

# Monitoring Report

International Student Institute

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**Presented by:**

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## **Policy Statement**

In order to provide area residents with learning opportunities that will enrich individual lives and contribute to the vitality of the community, the Jackson College Board of Trustees hereby sets forth, as its statement of purpose for Jackson College, which shall be reviewed at least annually, the achievement of the following ENDS:

Jackson College incorporates the rich dimensions of the cultural, lingual, and historical foundations of international people into its curriculum, employment, and operational practices in an effort to promote global understanding, communication, competency, and relations. Key measures include: student enrollment, course success, retention, completion or transfer, and demographics.

## **Executive Summary**

This organizational performance area focuses on the internationalization of Jackson College, specifically the areas of international curriculum, international programs and events, international student admissions and recruitment, international student outcomes, study abroad, and international partnerships. It discusses the purposes behind developing our international footprint, as well as the significance of this development on our students, staff, faculty, community, and state. It discusses the strides we have made in FY '17, roadblocks to our development, strategies' overcoming those roadblocks and directing our energies into future programs that align with our strategic goals.

Since the last report in July 2016, the College has been active in this performance area of "Internationalization." Included herein are descriptions of the current state, improvement strategies, and performance trends and goals for future action in this performance area of the College.

As this report will demonstrate, the College is making significant strides in some areas while continuing to identify opportunities in others. With a variety of factors impacting the overall success of Jackson College's internationalization strategic goal, the College must provide a range of opportunities to the institution while maintaining and improving current programs. Numerous activities continued this past 12 months that have proven to be successful in the past including active participation in Spring Break Ireland, PathPro China, University of Toledo Consortium, Lunch Around the World, International Education Week, and the Global Student Organization.

New or renewed activities and programs that were successful for FY17 academic year include Chinese New Year celebration, Jackson College's Got Talent, International Student orientation, US-Brazil Connect, and the monthly Chinese Tea Ceremony.

The International Student Institute (ISI) processes international admissions from prospective students through matriculation. In Fall 2015, we increased our applications by 64% from the previous year. In Fall 2016, we increased by another 250%. For Fall 2017, we are on pace to easily match Fall 2016 applications, this despite changes in the National Administration's

posture on international persons entering the United States. Jackson College's international student population increased from 7 in Fall 2013 to 17 in Fall 2014 to 35 in Fall 2015 and to 52 in Fall 2016. Taking into account the two-year cyclical rate of international students, the College projects a 10% increase for Fall 2017 totaling 60 international students.

As we move forward, we continue our efforts in developing partnerships with international universities, hosting summer programs for short term international students and faculty, staying fluid with strategic recruitment efforts, and continuing our outreach in the Jackson community. All aspects of our internationalization plan is creating a global atmosphere at Jackson College for the whole of the campus and community. Our persistence, development, and refinement of our procedures is producing positive results and growing a global awareness on our campus, as also evidenced in student outcomes.

### **Institutional Context**

A strategic priority for Jackson College is ensuring that our graduates possess a global competency upon the completion of their studies with the college. Graduates need to have an understanding and appreciation of different cultures in order to be competitive candidates within the workforce. Many of our students have not had the opportunity to travel outside the United States or interact with other cultures within the United States. As such, Jackson College is committed to the internationalization of our campus and cultivating opportunities for faculty, staff, and students to participate in activities that promote a global education.

In order to achieve these desired results, the College has embarked on several initiatives including:

- Continued increase of international students;
- Continued development of the International Student Institute (ISI);
- Researching and developing further Study Abroad opportunities;
- Continued planning on international curriculum and certification options;
- Promoting English Language Institute growth;
- Further development of international institutional partnerships;
- Leading the conversation in Michigan international initiatives that branched off from MCCA's former Gateway program;
- Further expanding international programming in conjunction with Student Life;
- Maintaining the Global Student Organization for domestic and international students and building community partnerships;
- Hosting Jackson College's second Confucius Instructor, Liya Wang;
- Continued collaboration with Jackson College's Foundations Oral History & Research Center to involve international students;
- Collaborating with Jackson Refugee House, Samaritas, in acculturating Da Vinci High school students to the community; and
- Collaborating with Jackson High School to promote Chinese culture and events and welcoming their Chinese exchange faculty.

