Draft International Strategic Plan

Proposed Goals, Objectives and KPI
Prepared by: Advisory Committee on Internationalization (ACI)
Following the benchmarking consultations around international activities over the past few years, the Advisory Committee on Internationalization (ACI) was tasked in early 2019 to create Carleton University’s first comprehensive international strategic plan.

The mandate of the ACI is to develop Carleton's first international strategic plan that will implement a cohesive and unified approach to international services and offerings at the university. Their first task was to create a visual that incorporated all of the various people on campus that contribute to international activities on campus:

The International Ecosystem:
The committee consulted widely with their Chairs and Directors, Deans, Managers and administrative Directors to get feedback about the goals that came from the previous benchmarking exercises. The goals were presented at the Academic Heads Roundtable, and the Vice-President Academic and Research Council (VPARC). The objectives and KPIs were determined by numerous sub-committees of the ACI, after which feedback was sought from the administrators listed above.

This foundational International Strategic Plan framework has been developed and is now ready for consultation by the Carleton community.

It is intended as a living document, and will incorporate the feedback received through the consultation process.

Committee members include:

- Karen Schwartz, Chair & Associate Vice-President (Research & International)
- David Amundsen, Acting Associate Dean, Research & Graduate Studies, Science
- Ali Arya, Associate Dean, Planning & Awards, Faculty of Graduate and Postdoctoral Affairs
- Mike Brklacich, Associate Dean, Research & International, Faculty of Arts and Social Sciences
- Amir Hakami, Associate Dean, Research & Graduate Studies, Faculty of Engineering and Design
- Shaobo Ji, Associate Dean, Research & International, Sprott School of Business
- Tony Lackey, Director, Risk & Insurance
- Sarah Ramisch Stewart, Director, International Admissions & Recruitment
- Sarah Sabourin, Manager, Employment & Partnership Development
- Laura Truesdell, Manager, International Student Services Office
- Carlos Vargas, International Outreach Manager, Carleton International
- Chris Worswick, Associate Dean, Research & International, Faculty of Public Affairs
- Yiqiang Zhao, Associate Dean, Research and Graduate Studies, Faculty of Science
Strategic Mission:
Nurture Global Citizens

Strategic Vision:
Carleton University will enhance its international reputation for its research and teaching in programs by responding to the demands of society today and anticipating the needs of the future; thus, enhancing the capacity of students, faculty members and staff to engage and lead international initiatives; thereby nurturing global citizens.

International Research and Funding
Strengthen our reputation as a globally engaged university through the development and stewardship of strategic and sustainable research, increased international research funding, international research collaborations and leveraging our location in a global capital city.

- Increase research funding
- Create research collaborations
- Expand funding for student research mobility

International Students
Strengthen recruitment, retention and success of international students, while recognizing the differences in the needs and financial resources of graduate and undergraduate students. Enhance the international student experience, ensuring an academically strong and culturally diverse community has the resources to thrive from application through to graduation.

- Diversify student population
- Enhance student experience
- Celebrate international students’ contributions

International Teaching, Knowledge and Expertise
Strengthen our international teaching capabilities including supporting the creation of joint programs with international partners; faculty endeavours to teach internationally; and the collaboration between Carleton and other international actors to co-create knowledge and achieve common goals.

- Expand international academic programs
- Attract international scholars
- Expand online academic offerings

International Mobility and Experiential Learning
Enhance student experience by offering exceptional educational and professional experiences, including opportunities for all students to gain the knowledge, skills and intercultural competencies required for them to contribute as active citizens in the global community.

- Increase international mobility and experiential learning opportunities
- Showcase Carleton’s successes

Internationalization at home
Cultivate a campus culture that celebrates, supports and promotes internationalization, global learning and intercultural competencies among students, faculty and staff; and that fosters the integration of diverse perspectives and strategies towards addressing global challenges.

- Leverage our location in the nation’s capital
- Promote intercultural learning events
- Develop global engagement certificate
International Strategic Goals

Goal 1- International Research and Funding
Strengthen our reputation as a globally engaged university through the development and stewardship of strategic and sustainable research, increased international research funding, international research collaborations and by leveraging our location in a global capital city.

Objectives

1) Increase international research funding (including grants, contracts, and public and private international funding) coming to Carleton University.
   a) Activities
      i) Create a baseline of international research funding for the past five years.
      ii) Continue to offer Internal International Seed Grants to foster international research collaborations and encourage grant applications.
      iii) Hire and train a Research Contracts and Agreements Officer to assist with international contracts and grants (pre and post award).
      iv) Instigate large international research projects across multiple countries and institutions funded by major funders.
   b) Key Performance Indicators (KPI)
      i) Degree of diversification of pool of international funders.
      ii) Increase level of international research funding.

