

# Theme A

Enhancing Global Presence through International PR



**Title:**

**Toward World-Class University through International Collaboration and Networking: The Role of Public Relation at Bogor Agricultural University**

**Edy Hartulistiyoso<sup>1</sup>**

**Sintho Wahyuning Ardie<sup>2</sup>**

Bogor Agricultural University

**Abstract**

Bogor Agricultural university (IPB) is committed to achieve the vision to become a leading institution in strengthening nation dignity through globally excellent higher education in tropical agriculture and biosciences. In regards to maintaining the spirit of great achievement, IPB is very much concern on the research and academic quality improvement, through international accreditation of its study programs and implementation of quality assurance in all aspects of management process. IPB is focusing its strategic research agenda on the areas of Food, Energy, Environment/Ecology, Poverty Reduction and Biomedicine. Collaborating with university partners, IPB has been running various academic programs such as joint and double degree, joint research, training and courses, as well as staff and student exchange. Public relation (PR) has been playing important role to expose the achievement and maintain the proper communication with stakeholders. The PR is conducted among others through Green TV, International Education Expo, Consortium, Seminar and other related media. As a result of this process, IPB has been awarded nationally as the third Winner of the University provided Open Public Information in 2016. IPB has been also awarded most innovative universities in the recent eight years, as nearly 38 % of the prospective innovation in the country produced by IPB researchers. According to QS World University Ranking by Subject Agriculture and Forestry IPB is ranked at the top 100 in 2016. This effort is consistently maintained to assure the transformation from institutional quality to systemic excellent. In conducting high quality education and developing tropical bioscience and technology, IPB continues seeking international collaboration and partnerships with leading institutions from all over the world. This poster will expose the experience of IPB in maintaining international collaboration and networking to support IPB toward world-class university.

**CV**

**1** Dr. Edy Hartulistiyoso is currently serving as Director for Collaboration and International Programs of Bogor Agricultural University (IPB). He completed his Bachelor's degree in Agricultural Engineering in 1987 at IPB and completed both his Master's and PhD degrees at the Institute of Agricultural Engineering, Georg-August University of Göttingen in Germany in 1994 and 1999, respectively. He is also faculty member of the Department of Mechanical and Bio-system Engineering, Faculty of Agricultural Technology IPB.

**2** Dr. Sintho Wahyuning Ardie is currently serving as Deputy Director for Character Building and Student Mobility at the Directorate for Student Affairs, Bogor Agricultural University (IPB). She graduated her Bachelor's and Master's degrees at IPB in 2004 and 2006 respectively, and completed her PhD degree on the Agricultural and Environmental Biology at University of Tokyo in 2010. She is also faculty member of the Department of Agronomy and Horticulture, Faculty of Agriculture, IPB.

# Toward World Class University through International Collaboration and Networking: The Role of Public Relation at Bogor Agricultural University

Edy Hartulistiyoso<sup>1</sup> and Sintho Wahyuning Ardie<sup>2</sup>  
Bogor Agricultural University (IPB), IPB Campus Darmaga, Bogor 16680, INDONESIA

**Bogor Agricultural University (IPB)** is committed to achieve the vision to become a leading institution in strengthening nation dignity through globally excellent higher education in tropical agriculture and biosciences. In regards to maintaining the spirit of great achievement, IPB is very much concern on the research and academic quality improvement, through international accreditation of its study programs and implementation of quality assurance in all aspects of management process. IPB is focusing its strategic research agenda on the areas of Food, Energy, Environment/Ecology, Poverty Reduction and Biomedicine. Collaborating with university partners, IPB has been running various academic programs such as joint and double degree, joint research, training and courses, as well as staff and student exchange.

**The Role of Public Relation.** Public Relation (PR) has been playing important role to expose the achievement and maintain the proper communication with stakeholders.



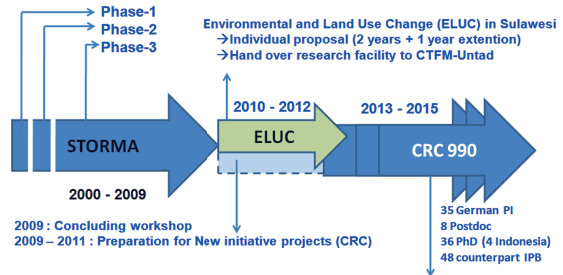
**Managing Long-term Collaboration & Networking.** Strategically, consortium is considered to be an effective modality for long term collaboration and networking. One of the excellent model on *international collaboration* is The Six University Initiative Japan-Indonesia (SUIJI) Consortium, with Joint Master and Doctoral Degrees, and Student Learning Service (SLP) as the main activities.



For the *research collaboration*, the collaboration of IPB and Göttingen University may be considered as a model for long term collaboration. Its involved numerous researchers and students from both countries.

## Collaborative Research with Goettingen University

Stability of rain forest margins (Lore Lindu National Park, Patu)



**ACADEMIC**  
International Accredited Study Program  
1. Food Science And Technology

**INTERNATIONAL STUDENTS: 308 STUDENTS**  
THEY COME FROM 22 DIFFERENT COUNTRIES

**INTERNATIONAL PROGRAMS**

**SUMMER COURSE PROGRAMS**

## Strategic Research Programs

Research Area	Main Source of Funding
Ecology & Socio-economy – Lowland Rainforest Transformation system	DFG, MRTHE
Environment & Climate Change – Role of Community Monitoring	DANIDA
Health & Biomedicine – Flying Fox as model	JST/SATREPS, JICA
Food & Agriculture – Food Security & Agro-processing	AIC, MRTHE
Marine Biodiversity – Coral Reef & Tuna	IPB, DIKTI
Remote Sensing/Satellite – Food Security & Environmental Monitoring	LAPAN, IPB, MRTHE
Green Knowledge – NRM, SA, RE	MCA-1

The effort on functioning the PR has been doing through various media such as providing information through **IPB official web site (ipb.ac.id)**, establishing **Green TV**, participating in international education expo, **academic and research consortium** related to tropical agriculture and biosciences, organizing international seminars, publishing newsletter as other related media.

**Achievement.** Efforts in maintaining public relation rewarded IPB as the national 3<sup>rd</sup> **Winner of the university providing Open Public Information in 2016.** IPB has been also awarded as the **most innovative university** in the recent eight years, as nearly 40% of the prospective innovation in the country produced by IPB researchers. According to **QS World University Ranking by Subject Agriculture and Forestry**, IPB is ranked at the **top 100 in 2016.**



Bogor Agricultural University  
IPB Campus Darmaga, Bogor 16680, INDONESIA  
<http://ipb.ac.id>



Searching and Serving The Best

## Title:

# Chulalongkorn University and Its Use of International Coordination to Enhance Public Relations

## Smorn Navankasattusas

Office of International Affairs and Global Network, CHULALONGKORN UNIVERSITY

### Abstract

International Public Relations and International Communication is one of the most important mechanics that links a university with international society. It helps to widen the range of collaboration, and accessibility to knowledge & innovations, and provides the chance for people who have the same interest to get in touch with each other, so that they can learn from one another, conduct the research together, as well as share and help each other in many ways.

In order to achieve the University's Vision in becoming a world class national university that generates knowledge and introduces innovations appropriate for the development of Thai society in a sustainable manner, it is inevitable that Chulalongkorn University has to strengthen its connection with international societies.

At Chulalongkorn University, each Faculty, College, School or Institute may establish its own administrative office that is responsible for international affairs. The Dean's Office of each Faculty will include the International Section, headed by the Deputy Dean for International Affairs. This section is responsible for promoting internationalization in the Faculty through collaborating with international organizations or foreign universities to boost academic and research cooperation with them. It also organizes other activities, for example, exchange of the staff and students as well as putting up cultural programmes. It tries to publicize its image on the international level through the public relations, for example, providing the information about its Faculty in the form of a brochure, a video clip, a website and even visits of its personnel to foreign academic institutions.

On the university level, there are two main contact points that are in charge of international affairs, which are the Chula International Communication Center (CICC), and the Office of International Affairs and Global Network.

### CV

Smorn has been working at the Office of International Affairs and Global Network at Chulalongkorn University since 2015. She supports the university's internationalization efforts, with a particular focus on collaborating with related agencies abroad, parties in Thailand and internal units at Chulalongkorn University on matters related to foreign networks. She is also a coordinator who provides assistance to matters relating to the foreign travel of Chulalongkorn University administrative staff, lecturers or students, who are representing the University such as registration, ticketing, accommodation reservations, travel insurance and the computation of travel expenses. Smorn holds a B.A in Children's Literature from Srinakharinwirot University, Thailand, and a Master of Teaching Chinese to Speakers of Other Languages (MTC SOL) from Yunnan Normal University, China.

# Chulalongkorn University and Its Use of International Coordination to Enhance Public Relations

Smorn Navankasattusas, Office of International Affairs and Global Network, Chulalongkorn University

"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."