## **External Context**

We live in a world of increasing geo-political, economic, social, cultural, linguistic, environmental, and geo-strategic interdependence and complexity that, even more so now, requires educated citizens to have a global frame of reference. Under the current political climate, Jackson College reaffirms our commitment to providing its students, faculty, and staff, as well as the community it serves, with cross-cultural experiences that develop mutual understanding and respect of cultural differences. This commitment includes recruiting a critical mass of international students to pursue academic studies as well as providing international programming and study abroad activities at Jackson College.

International students are an important resource at Jackson College, because they create educational and cultural experiences for our campus and community. For many U.S. students at Jackson College, international students provide the first close and extensive contact with people from other cultures. These contacts are very important for the U.S. students as they begin the process of preparing themselves to be effective global citizens and leaders. International students can also enrich the educational experiences of the K-12 students in local schools through the development of various outreach programs at Jackson College. Additionally, international students contribute to the economic development of the local economy.<sup>1</sup> Based on the Open Doors Report 2015, international students and their dependents contributed more than \$30.8 billion to the U.S. economy, \$1.03 billion to the Michigan economy, and \$374,000 to the local economy in Jackson. In 2015/16 the local economy would have seen a boost to \$660,000 based on an average of 30 international students for the year. The Open Doors Report 2016, again shows an increasing number of international students which contributed \$32.7 billion to the U.S. economy. Jackson College's international student increase is also reflected in the local economy to the amount of \$1.14 million.

With the inevitable increase of global competition for jobs, U.S. graduates need to develop international experience, language capabilities, and cross-cultural communication skills to succeed in the global economy. According to IIE Open Doors 2015, only 2.1% of associate level colleges participate in Study Abroad and 1.7% of associate level students have studied abroad. Developing a variety of programs for the students will increase their future opportunities. The Open Doors 2016 report reflected no increase in the level of colleges participating in Study Abroad and a slight increase to 1.8% of associate level students studying abroad.

## **Institutional Performance Reporting and Assessment**

Jackson College incorporates the rich dimensions of the cultural, lingual, and historical foundations of international peoples into its curriculum, employment, and operational practices in an effort to promote global understanding, communication, competency, and relations. To be able to achieve this outcome is to deliver international curriculum, international programming, increasing international student enrollment, and provide opportunities for faculty, staff, and students in study abroad.

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### International Curriculum

As part of General Education Outcome #7 (i.e., GEO 7) Jackson College offers several courses including Cultural Anthropology, World Literature, World Religions, International Relations, and multiple world language courses. Jackson College will continue to offer Mandarin I in Fall 2017. The College will also be offering Mandarin II for Fall 2017. The Mandarin instructor has been co-teaching in Intercultural Communication and guest lecturing in multiple courses across campus including business and humanities courses.

