convened by the American Council on Education, this new network is known as the Inter-associational Network on Campus Internationalization (INCI). AIEA's President Gil Merx and Executive Director Darla Deardorff participated in the fall meeting as well as in the more recent January 2009 meeting. One of the main purposes of

this network is to communicate and coordinate about resources and events related to internationalization. While still in development, the Inter-associational Network on Campus Internationalization (INCI) website serves as a portal for senior campus leaders who are interested in (or charged with) internationalizing their campus. The eleven associations are:

- American Association of Community Colleges (AACC)
- American Council on Education (ACE)
- Association of American Colleges and Universities (AAC&U)
- Association of American Universities (AAU)
- Association of International Education Administrators (AIEA)

- Association of State Colleges and Universities (AASCU)
- NAFSA: Association of International Educators (NAFSA)
- National Association of Independent Colleges and Universities (NAICU)
- National Association of State Universities and Land-Grant Colleges (formerly NASULGC)
- The Forum on Education Abroad
- The Institute of International Education (IIE)

You can access the INCI website by going to <http://campusinternationalization.wordpress.com/>



## 5TH JOINT EAIE/AIEA TRANSATLANTIC DIALOGUE MADRID

13-15 SEPTEMBER 2009  
MADRID, SPAIN

AIEA and EAIE are pleased to announce the 5th jointly sponsored Transatlantic Dialogue September 13-15 2009 in Madrid, Spain. An interactive and participant centered seminar, the Transatlantic Dialogue brings together chief international educators from Europe and around the world and North American international education administrators to discuss common issues and challenges associated with the transatlantic relationship. The seminar provides the opportunity to meet together in a residential environment, in a non-threatening atmosphere, where we are able to freely share information and ideas, and engage in dialogue. As with the previous seminars, we will draw conclusions and make recommendations to AIEA and EAIE for dissemination of information and implementing policy and procedures. While the topics are determined by the participants of each dialogue, previous topics have included: the impact of the Bologna Process, dual and joint degrees, North-South cooperation, language policies, commercialism of education abroad, curriculum integration, academic credit, and graduate degree structures.

**Coordinators:** The coordinators will be William Davey, Professor and Director Emeritus of International Programs at Arizona State University and Dennis Dutschke, Dean of Studies at Arcadia University, representing AIEA, and Hans-Georg van Liempd, Director of the International Office, Tilburg University, Netherlands, representing EAIE.

**Participants:** International educators interested in critical transatlantic issues are urged to apply. Nine persons from each association will be selected to participate. Participants will be selected and notified by June 12, 2009.

**Application Deadline:** You must apply to participate in the Madrid Transatlantic Dialogue by May 15, 2009

**Application Process:** You may apply to participate in the Transatlantic Dialogue by sending your intention to participate via email to any one of the facilitators. Your email must include the following to be considered:

- Name, Title, Institution, Contact Information  
Telephone, Fax, Email Address:
- A Statement of why you want to participate:

### SHARE YOUR EXPERTISE!

Attention AIEA members! Sign up for the AIEA Consultant Directory and share your expertise in international education with your colleagues. Current members can list their expertise in the consultant directory by logging into the AIEA website at [www.aieaworld.org](http://www.aieaworld.org).

- A List of 5 topics you would like to discuss
- A biographical statement not to exceed 100 words which describes your professional experience. This will be distributed to all participants.

Send application to participate to one of the facilitators:  
Bill Davey - ([wdavey@gmail.com](mailto:wdavey@gmail.com)),  
Dennis Dutschke - ([dutschkd@arcadia.edu](mailto:dutschkd@arcadia.edu)),  
Hans-Georg van Liempd - ([h.g.vliempd@uvt.nl](mailto:h.g.vliempd@uvt.nl))

**Additional Information:** Any questions or additional information may be sent to the facilitators at the above addresses.

## MARK YOUR CALENDARS!

2010 AIEA CONFERENCE  
FEBRUARY 14-17, 2010  
WASHINGTON, DC

## AIEA WANTS TO HEAR FROM YOU!

Do you have ideas and suggestions as to how AIEA can meet your needs in the field? Help you develop professionally? Provide the resources you need? Want to get more actively involved in the work of AIEA? Then we want to hear from you! Email [aiea@duke.edu](mailto:aiea@duke.edu) today!

### Association of International Education Administrators

PO Box 20404  
Duke University  
Durham, NC 27708-0404  
Tel: 919-668-1928 • Fax: 919-684-8749  
Email: [aiea@duke.edu](mailto:aiea@duke.edu)  
<http://www.aieaworld.org>



### AIEA Leadership Team

2008 President: Gil Merckx

President Elect : Pia Wood

Immediate Past President: William Brustein

Secretary: April Burriss

Interim Treasurer: Pia Wood

Vice-President for External Relations:

Duleep Deosthale

AIEA Editor: Pia Wood

Executive Director: Darla K. Deardorff

AIEA Executive Committee Members:

Everett Egginton (2009), Norman Peterson (2009),  
Susan Buck Sutton (2009), Dennis Dutschke (2010),  
Sabine Klahr (2010), Betsy Brown (2011),  
Mitch Leventhal (2011), H. Stephen Straight (2011)

## MEMBERS IN THE NEWS

Members in the News is a feature on the AIEA website ([www.aieaworld.org](http://www.aieaworld.org)), highlighting AIEA members' leadership in the field of international education. Below is an excerpt from Members in the News. Email [aiea@duke.edu](mailto:aiea@duke.edu) regularly with information regarding AIEA members in the news (in the media, accomplishments, authored books, etc.) for posting on the AIEA website.

**January, 2009:** The Institute of International Education announced the winners of its annual Andrew Heiskell Awards for Innovation in International Education. The competition, which began in 2001, recognizes American colleges that have made significant attempts to provide international experiences for their students. This year, the awards were broken down into four categories. The winners were Champlain College, in Vermont, and the AIEA institutional member University of Monterrey, in Mexico, for internationalizing the campus; AIEA institutional member Clemson University, in South Carolina, and the University of Kansas, for study abroad; AIEA institutional member Indiana University-Purdue University at Indianapolis for international exchange partnerships; and Scottsdale Community College, in Arizona, for study abroad at a community college. Other AIEA institutional members receiving honorable mentions included Vanderbilt University and Ohio University.

**January, 2009:** Several AIEA members participated in the ACE Internationalization Collaborative including AIEA Past President Uliana Gabara who discussed faculty development and AIEA Executive Director Darla Deardorff who discussed global learning outcomes assessment.

**January, 2009:** AIEA member Daniel Obst was quoted in a Jan 23 *Chronicle of Higher Education* article entitled "European Institutions Lead in International Dual-Degree Partnerships, Study Finds."

**January, 2009:** AIEA member Brian Whalen was quoted in a Jan 16 *Chronicle of Higher Education* article entitled "Study-Abroad Practices Remain Unchanged Despite Inquiries by Attorneys General, Survey Finds."

**January, 2009:** AIEA Executive Committee members Mitch Leventhal and Sabine Klahr and AIEA members Joe Tullbane and Michael Basile were quoted in *Inside Higher Ed's* January 6 article entitled "Accreditation Lit' for International Recruiting Agents."

## CALL FOR NEWSLETTER CONTRIBUTIONS

Do you have articles you'd like to contribute to the international education field? Information or resources that would be helpful to colleagues? AIEA members are invited to contribute articles, news, and announcements related to international education in this online newsletter. To submit items, email [aiea@duke.edu](mailto:aiea@duke.edu).