2) Expand international research collaborations.
   a) Activities
      i) Establish a database of international partnerships and MOUs.
      ii) Expand meaningful partnerships with local, provincial, and national associations to promote knowledge sharing and opportunities for learning and engagement.
      iii) Support pilot initiative led by the Faculty of Engineering and Design to financially incentivize their faculty members to go abroad on their sabbatical.
      iv) Create international innovation hubs by pairing our networks of international alumni with campus incubators and accelerators. Work closely with Carleton Advancement & Alumni.
   b) KPI
      i) Increase in the number of research collaborations.
      ii) Increase in the number of co-publications involving international collaborators.

3) Expand funding available for inbound and outbound student research mobility.
   a) Activities
      i) Advertise available research mobility grants in an accessible way (e.g., website).
   b) KPI
      i) Increase the use of existing research mobility grants (e.g., Mitacs, ELAP, France-Canada Research Grants, FAPESP, etc.).
Goal 2: International Students
Strengthen recruitment, retention and success of international students while recognizing the differences in the needs and financial resources of graduate and undergraduate students. Enhance the international student experience, ensuring an academically strong and culturally diverse community has the resources to thrive from application to graduation.

Objectives

1) Attract a higher number of international students from a diverse group of countries with the potential for strong academic and research performance, thereby mitigating the risk of having too many incoming and outgoing students coming from and going to a few select countries.
   a) Activities
      i) Ensure recruitment activities cover a range of markets, both established and emerging to ensure diversity of prospective undergraduate students.
      ii) Engage in a collaborative effort to promote international student access to Canada, including lobbying, editorials, research that looks at the positive social and economic impact of bringing international students to Canada.
      iii) Engage directly with prospective undergraduates through targeted school visits, meetings and events as well as online through webinars and live chats, in addition to broader promotion including online advertising, email campaigns, microsites, and social media.
      iv) Work closely with select school, agent, and government partners, cultural associations and scholarship providers to identify and engage with prospective undergraduates.
   b) KPI
      i) Increased diversity of countries from which we draw undergraduate students.
      ii) Increase the number of undergraduate students eligible for entrance scholarships.
      iii) Increase the number of students (graduate and undergraduate) with sponsored or external funding on admission.
      iv) Increase the number of students (graduate and undergraduate) with Canadian or international government funding on admission.

2) Provide necessary support to improve international student experience and performance.
   a) Activities
      i) Establish opportunities for social, cultural and educational events to integrate international and domestic students.
      ii) Define from the student’s perspective what is a positive international student experience and performance.
      iii) Create a baseline measure of the international student experience and performance.
      iv) Create an audit of international support services that exist at Carleton University.
      v) Conduct research on best practices related to supporting international
students (e.g., mentoring, programming, etc.)

vi) Implement best practices derived from research.

b) KPI
   i) Assess retention and graduation rate of international students.
   ii) Improve average satisfaction of international students.
   iii) Increase number of international students who use services or attend events.

3) Improve our international rankings as a means to attract international students.
   a) Activities
      i) Subscribe to the Times Higher Education Data Solutions, DataPlus and THEReputation.
      ii) Work with Carleton’s Office for Institutional Research and Planning (OIRP) and the Office of the Vice-President (Research and International)’s senior research analyst to find ways to increase our participation in the standardized international ranking services.

b) KPI
   i) Improved international university rankings.

Goal 3: International Teaching, Knowledge and Skills Transfer, Co-creation of Expertise
Strengthen our international teaching capabilities including supporting the creation of joint academic programs with international partners; faculty endeavours to teach internationally; and the collaboration between Carleton and other international actors to co-create knowledge and achieve common goals.