-Lee Iacocca-

**GOAL**  
To Achieve the University's Vision

**Visions:**  
Becoming a world class national university that generates knowledge and introduces innovations appropriate for the development of Thai society in a sustainable manner

Localization & Internationalization by Global Benchmarking

**Overview of the Main Contact Points for International PR**

1. The Chula International Communication Center (CICC)  
Website: <http://www.chula.ac.th/en>  
Email: [cicc@chula.ac.th](mailto:cicc@chula.ac.th)
2. The Office of International Affairs and Global Network  
Website: <http://www.inter.chula.ac.th>  
Email: [int.off@chula.ac.th](mailto:int.off@chula.ac.th)

## INFORMATION SHARING VIA THE INTERNATIONAL SYSTEM/NETWORK

### 1. Academic/Research Networking System



Type of Information: General, Research Collaboration  
Accessibility: Member universities/organizations

- ScVal (<https://www.scival.com>)

### 2. International Universities Networks

Type of Information: General, Research Collaboration  
Accessibility: Member University/Organization, Public (Some websites)

- AC21 (Academic Consortium 21) (<http://www.ac21.org/english/index>)
- AUN (ASEAN University Network) (<http://www.aunsec.org>)



• Other International Universities Networks

### 3. Other Networks

Type of Information: General  
Accessibility: General public

- CAECW (China-ASEAN Education Cooperation Week) (homepage: <http://www.caedin.org/en>) (Chula's General Information: <http://www.caedin.org/en/article.jsp?id=1519&itemid=124>)



## MEDIA

### 1. Digital & Social Media

**Website:**  
Best Contact Window: Website and Email

- 1) Chulalongkorn University's Official Website (<http://www.chula.ac.th/en>) by the CICC
- 2) List of the Websites and Email addresses of the Faculties, Departments and Other Units in Chulalongkorn University (<http://www.chula.ac.th/en/faculties-and-departments>)
- 3) Information Page and Advertisement Link on Commercial Websites  
By the Office of International Affairs and Global Network

- bachelorstudies.com  
Keystone Academic Solution is a Norwegian company specializing in higher education marketing, recruitment, and student enrollment's website. (<http://www.bachelorstudies.com/universities/Thailand/Chulalongkorn-University>)
- topuniversities.com  
Quacquarelli Symonds (QS) is a British company specializing in education and study abroad. (<http://www.topuniversities.com/undergraduate-studies>)

**Facebook/Twitter/Line/Instagram/YouTube:**

- 1) Facebook  
• Chulalongkorn University by the CICC ([www.facebook.com/ChulalongkornUniversity](http://www.facebook.com/ChulalongkornUniversity))  
• The Office of International Affairs and Global Network (<https://www.facebook.com/OIACHula>)
- 2) Twitter  
• Chulalongkorn University by the CICC (@ChulalongkornU)
- 3) Instagram: Chulalongkorn.U by the CICC
- 4) Line: Chulalongkorn.U by the CICC
- 5) YouTube: [chulalongkorn](http://www.youtube.com/user/chulalongkorn) by the CICC ([www.youtube.com/user/chulalongkorn](http://www.youtube.com/user/chulalongkorn))

### 2. Printed Media

**Brochure**  
Chulalongkorn University International Programmes (for the undergraduate and the graduate programmes)  
By the Office of International Affairs and Global Network

**Magazine**  
THE GAZETTE OF CHULALONGKORN UNIVERSITY  
(Quarterly-PDF version available online at <http://www.chula.ac.th/en/archive/covers/gazette>)  
By the CICC



**Booklets**

1. A Quick Tour of CU
2. Chulalongkorn University At a Glance
3. Chulalongkorn University Prospectus (for the undergraduate and the graduate programmes)
4. Chulalongkorn University Facts and Figures
5. Chulalongkorn University Map
6. CU International Programs (CH-EN)  
By the CICC



### 3. Other Media

**Video Clip**

- 1) A Quick Tour of CU (12 languages) ([https://www.youtube.com/watch?v=c3a2Dwz8t8I&list=PLzBybybK\\_DlpxjTEZyOIP9koxz2QkYd](https://www.youtube.com/watch?v=c3a2Dwz8t8I&list=PLzBybybK_DlpxjTEZyOIP9koxz2QkYd)) By the CICC
- 2) Happy to CU  
A 4-6-minute presentation about CU. 3 EP, Happy to CU - Home of Social Contributions and the Nation's Pride, Happy to CU - Home of Cultural, and Happy to CU - Home of Excellence and Distinction. ([https://www.youtube.com/playlist?list=PLzBybybK\\_DlpxjTEZyOIP9koxz2QkYd](https://www.youtube.com/playlist?list=PLzBybybK_DlpxjTEZyOIP9koxz2QkYd)) By the CICC
- 3) Piano Solo School of Traditional Thai Music  
Pianist: Prof. Natchar Pancharoen, Ph.D., Faculty of Fine and Applied Art, Chulalongkorn University ([https://www.youtube.com/playlist?list=PLzBybybK\\_DlpxjTEZyOIP9koxz2QkYd](https://www.youtube.com/playlist?list=PLzBybybK_DlpxjTEZyOIP9koxz2QkYd))  
By the Office of Art and Culture

**TV Programme on Free TV**

- 1) University's Social Outreach Programme "so 4 เฟอร์ FARE or FACT"  
A 3-minute TV Programme (English-Sub), @ Thai PBS Channel, every Monday-Wednesday: 20:25 hrs. from 3 Oct - Present. (<https://program.thaipbs.or.th/watch/PS3b6vK>)  
By the CICC
- 2) CU Station  
A 3-minute TV Programme (English-sub)  
@ Royal Thai Army Radio and Television Channel 5 every Monday & Thursday: 5:25-5:45 hrs. from 10 Nov 2014 - 8 Jan 2015.  
By the CICC

## ACTIVITIES

### 1. Exhibitions & Education Fairs

- The National Association of Foreign Student Advisers (NAFSA)'s Annual Conference & Expo
- Asia-Pacific Association for International Education (APAIE)'s Annual Conference and Exhibition



- Other Education Fairs  
Waseda 2016 Spring Study Abroad Fair, Kunming International Study Abroad Fair, etc.

### 2. Workshops / Conferences / Forums / Competitions

- University Administrators' Workshop (UAW)
- The ASEAN and ASEAN+3 Youth Cultural Forum



- 18th UNESCO-APED International Conference

- 16th AUN and 5th ASEAN+3 Young Speakers' Contest



- International Association of Universities (IAU) 15th General Conference

### 3. Campus Tour & CU Museum Tour



By the Office of International Affairs and Global Network & the Office of Art and Culture

## SAMPLE ALGORITHM TO FIND INFORMATION VIA CHULA'S OFFICIAL WEBSITE/GOOGLE

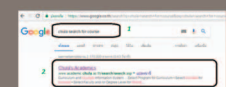
**Example Topic:**  
Search for International Programmes @ Chula

### • Via Chula's Official Website

1. Open Chula's Official Website: <http://www.chula.ac.th/en>
2. Click "International Student"
3. Click "International Programs"
4. Select Faculty
5. Select "Search for Course"
6. Key-in the keyword and select your interested programme



### • Via Google



1. Key-in "chula search for course"
2. Select "Chula's Academic"
3. Key-in the keyword and select your interested course (as 6.)



## Title:

# Promoting Science to The International Community: An Indonesian Institute of Sciences (LIPI) Experience

**Nur Tri Aries Suestiningtyas<sup>1</sup>**

**Meira Sabila<sup>2</sup>**

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Indonesian Institute of Sciences (LIPI).

## Abstract

As the premier science research institute in Indonesia which covers research activities from natural to social sciences, the Indonesian Institute of Sciences (LIPI) has a public relations strategy to promote its research to international communities.

Without effective promotion, research can often be underutilized and go unrecognized by the scientific community, industry, decision makers, and broader society. This can lead to research happening in isolation with minimal collaboration which does not benefit scientific progress or the community it seeks to serve. A well executed public relations strategy can help to bridge this gap by creating awareness of scientific research to increase people's understanding of the benefits that science bring to the community.

Currently, LIPI uses three main channels to engage with the international audience: website as the gateway to all units, newsletter, and social media. The content is used to connect with international community to help increase cooperation between Indonesian researchers and overseas partners. LIPI also uses partnerships and international events to promote science, and to provide staff with science diplomacy, science journalism, and science communication training.

In 2017, LIPI plans to increase partnership with international media, optimize multimedia promotions, issue all social media in English, and to digitalise our newsletter.

## CV

**1** Nur Tri Aries Suestiningtyas, currently serves as the Head of the Bureau for Cooperation, Legal, and Public Relations at LIPI. Nur oversees the execution of LIPI's corporate public relations strategy, coordination of programs increasing awareness of science, both domestically and internationally as well as management of legal analysis related to partnerships.

