

**A. Networking to Promote Student Exchange**  
**Promoting study abroad programmes to domestic students**

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International education has been recognized as an integral part of education in universities around the world. In our pursuit for global exposure for our students, the National University of Singapore (NUS) has set a target of sending 50% of our undergraduates for various overseas educational programmes and 20% for semester-based student exchange programmes. To provide study abroad opportunities for our students, we focus on the following:

- a) marketing at our annual international exchange day and faculty roadshows
- b) streamlining the application processes
- c) providing sufficient financial awards

## Promoting Study Abroad Programmes To Domestic Students

3<sup>rd</sup> University Administrators Workshop  
Kyoto University  
24 & 25 January 2008

Professor LOH Hong Sai  
Director, International Relations Office



### NUS MISSION

Advance knowledge and foster innovation,  
educate students and nurture talent,  
in service of country and society.

### IRO MISSION

Forge international **partnerships** that make  
NUS a world-class knowledge enterprise.



### IRO Core Business



1. Promoting NUS and raise NUS global visibility
2. **Enhancing NUS global pursuits for students**
3. Participating in global networking and partnerships
4. Hosting visits to cultivate international relations



### Enhancing NUS Global Pursuits for Students

Partnering with 180 active overseas universities in  
about 30 countries.

- student exchange programmes
- language preparation programmes
- double/ joint degree programmes
- field trips
- summer programmes




Enhancing NUS Global Pursuits for Students

**Meet Singapore Ministry of Education (MOE) and NUS targets by AY08/09:**

- a. 20% NUS students for semester-based Student Exchange Programmes (SEP)**  
i.e. 1,300 students per cohort
- b. 50% for various Overseas Educational Programmes (OEP)**  
i.e. 3250 students per cohort

Cohort = average student population of year 2 and year 3



Enhancing NUS Global Pursuits for Students

**Student Exchange Programs (SEP)**

	AY 04/05	AY 05/06	AY 06/07
Outgoing Students	533	675	949
Incoming Students	799	780	1086





Enhancing NUS Global Pursuits for Students

**Top 10 SEP destinations (AY2006/2007)**

1. US
2. UK
3. Canada
4. China
5. Germany
6. Sweden
7. Hong Kong
8. Netherlands
9. Australia
10. France






Enhancing NUS Global Pursuits for Students

**Through:**

- A. Marketing IRO initiatives**
- B. Streamlining application processes**
- C. Providing financial awards**



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**A. Marketing IRO Initiatives**

- Conduct customised roadshows @ various faculties
- Organise annual International Exchange Day (IED)
- **IRO resource library** – carries PUs' catalogue, course handbooks, travel guides, etc. There is also a discussion corner (with pc) for students to discuss amongst themselves or consult our country managers.

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**A. Marketing IRO Initiatives**

**International Exchange Day (IED)**

- Full-day event on campus with participation from senior management, deans, HoDs, administrators, student union, local and international students
- Arrange informative talks
- Set up "country" counters
- Introduce different cultures - bazaar, food stalls & cultural performances
- Distribute SEP guide – how to apply, which destinations to go, how much exchange costs, etc.
- About 4,500 students participated in IED 2007



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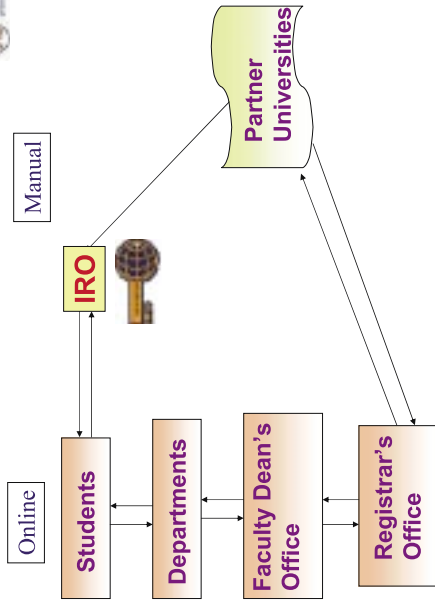
NUS