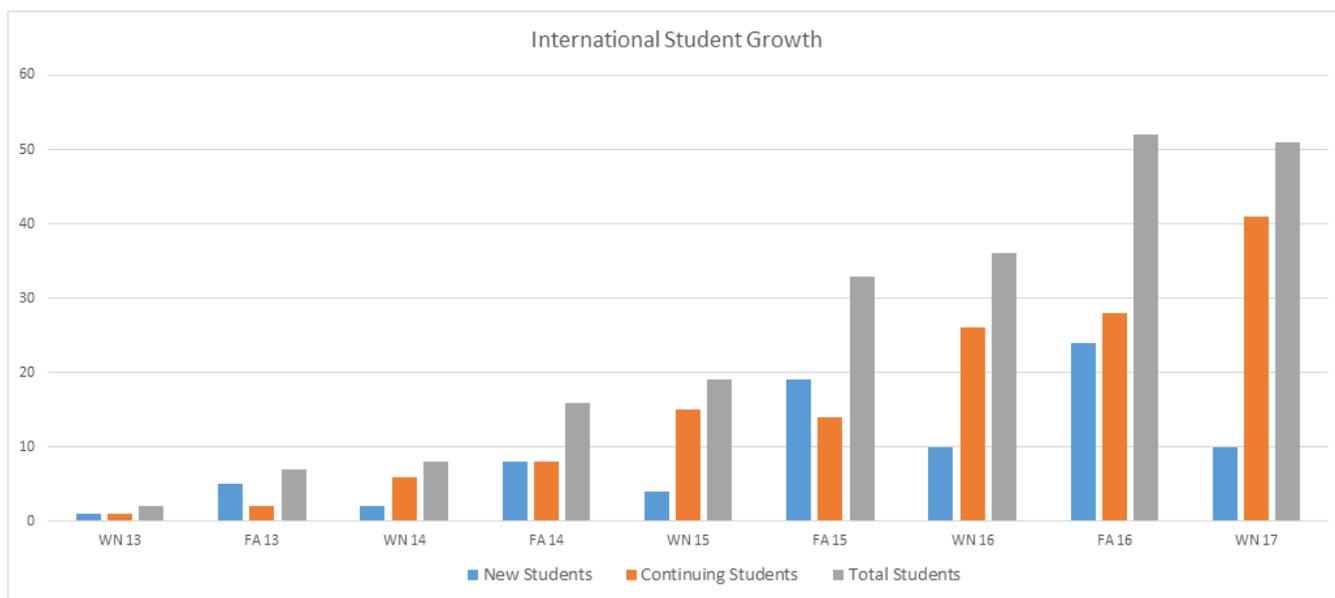
### International Programs and Events

The Global Student Organization (GSO), formerly the International Student Organization has maintained membership at 60 students. The members include both international and domestic students. To counteract the effect of international student isolation, the ISI at Jackson College encourages all students to get involved in the GSO and to create shared cultural experiences.

In Winter 2017, the College offered monthly Chinese Tea Ceremony sessions for faculty, staff, community members, and students. On average, 20 participants attend each session.

### International Student Recruitment

The College continues to see an increasing number of admission applications from international students. In Fall 2015 the College received 60 applications. In Fall 2016 the College received 185 applications. As of the date of this report, the College has received 156 applications for Fall 2017 with 84 of those applications complete with I-20 issuance. The College's yield rate of students with I-20 issuance in Fall 2016 was 28%. International student growth at Jackson College since Winter 2013 is reflected in the chart below.



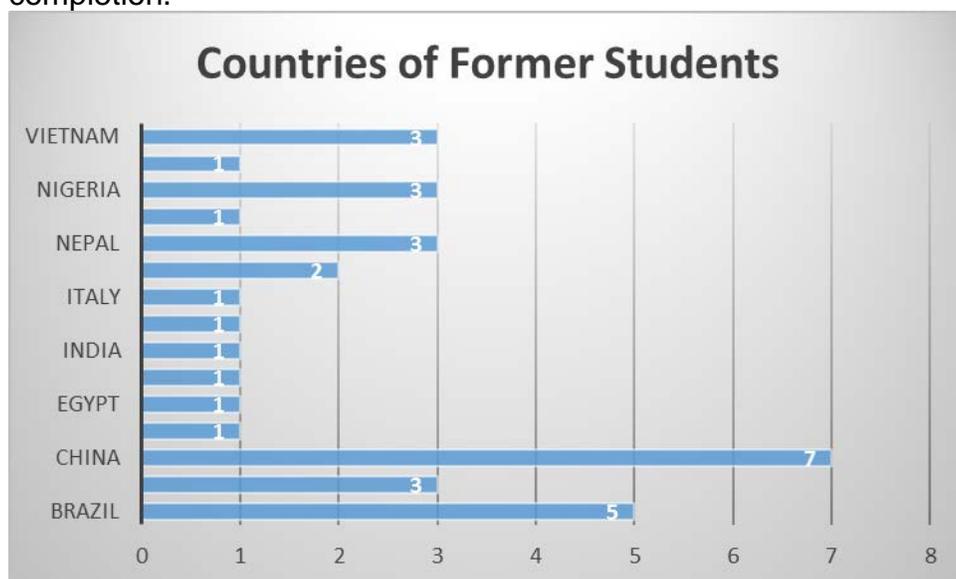
International student enrollment for Fall 2017 is expected to increase by 10% over Fall 2016 from 52 to 60. US institutions have seen a deep impact in international applications and enrollment due to the current White House administration policies. Some institutions, especially those with graduate students have seen a large decline in enrollment. The College has aggressively combated the potential decline with strategic recruitment efforts that have kept a steady application flow for Fall 2017. These include Social Media campaigns such as