**2** Meira Sabila, currently serves as a Public Relations Officer at the Bureau for Cooperation, Legal, and Public Relations at LIPI. She specializes in media engagement. She is also active in maintaining LIPI's website and creating content for popular science publications.



## Promoting Science to The International Community: An Indonesian Institute of Sciences (LIPI) Experience

By: Nur Tri Aries Suestiningtyas, Meira Sabila

As the premier science research institute in Indonesia which covers research activities from natural to social sciences, the Indonesian Institute of Sciences (LIPI) has a public relations strategy to promote its research to international communities.

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### WEBSITE

- Website transformation in 2016
- Improvements:
  - The gateway to accessing all unit websites
  - Integrated social media
  - All units have to provide content in English
  - User friendly interface
- Results:
  - Number #1 ranking in Indonesia for research institutes by Webometrics ranking



Former website



Current website

### NEWSLETTER

- Launched in 2014
- Distributed to our partners via mailing list, events, and website
- Promotes collaboration between LIPI and international partners, highlights notable research results, and profiles outstanding researchers



### TRAINING AND EVENTS

- Training on Science Communication
- Training on Science Diplomacy
- Training on Science Journalism
- International Science Journalist Tour
- Integrated symposium/seminar with international exhibition
  - SEA-EU NET
  - International Exhibition for Young Inventors (IEYI)
  - Intel International Science and Engineering Festival (IISEF)
  - Science Festival and Indonesia Science Expo



### SOCIAL MEDIA

- Three social media channels:
  - Facebook: LIPI Corporate account and all units
  - Twitter : LIPI Corporate account and all units
  - YouTube
- Results:
  - Facebook: Nearly doubled the number of unique users who have liked the page from 2015 to 2016
  - Twitter: Most popular tweet in 2015 promoted the Indonesia Science Expo and reached 11k people. The most popular tweet in 2016 was about Google recognizing our late Professor Samaun Samadikun, Chairman of LIPI 1989-1995. It reached 12.4k people.
- Use hashtags such as #LIPI50 and #LKIR to encourage the community to join the conversations

### STRATEGY

- Increase partnership with international media
- Optimizing multimedia promotions
- Digitalise LIPI Newsletter
- Managing all social media in English



LIPI Indonesia



@lipiindonesia



LIPI channel



lipi.go.id

## Title:

# International Affairs Division & An Approach to International PR

## Hathaitus SEMCHUCHOT

International Affairs Division, Kasetsart University

### Abstract

Kasetsart University is a large sized autonomous research university, comprising three campuses and more than 200 university staff whose work is in the international affairs field. The International Affairs Division (IAD) is the office whose main responsibility is to support the university's international policies, and one such policy is to gain global recognition. IAD believes that our large number of human resources, which we call our International Affairs Network is the most important instrument for international public relations. Thus, we have initiated two approaches to international PR.

Firstly, a Human Network (International Affairs Network) a) by forming an International Affairs Committee, which is divided into a Policy Monitoring & Review Committee and an Adopted Policy to Action Plan Committee and b) by conducting & organizing committee meetings, workshops and training for university staff who work in related fields. The benefits of this approach are i) to promote a better understanding amongst the international affairs staff of the three campuses of Kasetsart University, ii) to support all departments & units who implement and carry out the university's international affairs policy, and iii) to share useful resources and information about for example, scholarships, research and funding opportunities.

Secondly, a Media & Social Network, as IAD is responsible for printed media, such as the NonSee Newsletter, KU information and new media for PR including international news and activities, remarkable and successful research projects, conferences & seminars at KU and partner institutes and an international information database. These media tools provide great benefits to the university as they are easily and quickly accessible, and reach all target groups, saving both time and money.

## CV

### Experience

#### 1997 - Present

- Head of Information Section, International Affairs Division, Kasetsart University
- Editor of Non See Newsletter
- Manage and supervise communication support plans for International Affairs Personnel Network
- Design and create the documents published in the media formats such as Multimedia and exhibition for public relations of the University
- Supervise and coordinate international academic seminars and conferences
- Research and analyze all information of partnership database for the University's Management

#### 2002 - Present

- Initiative and fully responsible for International Affairs Personnel Capacity Building Program
- Established International Affairs Personnel Network
- Planned and Implemented Project of International Affairs Information System Research

### Research

#### 2004

- A Study for Development of Kasetsart University Internationalization in the Next Decade
- Study for Development of Global Competency of Kasetsart University Students

### Education

- 1993 Master of Education (Guidance Psychology), Naresuan University, Thailand
- 1986 Bachelor of Arts (Public Administration), Ramkhamhaeng University, Thailand






# International Affairs Division KU & An Approach to International PR



**KASETSART UNIVERSITY (KU)**  
1943



**3 Campuses**  
**521 Curricula**  
**67,708 Students**  
**10,391 Personnel**

**INTERNATIONAL AFFAIRS DIVISION (IAD)**



**479 Partners World-wide**  
**In 53 Countries**  
**6 Regions**

## Kasetsart University

Kasetsart University is a large sized public university, comprising one main campus: Bangkok and the three other campuses: Kamphaeng Saen, Sri Racha and Chalermprakiat Sakon Nakhon Province.

There are many academic departments and supporting departments as well as research institutes and service units under Kasetsart University's Administration.

So there are more than 300 university staff whose work is related in the international affairs field.

The International Affairs Division (IAD) is the office whose main responsibility for support the university's international policy which is to gain global recognition.

IAD believes that our extensive human resources, which we call the International Affairs Network, is the most important aspect of international public relations.

So we create an approach to international PR in two ways:

### I : Human Network (International Affairs Network)

- The formation of the international affairs committee which is divided into 2 groups (based on function):
  - Policy Monitoring & Review Committee
  - Adopted Policy to Action Plan Committee
- Conducting & Organizing meetings and seminars
  - The Committee meetings (Monthly & Annually) include university administrators and international affairs staff from all units and departments of the university.
  - Workshop & Training for university staff who work in related fields.
  - Activities for international affairs staff to keep contact and exchange useful information (such as seminars and workshops)

### Benefit

- To promote better understanding amongst the international affairs staff of the 4 campuses of Kasetsart University
- To implement all departments & units' adoption of the university's international affairs policy
- To share useful resources and information about, for example, scholarships, research and funding opportunities.

### II : Media & Social Network

The International Affairs Division's responsible for printed media and new media for PR which including the international news and activities, remarkable and successful research projects, the conference & seminar between KU and all partner institutes, besides, we also take care of the international information database.

### Printed Media

- Non See Newsletter, Knowledge of the Land (KU information),

### New Media

- Kasetsart University Introduction video
- International Affairs Division website which provides a useful template for all university members
- Partnership Database

### Benefit

- Easily accessible.
- Reaches all target groups
- Time and cost savings



**International Affairs Division,**  
Office of the President  
10<sup>th</sup> Floor, Golden Jubilee Administration and Information Center,  
Kasetsart University  
50 Ngamwongwan Rd, Chatuchak Bangkok 10900 Thailand  
Tel: +66 2942 8858, +66 2942 8171-2, +66 2942 8683  
Fax: +66 2942 8170, +66 2942 8726  
Website: [www.iad.intaff.ku.ac.th](http://www.iad.intaff.ku.ac.th)  
E-mail: [fro@ku.ac.th](mailto:fro@ku.ac.th)



## Title:

# University PR through Sharing Development Experience by Official Development Assistance (ODA) Project

## Lokhey Kim, Youngdal Kim

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Konkuk University

### Abstract

Konkuk University thinks the role of higher institution is not limited in just education and research themselves. University as a symbol of social evolution should involve social responsibility and knowledge sharing with its education and research activities in the perspective of globalization.

ODA is official development assistance project which supports the developing countries with the promotion of the economic development and welfare by government sectors.

Since Korea is the unique country which became from receiver to donor in terms of ODA, with this kind of background, Konkuk University has tried to contribute its research performance and collaboration activities and to share Korea's development experiences to the developing countries by their needs.

This platform was also accompanied with the Sustainable Development Goals (SDGs) of UN Agenda.

PR on the process of development experience sharing with ODA projects doesn't show just one-off PR. It shows how the University established its long-term strategy which aims to development together and to contribute for the better society.

This Poster shows how Konkuk University helps the developing country with its experience. Konkuk University was exposed on the mass media as one of fine example of ODA cooperation platform in terms of international collaboration and knowledge sharing activities.

### CV

Lokhey Kim is a coordinator of International Programs and a specialist on Europe region. She had majored Political Science at Notre Dame University in USA and Korea University in Korea.

Youngdal Kim is a director of International Programs and Global Initiatives. He acts also a member of Korean Government Scholarship Selection Committee since 2010. He had majored International Studies at Konkuk University in Korea and Pondicherry University in India.