Objectives

1) Increase number of international academic programs (e.g., Sprott offshore MBA program) including cotutelle, dual degree programs delivered at home or overseas.
   a) Activities
      i) Encourage the development of cotutelle, dual degree, and other international academic programs.
      ii) Support Faculty of Arts and Social Sciences (FASS) study tour courses in numerous ways including facilitating MOUs with relevant universities.
      iii) Support Sprott School of Business educational components of their International Strategic Plan and their Bachelor of International Business program.
      iv) Support FASS and Faculty of Public Affairs’ BGInS program and the University International Internship program.

b) KPI
   i) Increased number of students and faculty members engaged in these international programs.
2) Increase the number of faculty members engaged in teaching internationally and the number of international scholars teaching and contributing to teaching at Carleton University.
   a) Activities
      i) Create a Global Classroom at Carleton University in conjunction with the Office of the Associate Vice-President (Teaching & Learning).
      ii) Increase the number of international agencies and post-secondary institutions we collaborate with that will result in meaningful initiatives.
      iii) Explore the opportunity for flexible degree and non-degree programs for international students (e.g., online programs).
   b) KPI
      i) Increased number of formal international linkages involving training and pedagogy.

Goal 4: Enhance awareness and reduce barriers for international mobility and experiential learning opportunities

Enhance student experience by offering exceptional educational and professional experiences, including opportunities for all students to gain the knowledge, skills and intercultural competencies required for them to contribute as active citizens in the global community.

Objectives

1) Enhance student support to engage in international mobility and experiential learning opportunities.
   a) Activities
      i) Work collaboratively across campus to develop a proposal for the upcoming Federal Government international student mobility grant as part of the new Federal Government International Education Strategy.
      ii) Establish a database on internship and other mobility opportunities offered across the campus.
      iii) Consult with faculty members to ensure students from all faculties have access and are encouraged to participate in international experiential learning opportunities.
      iv) Engage with OIRP to collect information related to international student mobility.
      v) Assess and identify opportunities to reduce cost of student mobility and other service barriers on campus (e.g., explore potential collaboration with Health and Counselling to reduce immunization costs and provide mental health services for international students).
      vi) Increase awareness and usage of International SOS.
      vii) Develop online pre-departure risk training to be used across campus for all international experiential learning opportunities.
      viii) Develop institutional travel policy and travel risk management framework.
      ix) Assess staffing levels and faculty support to ensure appropriate level of student support.
b) **KPI**
   i) Barriers to support identified and addressed.

2) **Communicate and showcase Carleton’s successes in international mobility and experiential learning programming.**
   
   a) **Activities**
      i) Celebrate the contributions of our international students.
      ii) Create measures of evaluation of international experiential learning and showcase the results.
      iii) Create awareness about our successes outside of Carleton (e.g., presenting at conferences, etc.).
      iv) Create awareness about these successes on campus.

   b) **KPI**
      i) Stories showcasing our achievements (e.g., on our website, student publications, newsletters, etc.)
      ii) Increased number of conference presentations by faculty and staff at international education and recruitment conferences.

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**Goal 5: Internationalization at Home**

Cultivate a campus culture that celebrates, supports and promotes internationalization, global learning and intercultural competencies among students, faculty and staff, and that fosters the integration of diverse perspectives and strategies towards addressing global challenges.

**Objectives**

1) **Leverage our location in the nation’s capital to liaise with embassies and high commissions, international NGOs, international government offices, etc. to collaborate on cultural and educational activities.**

2) **Design One Web Portal for all international activities on campus.**
   
   a) **Activities**
      i) Work with Risk Management and other units to develop a comprehensive website featuring all services and activities related to international (One Web Portal).
      ii) Advertise and communicate about the web portal as a means to learn about all of the international initiatives and activities across campus.

   b) **KPI**
      i) One Web Portal for all international activities and services on campus.

3) **Establish International Education and Research Week to promote cultural exchanges, global citizenship, intercultural learning.**
   
   a) **Activities**
      i) Conduct a review of current co-curricular and non-academic programs, services and spaces to determine opportunities for collaboration.
      ii) Conduct a review of where “international” is located on campus to determine key stakeholders, current practices, and gaps.
iii) Celebrate the contributions of faculty members, staff, and alumni in the field of internationalization.
iv) Hold International Student Services Office exchange fair and Global Internship Fair during the same week each fall.

b) KPI
i) Number of faculty members, students and staff who attend the event.
ii) Number of community and campus partners who participate in events.

4) Establish a ‘Global Engagement Certificate’ for students, highlighting intercultural competency, global leadership and research.
a) Activities
i) Encourage and support intercultural professional development opportunities (e.g., language skills among students, faculty members and staff, conferences focusing on internationalization or intercultural competence, etc.).
ii) Develop a training module on supporting international students for the Student Support Certificate offered to faculty members and staff.
iii) Promote and provide access to intercultural competency training for students, faculty members and staff leaders.

b) KPI
i) Percentage of students, faculty members and staff that have received intercultural competency training.