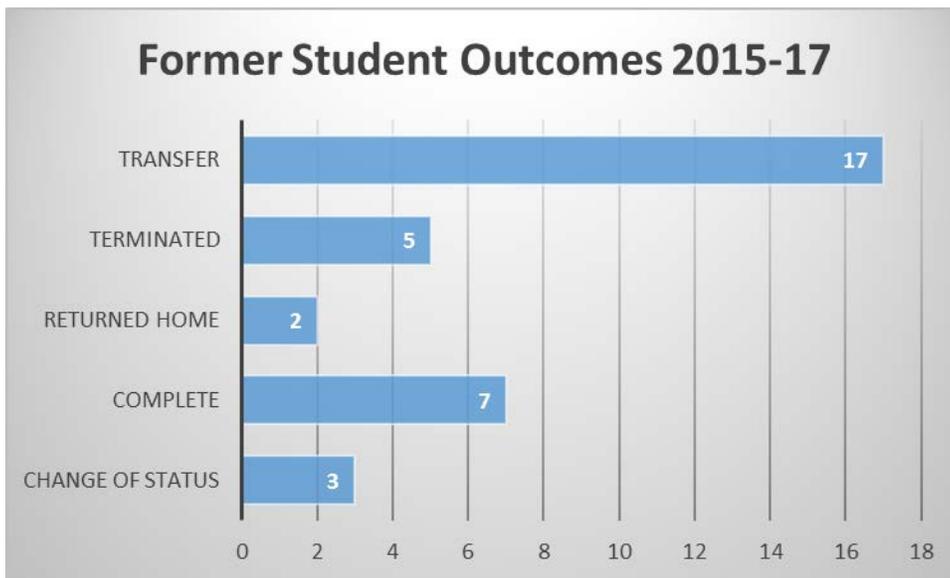
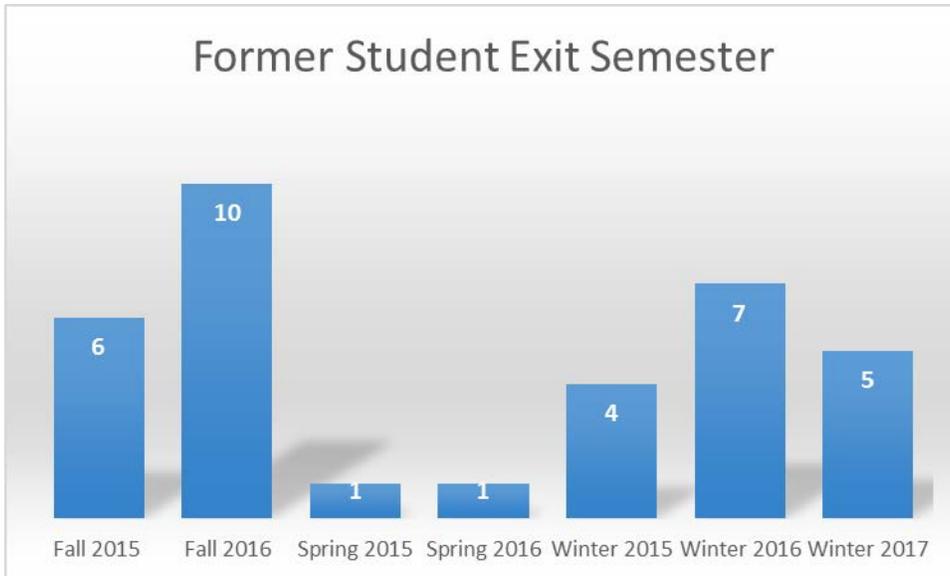
#youarewelcomehere, a letter from President Phelan reassuring all current and future students of our commitment, updated communications between prospective students and staff, international mailings and a renewed international admissions website. The College also signed 8 additional contracts with overseas recruitment agents in Winter 2017. As of July 2017, the college has admitted 6 students for Fall 2017 through our agent contracts.