# KONKUK UNIVERSITY

Anniversary of the Konkuk University Foundation's Establishment

# 85<sup>th</sup>

Anniversary of the University's Official Foundation

# 70<sup>th</sup>

SEoul CAMPUS	GLOBAL CAMPUS	
Undergraduate Colleges: 15	Undergraduate Colleges: 6	Number of Students Enrolled: 29,474
Undergraduate Departments (Korea): 66	Undergraduate Departments (Overseas): 27	
Graduate Schools: 13	Graduate Schools: 4	Number of Faculty Members: 1,797
		Number of Alumni: 200,000

UNIVERSITY MOTTO: 誠信 義 (Sincerity, Trust, Righteousness)

UNIVERSITY HISTORY:

- 1931.05. Establishment of the Injeop Medical Center
- 1946.05. Transition to the Choon School of Public Health
- 1956.10. Relocation to the High-dong, Seongbuk-gu, Seoul
- 1959.02. Renamed to Konkuk University
- 1959.02. Renamed to Konkuk University
- 1980.01. Second Campus Student Center
- 1990.07. Renamed to Konkuk University
- 2005.09. Opening of the newly built Konkuk University Medical Center
- 2011.04. Change of Campus name to Konkuk University
- 2012.09. Inauguration of the 7th president
- 2016.01. Selection of the 8th president of the University

A New Leap of a Prestigious University

Konkuk, Changing the Dynamics of University Education

UNIVERSITY ASSESSMENT - Comprehensive Private University (2014, 2015, 2016)

UNIVERSITY PREFERENCE OF STUDENTS AND PARENTS (2014)

NATIONAL EVALUATION OF BUSINESS SCHOOLS (2014, 2015, 2016)

TOP 10

1 6 7 10

UNIVERSITY ASSESSMENT - Comprehensive Private University (2014, 2015, 2016)

UNIVERSITY PREFERENCE OF STUDENTS AND PARENTS (2014)

NATIONAL EVALUATION OF BUSINESS SCHOOLS (2014, 2015, 2016)

TOP 10

1 6 7 10

## PR through Cooperation with developed countries

### Case: International Research Collaboration on Flexible Printed Electronics

- Top priority
- Roll-to-roll core technology for flexible organic thin film transistor (OTFT)
- Multilayer print process and control technology
- Goal
- Co-manufacturing OTFT, the next generation display
- Development of hybrid technology combining multilayer print process and control technologies with ink-jet device and technologies
- Promotion of globally competitive researchers
- Partners
- Konkuk University, Korea
- Technische Universität Chemnitz, Germany
- Fraunhofer, Germany
- VTT, Finland

ICPE

TOBa

VTT

DEBELLING CEREMONY FOR KU-VTT JOINT LAB / VTT-Korea

Fraunhofer

3D MICROMAC

TECHNISCHE UNIVERSITÄT CHEMNITZ

### Results

- Research mobility
- 51 researchers participated in 15 international conferences
- Published papers: 101 (including 46 SCI level)
- 19 patents filed
- Hosted international conferences
- [ Konkuk University ]
- 1st International Conference on R2R Printed Electronics
- International Conference on Flexible and Printed Electronics
- Innovative Science and Engineering for Creative Economic Ecosystems [ Partners ]
- Large-area Organic & Printed Electronics Convention
- Printing Future Days
- First international standard on printed electronics
- Training specialists on Roll-to-Roll core technology
- Developed new advanced Printing Device

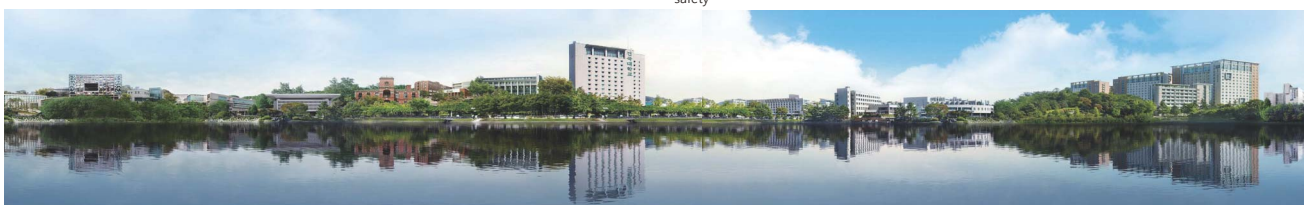


## PR through Cooperation with developing countries

Country	Period	Project	Amount (\$)
Afghanistan	2014	Building Model Farms in Parwan Province	261,000
Cameroon	2015-2017	e-Government Master Plan	227,000
Gabon	2014	Agricultural Training for Capacity Building	35,000
Iraq	2013-2016	Capacity Building of Kurdistan Regional Government Officials	1,276,000
Kenya	2015-2018	Academy Partnership and Collaborative Evaluation	29,000
Nepal	2014-2017	Village Development	464,000
Palestine	2014-2016	Establishment of the Palestine-Korea Biotechnology Center	445,000
Rwanda	2013-2016	Advanced ICT Capacity Building	200,000
Multiple countries	2015-2018	KOICA Capacity Building Scholarship for Value-added Agriculture	654,000

### Case: Palestine-Korea Biotechnology Center Project

- Goal
- Establishment of the biotechnology center at Hebron
- Strategy
- Organizing a mentor group for the center's management
- Setting guidelines for material and equipment lists
- Consulting with As-Is, To-Be Model
- Activities
- Design and construction of the center
- Laboratory equipment purchase and installation
- Project managers and delegation visiting and consulting
- Workshops for the laboratory specialist
- Training of high-level and manager-level officials in Korea
- Plans
- Technology transfer to increase food production and food safety
- Additional training programs
- Research collaboration in agriculture, animal health and food safety



## Title:

# The Four Pillars of Korea University's Office of International Affairs Public Relations Activities

**D'Arcy Drachenberg**

**Sanghyun Lee**

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Korea University, Office of International Affairs

## Abstract

This illustrative poster presentation attempts to outline the role Korea University's Office of International Affairs plays in the promotion of the university internationally through four main categories (or pillars) of activities. By utilizing events, networks, partnerships and student and faculty programs, Korea University's Office of International Affairs contributes essential resources to the international public relations functions of the university. The success of this support can be measured by the ongoing improvement of Korea University in internationally recognized university rankings metrics.

## CV

Mr. D'Arcy Drachenberg, Senior Manager, International Communication & Protocol, is responsible for university-wide partnership agreements, President's and Vice President's international protocol, President and Vice President's English correspondence and communications, the "KU the Future" newsletter, Association and Network memberships and a variety of other projects.

Mr. Sanghyun Lee, Manager, International Planning & Statistics is responsible for compiling and coordinating information and statistics for the Office of International Affairs and its strategic planning initiatives. In addition, he also plays a role in analyzing and evaluating the feasibility of student mobility programs and initiatives within the Middle East, Africa and other areas.

# THE FOUR PILLARS OF KOREA UNIVERSITY'S OFFICE OF INTERNATIONAL AFFAIRS PUBLIC RELATIONS ACTIVITIES



Global-  
#98 in the world



Regional-  
#16 in Asia



Domestic-  
#1 private comprehensive  
university in Korea



## COMMUNICATION VEHICLES/ INT'L MEDIA RELATIONS

PRINTED EMAIL ONLINE



## ORGANIZING EVENTS



- Establish ENUC
- Special lectures
- Honorary degree conferment
- Presidents' Forum
- President's lectures/presentations
- Major events
- International alumni engagement

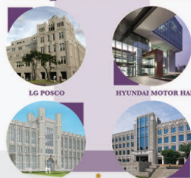


L. GUEST SPEAKER JOHN KERRY  
M. PRESIDENT'S LECTURE ABROAD  
N. ALUMNI EVENTS

## LEVERAGING NETWORKS



- Universitas 21
- APRU
- iCUBE
- World 100 Reputation Network
- APAIE/NAFSA/EAIE
- Korean international companies/donors



- KU MAGIC program
- Agreements
- Welcoming partner visits
- Hosting benchmarking visits at KU
- Government ministries
- Ambassador events

## ORGANIZING INT'L STUDENT & FACULTY PROGRAMS



- Degree and exchange student programs
- Internships & global leadership programs
- Social service programs (KUSSO)
- Short-term summer and winter programs
- Hosting foreign faculty at KU



L. INT'L SUMMER CAMPUS PROGRAM (ISC)  
M. INT'L GLOBAL CHINA LEADERSHIP PROGRAM  
N. SOCIAL SERVICE PROGRAM (KUSSO)

Communications Team

Research Promotion

Administrative Units

The Office of  
International  
Affairs

Evaluation Team

Student Services

Academic Faculty/  
Departments

## Title:

# Who Can Effectively Utilize University Web Tools

## Chiaki NAKAMURA

General Affairs, Center for Southeast Asian Studies (CSEAS)

### Abstract

Thinking about internationalization or globalization, foreign languages, in this case particularly English, are a big problem for Japanese. To utilize web tools, web construction skills are also required. There are few Japanese people with both English skills and web construction skills, and this is also a problem among university administrators.