**A. Marketing IRO Initiatives**

**Outcomes:**

1. Increased awareness of IRO activities
2. More student enquiries
3. Higher application rate
4. Higher participation rate  
e.g. 676 students in AY05/06 vs 949 students in AY06/07

## B. Streamlining application process



## B. Streamlining application process

### Features of Overseas Programme Application System (OPAS):

- ❖ Handle SEP place allocations
- ❖ Plan, project, manage overseas programmes by providing statistics, trends, management and operation reports
- ❖ Capture students' data for easy computation
- ❖ Provide students' customised application choices (students can view available choices by their faculties)
- ❖ Allow students to review and revise their applications
- ❖ Route applications to the relevant offices for processing

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## B. Streamlining application process

### Outcomes

1. **Increase transparency**
  - faculties can view allocation online
  - students can view all choices available to them
2. **Reduce paper work**
  - students apply online
  - applications e-channel to relevant departments, offices
3. **Enhance efficiency**
  - allow more rounds of applications
  - faculties define their requirements

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## C. Providing Financial Awards

### Objectives:

- encourage students to participate in overseas programmes
- prevent students from opting out due to financial constraints

### For example,

1. **NUS Awards for Study Abroad – NASA (Exchange) award**
  - 600 NASA – (Exchange) Awards annually
  - Award amounts vary from country to country (up to S\$3,500)
2. **NUS-Alumni Student Exchange Awards**
  - 12 awards annually
  - award fixed at S\$2,500
3. **Faculty awards, e.g. Faculty of Arts and Social Sciences, Faculty of Science & University Scholars Programme**
4. **SEP Loan**

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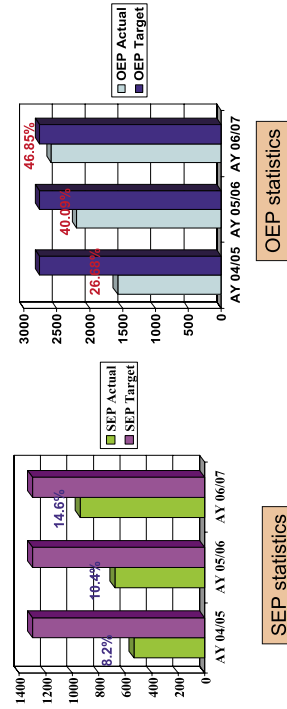
### Outcomes:

1. More applications
  - 676 students in AY05/06 vs 949 students in AY06/07
2. Encourage high caliber students with financial difficulty to apply
  - local & international students.

### Other Efforts in Promoting Study Abroad

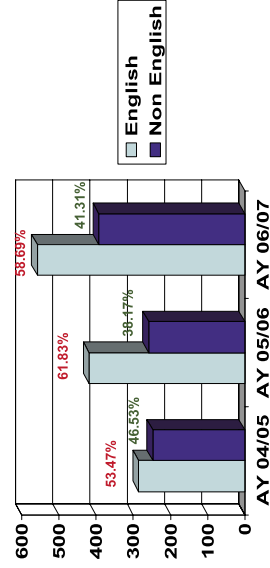
- a. Conduct pre-departure briefings
- b. Visit partner universities to know partners' latest developments, new programmes, application processes
- c. Attend study abroad fairs, international exhibitions and conferences

### Where are we now?



### Challenges

- Increase no of NUS students going to non- English language destinations.



## Challenges

- ♣ **Maintain exchange balance with PUs**
  - more NUS students going to US, UK, Australia
  - received more students from China, Korea, Germany
- ♣ **Initiate international internships**
  - ranging from 6 weeks to 6 months
- ♣ **Expand overseas UROP ( 8-12 months)**
- ♣ **Secure funding for new programmes**

## Sharing and Learning

16-17 March 2006	Enhancing the Quality of International Activities of Asian Universities
1-2 February 2007	Innovating Universities through Internationalization
24-25 January 2008	Laying Firm Foundations for University Internationalisation

1. exchange of opinions & ideas
2. raise the quality of the international activities of participating universities
3. foster closer relations amongst participating universities