For FY17, Jackson College started new relationships with contacts from our recruitment tours in Kuwait, Qatar, Bahrain, UAE, and India. Jackson College has seen an increased application profile from these countries, received a student in Winter 2017 directly from this tour, and has admitted 5 students for Fall 2017. The College is continuing relationships with EducationUSA counselors, High School counselors, and embassy personnel in key recruiting countries.

### International Student Outcomes

The mission of Jackson College is to inspire and transform lives. We can measure the success of our mission through tracking student outcomes. Assessment of international student outcomes has been collected since Fall 2013 with the first outgoing students beginning in Fall 2015. The charts below show the countries of our former students, their exit semester, and the outcomes of their Jackson College experience. Of the 34 international students previously enrolled at JC since Fall 2013, the majority came from China and Brazil. Fall 2016 saw the largest exit of international students. Of the 34 students, 24 of them either completed an associate degree or transferred to a four year university, equaling a 70.5% completion rate. 14.7% (5 students) of the students were terminated for violation of their visa status, i.e. expelled from JC, didn't register for classes or dropped classes without approval from a Designated School Official. Another 14.7% (5 students) returned home or changed their visa status prior to completion.





#### Study Abroad

During the 2016-17 academic year, the College offered three Study Abroad programs. Spring Break Ireland had a team of 18 students (both traditional and LTL students) and 1 faculty member and 1 staff member. ProPath China had a team of 2 students and 1 faculty member. The College also participated again in US Brazil Connect. This program was canceled in Winter 2016 due to difficulties with the program in Denver but was renewed for 2017. 8 students and 2 faculty members spent 3 weeks in Brazil.

#### International Partnerships

International Partnership development is a key strategy to internationalization on the Jackson College campus. These partnerships can be diversified and bridge multiple areas of internationalization. They create faculty and student exchange programs, develop international

curriculum, promote international student recruitment and foster international programming on campus.

In 2016-17 the College invited multiple delegations to campus for partnership development forums. These delegations included representatives from China, Vietnam, and India. These forums have had a positive effect on the ongoing agreement process.

In 2016 the College entered an articulation agreement with Guangdong Technical College of Water Resources and Electrical Engineering in Guangzhou, China. The agreement was approved by the Guangdong Education Bureau and we launched in fall 2016. We are partnering on Advanced Manufacturing and Energy Systems Technology. A Jackson College delegation including Dr. Todd Butler, Dean of Arts and Sciences, Eddie Burkhead, Lead Faculty for Energy Systems and Electronic Technology, and faculty member George Bartus are traveling to China in October 2017 for the opening ceremonies. George Bartus will be staying for one month to teach students enrolled in the program. These students will begin application procedures to Jackson College to complete their program on Jackson's campus as soon as the Spring 2018 semester. This will be an excellent opportunity to pilot Jackson College offerings overseas, utilizing Jackson College staff.

In February 2017, two of our business faculty, Tom Stewart and Ron Betzig, visited Singapore and Indonesia through an opportunity with the MCCA Center for Global Initiatives. Along with colleagues at four other community colleges in the state, they built connections with faculty, staff, and administrators at higher education institutions in both countries. The trip revealed many opportunities for exchange of students, faculty, and ideas. In particular, Politeknik Negeri Manado in Eastern Indonesia is interested in working with Jackson College. In July, Ron was invited back to Manado, Indonesia, to teach a day-long entrepreneurship seminar. He has submitted a Fulbright Scholarship application to continue this good work of teaching entrepreneurship courses and consulting with local leaders as they seek to develop an entrepreneurial ecosystem. In addition, JC's business faculty are developing an experimental course in International Business to launch in Winter 2018. The goal is to develop a certificate and/or associate's degree program that includes a study abroad component for students on both sides of the Pacific.

## **Goals for next 12-month Period**

Numerous strategies have been implemented or are in process to improve the drivers and outcomes specific to student learning.

### International Curriculum

Currently the College requires GEO 7 "Understand and respect the diversity and interdependence of the world's peoples and cultures".