I have worked with web tools to support the internationalization of Kyoto University since I was first employed. In my presentation, I will discuss what is expected of university administrators nowadays with regards to language proficiency and web construction skills.

The utilization by universities of web tools such as websites and social networks is common, but it is very difficult for Japanese to operate and update systems in English or other foreign languages. The aim of this presentation is to share with attendees the approaches adopted by Kyoto University's administrative staff.

### CV

Chiaki NAKAMURA (Ms.)

Administrative staff, General Affairs, Center for Southeast Asian Studies (CSEAS)

Born and raised in Kyoto, Japan. Ms. Nakamura has spent approximately one year studying English in England. She was previously employed in the private sector, but wanted to utilize her skills and advance her career as a university administrator. She has worked at Kyoto University since 2012. She served as an administrative staff member in the External Affairs Division of Kyoto University from 2012 to 2016, where she was in charge of alumni associations and the administration of the Kyoto University Fund. After that, she joined the Overseas Staff Development Program and worked at Kyoto University's European Center Heidelberg Office in Germany from April to September 2016 and focused on strengthening the university's global network in Europe. She has also functioned as a website administrator in all of the departments in which she has worked. She was recently transferred to the university's Center for Southeast Asian Studies (CSEAS), where one of her duties is supporting international researchers and students.

# Who Can Effectively Utilize University Web Tools?

## WHO AM I ?



Name: Chiaki NAKAMURA (Ms.)  
 Administrative staff, General Affairs, Center for Southeast Asian Studies (CSEAS), Kyoto University.  
 Born and raised in Kyoto, Japan. Spent one year in England studying English. Previously employed in the private sector, but wanted to utilize my skills and advance my career as an university administrator. Employed by Kyoto University in 2012.  
 Just returned to Japan from Germany last October and have been training at the KU European Center Heidelberg Office for six months as an international administrator.

## These Are My Functions

### 1. HEIDELBERG OFFICE

#### MISSION

Apr. –Sep. 2016

- I. To promote and raise Kyoto University's presence in Europe.
- II. To publicize the university's academic research and educational activities.
- III. To publicize events related to the KU European Center Heidelberg Office.

#### TOOLS

##### WEBSITE



##### ▼Main Functions

- As a general information portal site about academic research and education in Europe, activities of Heidelberg Office, grants and scholarships.
- Providing essential information to those who want to study at Kyoto University.
- It is also possible to access information about living in Kyoto.

##### FACEBOOK



##### ▼Main Functions

- Users can get essential information about the Heidelberg Office activities, Kyoto University's departments, and its students and researchers.
- Showing the daily office activities as well as relevant photos.
- Giving and receiving timely feedback.

### 2. FUNDING & ALUMNI

#### MISSION

2012–2015

- I. To attract funding support for Kyoto University throughout the world.
- II. To support the Kyoto University Alumni and enhance its international network.

#### TOOLS

##### Kyoto University Fund WEBSITE



##### ▼Main Functions

- Inviting donations.
- Report on funding activities, such as donations received, donor benefits, and information about the Kyoto University Fund.

##### Network System

##### [Kyo-dai Alumni]



##### ▼Main Functions

- Providing e-mail updates on the most recent news about the university.
- Users can search for members on the internet.
- Users can contact other members without disclosing their e-mail address using the mail box function.

### 3. OTHER PR APPLICATIONS

Oct. 2016–Present

#### NEW

##### WEBSITE

Interdisciplinary Unit for African Studies website was launched in January 2017.

This unit aims to contribute to sustainable development in Africa.



In 2016, the Center for Southeast Asian Studies [CSEAS] produced a visual documentary project about the screening and discussion of a short film on politics in Southeast Asia.

##### Visual Documentary Project

- Target: To generate general interest
- Aim: To introduce and inform international audiences about current socio-economic and cultural conditions in Southeast Asia.



##### ▼Achievements

- The venture was a collaborative project with the Japan Foundation Asia Center.
- There were more than 100 international audiences in Tokyo and Kyoto.
- It was successful in generating audience interest in Southeast Asia.
- As a film festival, the project involved collaboration with entertainment companies, which had a large effect on PR activities.

## WHY ME? WHY LANGUAGE SKILLS?

The utilization of web tools is common, but...

#### Problems

- In general, Japanese consider speaking a foreign language to be a special skill.
- There are not yet many administrators, who have foreign language skills as well as web construction skills.

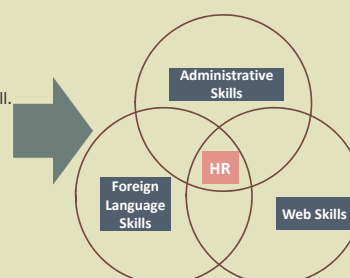
#### Why?

- Japanese can live without language skills in daily life, as well as in general academic administrative work.
- Many administrators are not familiar with web tool construction systems.

#### Nowadays

- To promote internationalization, the university's HR requires administrative staff to have foreign language skills.

#### Skills expected of university administrators



This figure illustrates my skills.

#### Future Developments:

- Strengthen the English language capabilities and web skills of administrators.
- Increase the number of staff with international experience and web construction skills, and actively utilize them.

## Title:

# Establishing a global presence through sustainable collaboration Enhancing Global Presence Through International PR

## Suchada Phruthonkul, Korakod Muangthai, Patsorn Janprasert

Mahidol University

### Abstract

A university's global presence can develop in two ways: traditional and non-traditional public relations. Mahidol University uses sustainable collaboration as a form of non-traditional public relations in order to increase our global presence. Sustainable collaboration at Mahidol University is guided by the government policy known as Thailand 4.0, which is supported by Mahidol University under the concept of Entrepreneur University.

Mahidol University's Globalization Framework and Transformation Process were set up to guide the international aspects of university management and create greater understanding of globalization within the university placing an emphasis on long term and continuing collaboration.

University's partners and activities have changed according to government and university's policy. Previously, Mahidol University focused on bilateral relations in the areas of health and science. However, collaboration has now expanded to include applied technology and innovation as well as biomedical engineering. Our types of partners have also changed to include networks and public / private enterprises. All of these bilateral and multilateral collaborations are based on shared interest, trust, and reciprocity. This trust is important as it helps raise the university's global profile.

### CV

Ms. Suchada Phruthonkul, Ms. Korakod Muangthai, and Ms. Patsorn Janprasert from Mahidol University's International Relations Division are part of the team guiding internationalization. Ms. Phruthonkul is responsible for all university protocol and collaborations between Mahidol University and its partners as well as the university's participation in world university rankings and networks. Ms. Muangthai is responsible for the development of the student's English language capacity and inter-cultural skills and helps foster a more international environment. Ms. Janprasert has many years' expertise in organizing tailor-made programs / activities for inbound and outbound exchange programs.





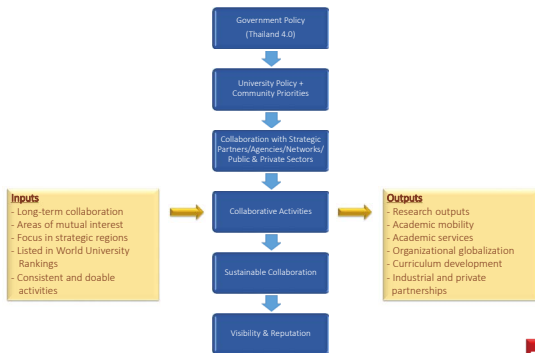
Mahidol University

### Enhancing Global Presence through International PR

## “Establishing a Global Presence through Sustainable Collaboration”

Sustainable collaboration between institutions begins with partnerships in areas of mutual interest. This creates longstanding relationships and builds trust, which in turn helps raise our global profile.

### Collaboration Model



- 3 -

### From Expertise in Health Science...

Sustainable collaboration focuses on the development of long-term partnerships in areas of mutual interest & expertise. This can be seen in our collaborations with the University of Oslo, Osaka University, University of Oxford, and Kyushu University (started in 1965, 1978, 1979 and 2007 respectively).

**The University of Oslo, Norway**  
Over half a century of research in neuroscience spanning four generations of researchers.  
Recent highlights include support for MU PhD student research work at the Center of Excellence in Molecular Biology and Neurosciences at the University of Oslo.

**Osaka University, Japan**  
For almost forty years, the biotechnology exchange program has promoted international research and exchange partnerships supported by the Japan Society for the Promotion of Science (JSPS).  
Recent highlights include the creation of the Mahidol-Osaka Centre for Infectious Diseases at the Faculty of Tropical Medicine.

