

IAU Global Meeting of  
Associations  
Accra, Ghana  
October 17, 2017

**Elaine Meyer-Lee**

President and Chair of the Board of Directors, NAFSA  
Associate Vice President for Global Learning, Agnes Scott College



# Leadership for a Changing Public Private Higher Education Landscape

What are the implications for higher  
education associations?





# Our Mission



NAFSA is an association of individuals worldwide advancing international education and exchange and global workforce development. NAFSA serves international educators and their institutions and organizations by:

- Establishing principles of good practice;
- Providing training and professional development opportunities;
- Providing networking opportunities; and
- Advocating for international education.



# Our Values



NAFSA's members share a belief that international education:

- Advances learning and scholarship;
- Builds understanding and respect among different peoples;
- Enhances constructive leadership in the global community; and
- Fosters peace, security, and well-being.

# Our History



- 1948: NAFSA was founded as the **National Association of Foreign Student Advisers** to provide support for students coming to the U.S. as a result of the Fulbright Act.
- 1964: The association changed its name to the **National Association for Foreign Student Affairs** to reflect an increasingly diverse membership.
- 1990: The organization was renamed **NAFSA: Association of International Educators** to reflect the well-established role of NAFSA members in all aspects of international education and exchange.
- Today: Continued expansion & evolution with Global Learning, Trends Analysis, Thought Leadership, and Public Policy and Advocacy

# Board of Directors



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# Board of Directors: Members at Large

- Simon Adams, Global Centre for Responsibility to Protect
- Michael Adewumi, Pennsylvania State University
- Lanitra Berger, George Mason University
- Diana Bartelli Carlin, Saint Louis University
- Susan Carrillo, World Bank
- Stephen Ferst, College of Staten Island
- Robert Frost, City College of San Francisco
- Joël Gallegos, University of North Carolina-Charlotte
- Jesse Lutabingwa , Appalachian State University
- Barry Morris, University of Central Florida
- Jeff Riedinger, University of Washington
- Sara Thurston, Kansas State University
- Esther Brimmer, NAFSA: Association of International Educators



# NAFSA in Numbers



- 10,000 individual members from all 50 states and 150 countries
- 3,500 institutions represented by NAFSA members (98 percent of US institutions)
- 129 companies and organizations are members of NAFSA's Global Partnership Program
- Nearly 600 member-leaders volunteer their time to NAFSA committees and programs
- More than 4,500 international education advocates in *Connecting Our World*
- 125+ professional development programs, workshops, and webinars delivered to 4,000+ people



# NAFSA Members



- NAFSA's work is accomplished through a strong volunteer effort of professionals at universities and organizations in the U.S. and around the world.
- NAFSA volunteers range from international education advisors and other professionals to deans, provosts, and presidents of colleges and universities.

# Changing Landscape of Membership



- Generational differences
- Increased offerings and other opportunities
- Technology
- Globalization trends

# Changing Landscape of HE Internationalization



Overarching trends:

- Global Demographics, economics, and global HE markets
- The scale and scope of tertiary education and international activity
- A conflicted environment of support
- Reforms of HE and implications for international programs

*John K. Hudzik, The Changing Landscape of HE Internationalization, 2017*

# Global Demographics, Economics, and Global HE Markets



- Rising private and declining public funding for education
- Growing commodification and changes in who pays
- Massification of participation - increased global HE market fed by mobile students
- Expanded use of technology
- Mobility diversification
- Unbundling and further differentiation of HE and tertiary products - increase of niche providers, pathway programs, public-private partnerships

# Delivering Member Value

- **Advocacy and Public Policy:** Connecting Our World
- **Annual Conference**
- **Professional Learning and Training:** NAFSA IE Professional Competencies; Career Print
- **Thought Leadership:** Senior Fellows for Internationalization; Trends and Insights; Research Connections
- **Volunteer Opportunities**

# NAFSA Public Policy Agenda

NAFSA is the leading public policy voice for IE, working to raise awareness of and support for the contributions of IE and exchange to global peace, security, and well-being.

NAFSA's network of grassroots advocates and professional staff advocate on behalf of:

- Internationalization of U.S. higher education
- Study Abroad
- International students on U.S. college campuses
- Citizen and scholar exchanges
- Area and foreign language studies

# Connecting Our World



[www.connectingourworld.org](http://www.connectingourworld.org)

Educating government and the public about the important role of IE in fostering peace, security, and well-being around the world.

Connecting individuals worldwide in conversation about international education.

Mobilizing an advocacy community to take action to create a more globally engaged United States.