Looking forward, the College is developing a plan for a global certification/endorsement option. Using best practices from other two-year institutions, Jackson College will design a path that will include foreign language, study abroad, and other GEO 7 courses with a rescheduled implementation date of Fall 2018.

In Winter 2016 the English Language Institute (ELI) 5-level program was formally approved through the curriculum committee. The College has since hired a Director who is working to expand the program through distance learning and TESL programming.

### International Programs and Events

To increase international student satisfaction, retention, and engagement at the college, it is our intent to create event programming in conjunction with Student Life and the Multi-Cultural Center that will work to engage international and domestic students at Jackson College. International Education Week in mid-November will see the return of Lunch Around the World. In addition, Jackson College will also offer the Jackson College's Got Talent Show, World Flag Scavenger Hunt, and the International Student Institute/Multi-Cultural Center Ping Pong Tournament. In Winter 2017, the College also began a weekly Global Topics meetings. With the support of the Chinese Confucius Instructor, ISI coordinator and the ISI student workers, the GSO will continue to meet weekly. In addition to student programming, Jackson College will continue to offer the Chinese tea ceremonies monthly luncheons for faculty, staff, students, and the community.

In collaboration with Jackson Refugee House, Samaritas, the College will bring high school refugee students together with GSO students to create programming and events to help support the needs of all students and the needs of the community.

### International Student Recruitment

Ongoing recruitment strategies include the following:

- Development of a comprehensive recruiting plan based on an analysis of Open Doors data and current market trends.
- Continued contract recruitment with overseas agents through ICEF
- Continued social media recruitment through Facebook, Twitter, Instagram, YouTube, Skype and various international pages.
- Marketing previously translated recruitment materials on-line and in print
- Continued development of partnerships with community colleges and universities in Michigan.
- Using our current and future Study Abroad opportunities to attract students and familiarize key international markets with the JC brand.
- Continuing relationships with foreign high school and college advisors.
- Continue hosting delegations from foreign institutions and agencies to build stronger relationships and confidence.

### International Student Outcomes

Jackson College's international student success rate is at 70.5%, fail rate is 14.7%, and null rate (explain what this means exactly) is 14.7%. Moving forward, we will work to increase the success rate while reducing the fail rate. The null rate is uncontrollable and will be evaluated in the future for correlations.

To address the needs of international students, the College has assigned a student success navigator as a liaison for international students. The student success navigator will attend trainings and events to obtain a level of expertise in international advisement. The assigned navigator will also come to student events and build a strong relationship with the International

Student Institute staff. This will increase the strong student support that Jackson College offers our international students.

### Study Abroad

Faculty-led programs facilitate student engagement while enriching a student's educational experience. We will continue to develop new affordable programs while developing marketing and recruitment strategies.

To continue the support of Jackson College study abroad programming, we will continue to update our website to include the Student Conduct Guidelines form, a general application form, and faculty program proposal forms.

### International Partnerships

This past year the college has continued to develop partnerships with Chinese institutions as well as sending a faculty delegation to Singapore and Indonesia to explore future partnerships. Moving forward, we will continue on developing these partnerships through articulation agreements and delegation visits. The College will also continue working with MCCA member institutions on other opportunities for collaboration.

## **Conclusion**

The College remains a leader of two-year institutions in the state of Michigan on the path of internationalization of our institution. Given our dynamic student body, skilled faculty and staff, and competent leadership, Jackson College has seen a wide range of international opportunities develop over the last 12 months. Our campus flourishes with multicultural diversity and we are accelerating our international population and programming. Jackson College demonstrates a high success rate of international student outcomes and will continue to support efforts to improve our student outcomes. The opportunities to build upon our current international curriculum, study abroad programming, international recruitment, and student events are vast. By connecting with our local community, multinational companies, governmental embassies and consulates, and intergovernmental agencies, the opportunities to delve deeply into issues such as globalization, sustainability, international political processes, and cultural integration and assimilation at various levels will only enhance the internationalization experience at Jackson College.

As evidenced by the information presented, there is a significant body of work underway across the institution attempting to address the myriad of drivers that affect the internationalization of our campus. Continued improvement to the key performance indicators are anticipated as Jackson College continues to lead the way on internationalization.