**University of Oxford, UK**  
Launched in 1978, the Mahidol Oxford Tropical Medicine Research Unit (MOTM) develops effective and practical means of diagnosing and treating malaria and other neglected diseases.  
Recent highlights include the addition of four new sites to its research network as well as the publication of 100s of scientific papers and over 40 books/book chapters.

**Kyushu University, Japan**  
Since 2007, short-term student exchanges include:  
- The Mahidol - Kyushu University Exchange Programme  
- Mahidol students spent two weeks at Mahidol University and two weeks at Kyushu University studying various cultural aspects of their host country.

- 5 -

### Successful Global Presence through International University Rankings

**Mahidol University**  
Premier medical school and higher learning institution in Thailand

**Times Higher Education World University Rankings 2016 – 2017**  
• Ranked in Top 600 universities in World;  
• 90<sup>th</sup> in Asia – No.1 in Thailand

**US News: Best Global Universities Rankings 2017**  
• 516<sup>th</sup> in World; 89<sup>th</sup> in Asia No.1 in Thailand  
• 88<sup>th</sup> in Top 100 in Immunology  
• 87<sup>th</sup> in Top 100 in Microbiology  
• 119<sup>th</sup> in Top 150 in Pharmacology and Toxicology  
• 215<sup>th</sup> in Top 250 in Clinical Medicine

**The Times Higher Education BRICS & Emerging Economies University Rankings 2017**  
• 76<sup>th</sup> from Emerging Economy Country – No.1 in Thailand

**QS World University Rankings 2016-2017**  
• 283<sup>rd</sup> in World; 51<sup>st</sup> in Top 250 universities in Asia  
• No. 1 in Thailand: Medicine; Pharmacy & Pharmacology; Nursing; Law; Sociology

**The Performance Rankings of Scientific Papers for World Universities (HEACT)**  
• 477<sup>th</sup> in the World – No.1 in Thailand

- 7 -

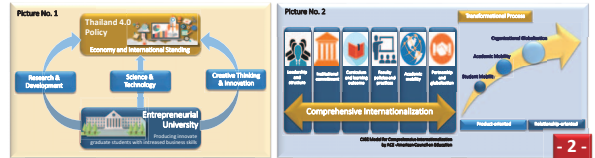
Wisdom of the Land

A university can boost its global presence via two distinct ways - through traditional or non-traditional public relations.

Mahidol University, Thailand, focuses on a form of non-traditional public relations known as **Sustainable Collaboration** - which is guided by a combination of the Royal Thai Government's Policy (Picture No. 1) and the University's Comprehensive Internationalization and Transformational Process (Picture No. 2).

In the past, international collaboration at Mahidol University focused on the creation of bilateral relations in health and science (areas of traditional expertise). However, this collaboration has now been expanded to include public & private sector collaboration with regional / international partners & networks in the fields of technological innovation and entrepreneurship.

Common to all of these bilateral and multilateral activities are the concepts of mutual interest, trust, and reciprocity. These key elements have consequently kept Mahidol University's position in the leading spot of its peers and successfully helped raise the University's global presence.



- 2 -

Based on our Collaboration Model, we give priority to non-traditional PR (collaboration with strategic partners including universities, networks and public & private sectors) with the support of traditional PR tools (videos, brochures, newsletters, websites, social medias, etc).



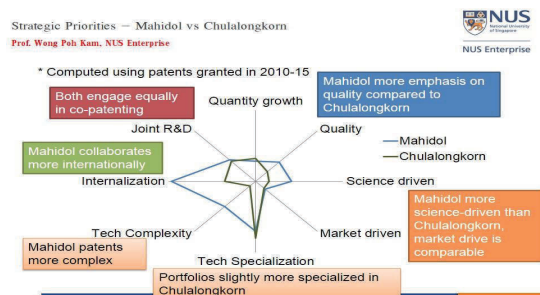
- 4 -

### ...to Sustainable Collaboration in Innovation & Technology



- 6 -

### Successful Global Presence through International Patents



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By International Relations Division, Mahidol University, THAILAND

## Title:

# Chasing the Long Tail: Targeting High School Students to Increase Awareness of English-Taught International Programs at Japanese Universities

## Matthew Linley

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International Education and Exchange Center, Nagoya University

### Abstract

Although most high school students today choose their future university by doing research themselves on the Internet and by talking to friends, many Japanese institutions continue to rely on a bureaucratic, top-down marketing and public relations strategy. Using examples from the Admissions Office of the G30 International Program at Nagoya University, I argue that to recruit international students Japanese universities should target niche audiences of junior and senior high school students. We should use data from tools such as Google Analytics and surveys of applicants and current students to identify the types of high school students who might be admitted to a specific program and to develop content available on the website that helps potential students solve the problem of selecting a university that is a good fit for their academic interests and abilities. It is also important to engage with potential applicants during the period when they are most thinking about what university to attend. I conclude by discussing the institutional limitations at Japanese universities that make assembling a diverse team of people with international study abroad experience and different nationalities so difficult.

### CV

Matthew Linley is a Designated Professor and the Head of the Department of International Programs in the International Education and Exchange Center at Nagoya University. He has completed graduate degrees in three countries – an MA in Political Science at the University of Victoria in Canada (1998), an LLM in International Relations at Nagoya University (2002), and a PhD in Political Science from the Australian National University (2009). Professor Linley received Japan Foundation Fellowships in 1997 and 2006-2007 and was a MEXT scholar between 1998 and 2002.

# Chasing the Long Tail: Audience-Based Web Content and Awareness of English-Taught Programs at Japanese Universities



**Summary:** Although most high school students today choose their future university by doing research themselves on the Internet and by talking to friends, many Japanese institutions continue to rely on a bureaucratic, top-down marketing and public relations strategy. Using examples from the Admissions Office of the G30 International Program at Nagoya University, I argue that to recruit international students Japanese universities should target niche audiences of junior and senior high school students, using data from tools such as Google Analytics and surveys of applicants and current students. This helps to identify the types of high school students who might be admitted to a specific program and to develop content available on the website that helps potential students solve the problem of selecting a university that is a good fit for their academic interests and abilities. Rather than all year long, it is most important to engage with potential applicants during the period when they are most thinking about what university to attend. I conclude by discussing the institutional limitations at Japanese universities that make assembling a diverse team of people with international study abroad experience and different nationalities so difficult.

**The Problem:** International awareness of English-taught programs at Japanese universities is lower than that of other OECD countries. Within Asia, Japan must compete for students with universities in Singapore, Hong Kong, China, and South Korea. As scholarships available to international students decrease, more must be done to find and attract top students. Yet many Japanese universities continue to rely on bureaucratic PR strategies developed for domestic mass audiences in a pre-Internet era.

**The Question:** How should Japanese universities increase the awareness of their English-taught international programs among high school students in other countries?

**The Solution:** Rather than advertising their institution to a mass audience, Japanese universities should analyze data to target the "long tail" of a niche audience of junior and senior high school students interested in Japan, their parents, and their high school counsellors.

## 1. Target Audiences will Come to You to Help Them Decide on What University to Attend

When people come to you online, they are looking for information to help them make a specific decision

Before Internet, universities had two choices for getting attention

- Buy advertising
- Stories in mass media

Today, universities must develop relations directly with potential applicants

Nagoya University G30 has most interest when admissions requirements announced (Oct.) and when admissions documents due (Dec.)



Students today choose university by searching online and connecting with friends so need to understand keywords

During high school, students narrow choice down to handful of universities

When applications are due then they are ready to send information

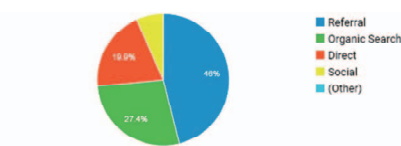
Nagoya University G30 applicants mostly found website using links from other Nagoya University websites and MEXT Global 30 webpage

Most common landing page is undergraduate admissions and Automotive Engineering

PR Offices of Many Japanese Universities continue to rely on an old advertising model for reaching potential students

PR is part of university hierarchy and done by general office staff, not by specialists

### Top Channels



Events like "Study in Japan Fairs" are inefficient and costly means to reach people who may not have means or ability to enter university

Communications are not audience-centric but reports English-translated items from Japanese focusing on domestic audiences. *The news items below have no relevance to potential students.*

### Typical News Items from Nagoya University English Homepage

Date	Event
December 26, 2016	Nagoya University and Consulate of Canada Joint Talk Event: "The Attractiveness of Carrière du Soleil" on January 11, 2017 (Advance Registration Required)
December 16, 2016	The 5th Seven Universities Athletic Meet, Hosted by Nagoya University, Begins
December 5, 2016	Nagoya University to Open a Joint Degree Program in Cooperation with Lund University in Sweden
December 3, 2016	HRH Princess Chulabhorn of Thailand Visits Nagoya University
November 24, 2016	Nagoya University and the National Institute for Materials Science Reach Basic Agreement on Establishing Amano-Koike Joint Research Lab
October 6, 2016	Registration Open for Academic Lectures in Beginner Level English in the G30 for Everyone Fall 2016 Program
September 28, 2016	Details of 2016 Fall Entrance Ceremony
September 21, 2016	Nagoya University President Masahiro Hironaka Hosts Inauguration Ceremony in US Headquarters in New York

## 2. Audiences Attracted to Relevant Content

Office needs to focus on explicit goal of increasing number of qualified applicants to G30 Programs

Public relations by central administration not specifically concerned with increasing number of good international students

Decentralization of national university means that there is no consistent university-wide message to potential students

Despite completely different audiences, English-language material on university website tends to be English-language translation of Japanese materials

Study in Japan Fairs attract students interested in studying in Japan but do not let you distinguish between students who want to study programs at your university and those that do not

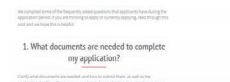
Pamphlets and brochures tend to be wasteful. Most people will not use them to make a decision. They may help people go online.