**OVERVIEW OF MAJOR CATEGORIES**

**COMPREHENSIVE INTERNATIONALIZATION**

- Advocacy for Comprehensive Internationalization
- International Partnerships
- Internationalization at Home (Curricular and Cocurricular)
- Mitigating Organizational Risk
- Sustaining Internationalization

**EDUCATION ABROAD**

- Contributing to Comprehensive Internationalization
- Developing and Implementing Programs (from a U.S. Campus)
- Funding and Financing
- Office Administration
- Risk Assessment and Crisis Management
- Student Advising
- Student Health and Safety

**INTERNATIONAL ENROLLMENT MANAGEMENT**

- Admission and Placement of International Students and Scholars
- Contributing to Comprehensive Internationalization
- English as a Second Language Program Administration
- Planning for International Enrollment Management
- Preparing International Students and Scholars for Study in the United States
- Recruiting International Students and Scholars

**INTERNATIONAL STUDENT AND SCHOLAR SERVICES**

- Contributing to Comprehensive Internationalization
- Crisis Management
- Office Administration
- Orientation, Retention, and Student Services Programming
- Student and Scholar Advising

**CROSS-CUTTING COMPETENCIES**

- Advocacy
- Communication with Stakeholders Across Campus and Community
- Financial Stewardship
- Human Resources
- Information Technology
- Intercultural Communications
- Leadership
- Strategic Planning

# NAFSA Career Print



## Welcome to your professional future.

We've created the NAFSA Career Print to help professionals like you assess your team's professional competencies in international education.

For a limited time we're offering international education professionals a free trial of the product and we want to hear from you. Get started by signing in with your NAFSA Passport.

[Sign Up for a NAFSA Passport →](#)

[Log In With a NAFSA Passport →](#)

## Get Started

We've created the NAFSA Career Print to help professionals like you assess your team's professional competencies in international education. For a limited time we're offering NAFSA members a free trial of the product.

We need a few details to begin the process.

### Select a Job Level

Select the level that most closely relates to your own job position. This level will impact the strengths and weaknesses you receive in your evaluation. Choose DIRECT SERVICE if you provide service directly to students and scholars entering or departing the U.S. for educational programming. Choose MANAGEMENT if you oversee the operation of a unit related to international education. Choose STRATEGY AND POLICY if you establish, update, and approve policy and strategy related to international education within the institution.

Level\*

Select One

<https://careerprint.nafsa.org/>

# NAFSA Senior Fellows for Internationalization



John K. Hudzik, PhD – Chair  
*Michigan State University*



Hanneke Teekens  
*Netherlands Organization for  
International Cooperation in  
Higher Education*



Kevin Kinser, PhD  
*University at Albany – State  
University of New York*



Madeleine F. Green, PhD  
*International Association of  
Universities*



Kristopher N. Olds, PhD  
*University of Wisconsin –  
Madison*



Jenny Lee, PhD  
*University of Arizona*



Targino de Araujo Filho  
*Federal University of Sao  
Carlos*



Harvey Charles, PhD  
*University at Albany – State  
University of New York*

# Trends & Insights

Short articles that highlight social, economic, political, and HE system trends affecting international higher education.

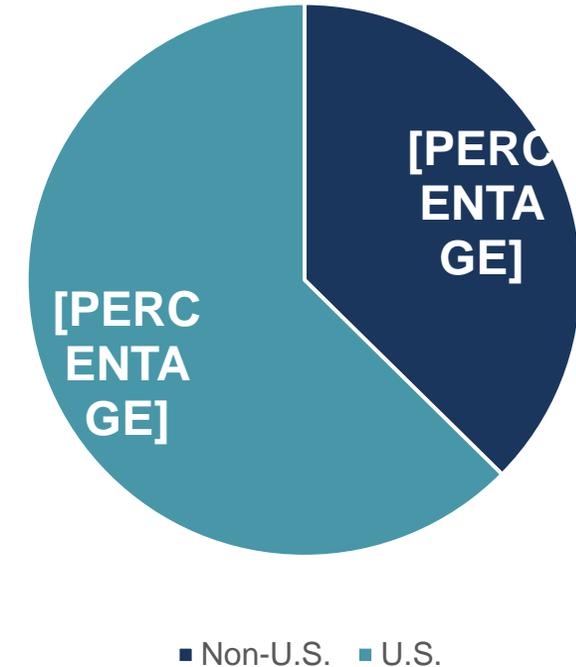


# Annual Conference



- Opportunity for developing relationships with universities from around the world
- 11,000 participants from 100 countries
- Presidents and Provosts Summit
- 200 concurrent sessions and 40 workshops
- NAFSA Signature Series program
- Plenary sessions with experts and global leaders
- Networking events
- International Education Expo
  - Over 400 exhibitors from around the world
  - Marketplace for IE leaders to:
    - Gain new information
    - Share best practices
    - Develop partnerships

Annual Conference Attendance



# NAFSA 2018 Annual Conference & Expo

**May 27—June 1, 2018**

**Philadelphia, PA**

***Diverse Voices, Shared Commitment***



# Thank you!

## Elaine Meyer-Lee

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