Create personas to determine what content is most relevant to different niche audiences

1. **Persona 1:** Japanese nationals educated abroad
2. **Persona 2:** Students from top science schools in Asian countries who became interested in Japan through manga and anime
3. **Persona 3:** Students in international schools studying IB curriculum but who want to do something different from friends

Content can drive people to website so blog about information relevant to applicants – do not just tell people how great your university is

- Who are our readers?
- How do we reach them?
- What are their motivations?
- What are their problems we can help them solve?
- How can we entertain and inform them at the same time?
- What content will compel them to apply to our university?



## 3. Can Now Communicate Directly with Your Target Audience

Niche audiences will tell you why they have applied to your university

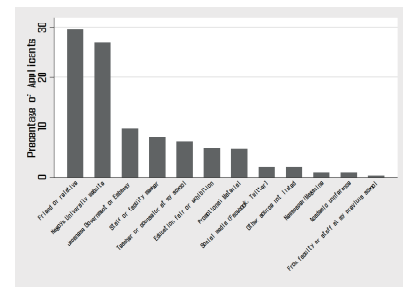
Survey applicants and incoming students to understand why they applied to your university

Find out why they applied to Nagoya University and how they found out about it

Japanese university websites should not just translate information for domestic audiences into English

Majority of applicants to Nagoya University G30 programs found out about the program on the Internet or from friends/family. We are doing more to cultivate relations with current students so that they can recommend our university to students at their old high school

### Where 2016 Undergraduate Applicants First Heard about G30 Program



Ask all applicants

- When did you first start to research schools?
- Who influenced your research?
- How did you learn about our university?
- How many schools are you applying to?
- What websites do you read or subscribe to?

Should use social media to engage potential applicants with your university. Many Japanese universities use social media as "one-way interruption marketing" tool. 6% of visitors this Admissions season came from social media websites

Need to provide compelling content that high school students are likely to find interesting and to share with friends. This means not only information praising your university

## Conclusion

Japanese universities can do more to use data to target high school students likely to apply to their specific programs

Also need autonomous office from central administration with weak hierarchy

Need freedom to experiment and to engage with potential applicants

Staff should be more diverse than central administration PR office

Need people who can empathize with applicants from diverse range of backgrounds

For additional information please contact: Matthew Linley International Education and Exchange Center Nagoya University linley.matthew@j.mbox.nagoya-u.ac.jp

## Title:

# Enhancing Global Presence through International PR

## Issara Somdunsatien

Head of Mobility Office of International Affairs Thammasat University

### Abstract

As one of the oldest universities in Thailand, recognized as a research and comprehensive university, Thammasat University has achieved in attracting a number of international students and research fund from both locally and internationally which contributes to the creation of university's global presence. The enhancement of the global presence through international PR has become one of the key issues, considering very significant. It plays an important role in shaping university's policies. Thammasat University has participated in major international educational events such as NAFSA, EAIE, and APAIE regarded as the popular international educational exhibitions, creating social and global awareness on Thammasat university's reputation among the attending universities all over the world.

Creating brand recognition is also one of the most important tools to make people aware of, remember, and recognize the name of Thammasat University. The international specific logo of the university is designed and used in every occasion related to international environment. The Thammasat international logo appears in T-Shirt, bag, suitcase wrap etc. Therefore, being part of Thammasat University will stay with Thammasat people everywhere they go.

To acclaim a world class and leading university in the region which will position the university achievement, this can be reflected through the level of international accreditation where Thammasat University is being ranked. In order to raise the university's credibility at the international level, Thammasat University has to challenge itself by joining several major university accreditation bodies. Thammasat University currently receives a very good ranking. The university's ranking has moved up significantly every year. Besides, being sustainable is very important and may be the key word for future development in the next era. The university then announced publicly that Thammasat University is well prepared to become the sustainable university in Thailand.

It is believed that the great promotion to enhance the global presence of Thammasat university come from our community. They are people, students, staff, professors and Thammasat alumni who are very outstanding and achieving in their profession. They are trying to do what is best for the country. Every year, our well qualified students and staff have been carefully selected to participate in many international academic events, study abroad, seminars etc. They have been considered as Thammasat ambassador to help promote the university's reputation. A number of Thammasat alumni who have been extremely successful professionally such as former prime ministers, Supreme court judges, ministers, members of state council, and head of international organizations also places Thammasat university in a global scenario.

### CV

Name: Mr. Issara Somdunsatien

Educational Background: Bachelor of Arts, Chulalongkorn University

Master of Business Administration, Charles Sturt University, Australia

Past work experience: Immigration department of Australia Embassy, Bangkok

Current Position: Head of Mobility Division, Thammasat University, Thailand

Current job description: 1. Manage incoming and outgoing staff and students between Thammasat university and international partner universities.

2. Manage Thammasat scholarships allocated to selected degree-seeking international students and local students selected to study abroad under university level agreement

3. Manage the university's consortiums such as AIMS, Erasmus Mundus, UMAP, ACP and CASEUF and special short program

4. Manage the activities organized for international and outgoing students



Mr. Issara Somdunsatien  
THAMMASAT UNIVERSITY



# Enhance Global presence Through International PR

1 Enhance Visibility through media, social media, E-newsletter , special events etc.

NAFSA  
APAIE



2 Enhance Name and Brand Recognition



3 Build Credibility : position university as a subject matter expert and build credibility in those fields.

Thammasat University of GREATS



4 Build Brand Ambassadors to help promote the University : through students, officers, professors, researchers etc.

Thammasat Exchange Student



## Title:

# Managing Outbound Student Mobility: The UBD Discovery Year Experience

## Sabrina Daud

Universiti Brunei Darussalam (UBD)

### Abstract

The Discovery Year is Universiti Brunei Darussalam's (UBD) credit-bearing experiential learning year out of the university. During their 3rd year, all undergraduate students under the GenNEXT degree curriculum, spend two semesters or one academic year undergoing one or two of the following Discovery Year (DY) activities: (1) Study Abroad Programme (2) Internship (3) Community Outreach Programme (4) Incubation Programme.

DY Coordinators in each undergraduate faculty work closely with students to plan out DY activities and DY placements, both locally and abroad, for each student a year in advance.

DY Coordinators act as bridges between students and the Director of Global Relations, Office of Assistant Vice-Chancellor (Global Affairs) who then liaises with partner universities and agencies abroad for nominations and student applications. Placements abroad are also negotiated and secured by the Director of Global Relations via global partnerships and agreements.

Additionally, a DY Unit works closely with students and relevant offices such as Finance and Safety, Health and the Environment to manage the administrative documentation and preparation prior to each student's DY undertaking.

The academic aspects of DY activities such as credit transfer and module mapping are overseen by the Director of Studies, Office of Assistant Vice-Chancellor (Academic Affairs).

Effective internal communication of all university staff involved ensures the smooth running of the Discovery Year for all undergraduate GenNEXT students via standardised workflow, briefings, lean management workshops and the use of an online system and databases from the planning stage prior to students leaving for their DY to the completion of credit transfer upon their return.

As a result, UBD is number one in Asia in 2016 for outbound student mobility for the second year running.

### CV

Sabrina has been Deputy Director of Global Relations at Universiti Brunei Darussalam since August 2015, managing student mobility and global partnerships. She is also economics lecturer in UBD School of Business and Economics. She obtained her PhD in Land Economy from the University of Cambridge, her MSc in Human Geography from the London School of Economics and Political Science (LSE) and BSc in Economics and Geography from University College London (UCL).



The 12th University Administrators Workshop (February 8-9, 2017), Kyoto University

## Managing Outbound Student Mobility

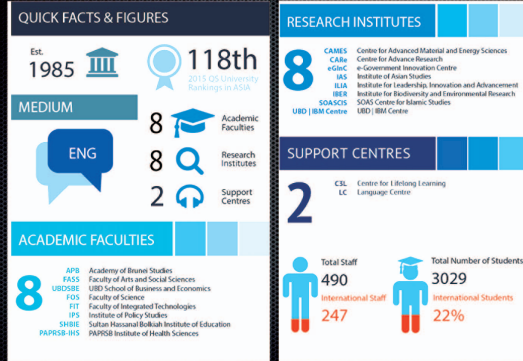
*The UBD Discovery Year Experience*

**Sabrina Daud, PhD**

Deputy Director of Global Relations  
Office of Assistant Vice-Chancellor (Global Affairs)  
Universiti Brunei Darussalam

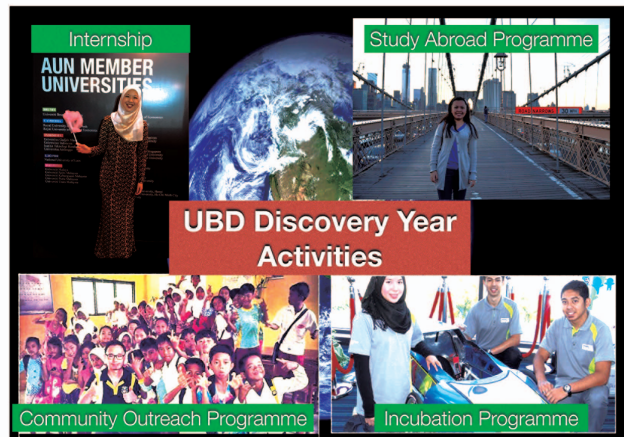
Address: Universiti Brunei Darussalam, Jalan Tungku Link, BE1410, Brunei Darussalam. Email: sabrina.daud@ubd.edu.bn

## UBD At A Glance

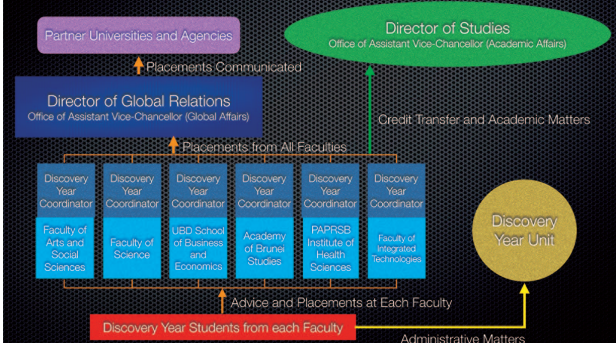


## UBD Discovery Year

- In 2009, UBD introduced its 4-year Bachelor's Degree - the Generation Next Degree or 'GenNEXT' Degree
- The GenNEXT Degree is an innovative, liberal arts style, broad-based degree
- A flagship part of GenNEXT is the credit-bearing third year out of university, known as the 'Discovery Year'
- Students undertake 1 or 2 semester of the following Discovery Year experiential activities:
  - Study Abroad Programme
  - Community Outreach Programme
  - Internship
  - Incubation Programme



## UBD Discovery Year Management: Effective Internal Communication



## UBD Discovery Year Management: Roles and Responsibilities

Director of Studies	Director of Global Relations	Discovery Year Coordinators (DYCs)	Discovery Year Unit (DYU)
<ul style="list-style-type: none"> <li>Overall credit transfer and module mapping</li> <li>Liaising with Director of Global Relations for overall placements</li> </ul>	<ul style="list-style-type: none"> <li>Liaising with DYCs and Partner Universities and Agencies</li> <li>Managing global partnerships for DY placements</li> <li>Liaising with Director of Global Relations for overall placements</li> </ul>	<ul style="list-style-type: none"> <li>Advising DY students on placements</li> <li>Liaising with Programme Leaders for module mapping</li> <li>Liaising with Director of Global Relations for placements</li> <li>Liaising with Director of Studies for credit transfer</li> </ul>	<ul style="list-style-type: none"> <li>Facilitating DY administrative preparations in liaison with students and relevant offices such as Finance and Office of Safety, Health and the Environment (OSHE)</li> </ul>

## UBD Discovery Year Management: Effective Communication to Students

- First year briefing
- Students indicate chosen placements one year in advance of Discovery Year, in consultation with Discovery Year Coordinators and with advice from Programme Leaders
- Discovery Year placement briefing at beginning of each semester
- Pre-departure briefing each semester covering administrative matters and health and safety
- Debriefs and sharing sessions upon return from Discovery Year



Universiti Brunei Darussalam  
#1 QS Asia  
Outbound Student Mobility

UBD Discovery Year Students have gone to 29 countries spanning 6 continents in over 120 partner universities and agencies

[www.ubd.edu.bn](http://www.ubd.edu.bn)

## Title:

# MAINTAINING GLOBAL PRESENCE WITH CURRENT ECONOMIC CHALLENGES; A CASE STUDY OF UNIVERSITY OF MALAYA

**Zubairi, Y.Z., Ahmad Bedawi, S.H.**

International & Corporate Relations Office, University of Malaya

## Abstract

Internationalisation of higher education in Malaysia is seen as a mean for improving and empowering higher education so that the higher education institutions in the country can become comparable to the best in the world. In 2014, the Blueprint of Ministry of Higher Education of Malaysia 2015-2025 (MEB) has been launched in which it outlines the strategic directions higher education institutions need to embark on towards achieving this goal. In line with the MEB strategic outline and as the oldest public university and the top ranked university in Malaysia, the engagement in internationalisation at the University of Malaya is taken as part of the academic growth and development. The objective of the presentation is to review the milestones that have been achieved thus far and to critically examine on the key challenges faced on the near future. These challenges imply that current strategies may have to fine tune to address the current economic situation and the changing needs of the university efforts to internationalise.

Keywords: Malaysia higher education, challenges, Internationalisation

## CV

Dr Yong Z. Zubairi is an Associate Professor from the Centre for Foundation Studies in Science, University of Malaya. She is currently the Deputy Director (International) of the International and Corporate Relations Office. Over the years, she has held several management roles at the faculty and university level. Her previous positions include Deputy Director (Research), Center for Foundation Studies in Science and Director of Center for Community Engagement.

As an academic, she belongs to the Mathematics Division and her area of expertise include medical statistics, directional statistic, higher education and social statistics. Her areas of also include employment of disable graduates, internationalization of higher education and international internship. At the national level, she is involved with the Graduate Tracer Study, is a committee member for public examination bodies such as Malaysian Higher School Certificate and Matriculation Program. She is also very much involved in several professional and Non-Governmental bodies and is an Exco member of the Institute Statistics Society Malaysia, Qualitative Research Malaysia and University Women Association. She also an active alumni of the Commonwealth Fellowship Program.



# Maintaining Global Presence with Current Economic Challenges: A Case Study of University of Malaya

**Zubairi, Y.Z., Ahmad Bedawi, S.H., International & Corporate Relations Office, University of Malaya, Malaysia**  
 e-mail: [yzulina@um.edu.my](mailto:yzulina@um.edu.my), [salifah@um.edu.my](mailto:salifah@um.edu.my)

## 1. ABSTRACT

Internationalisation of higher education in Malaysia is seen as a mean for improving and empowering higher education so that the higher education institutions in the country can become comparable to the best in the world. In 2014, Malaysia Education Blueprint 2015-2025 (MEB) has been launched in which it outlines the strategic directions higher education institutions need to embark on towards achieving this goal.

In line with the MEB strategic outline, University of Malaya, the oldest public university and the top ranked university in Malaysia, considers engagement with international community as part of the academic growth and development. The objective of the presentation is to review the milestones that have been achieved thus far and to critically examine on the key challenges faced on the near future. These challenges imply that current strategies may have to be fine-tuned to address the current economic situation and the changing needs of the university efforts to internationalise.

**Keywords:** Malaysia higher education, challenges, Internationalisation

## 3. OBJECTIVE



To review the milestones that have been achieved thus far and to critically examine on the key challenges faced in the near future.

### ABOUT UNIVERSITY OF MALAYA

- ☐ Malaysia's first & top university
- ☐ Situated on a 812-acre campus in the southwest of Kuala Lumpur
- ☐ Status: Research Intensive, Government Supported
- ☐ >50 research centres, 6 Research Clusters

## 4. RESULT

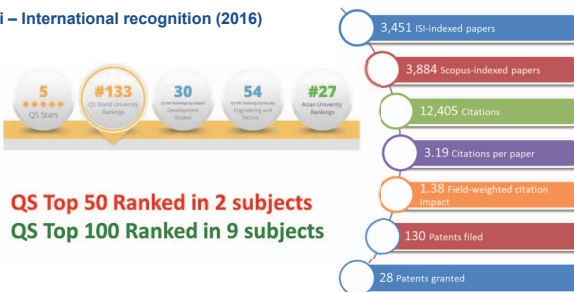
### i - Student Mobility (2015)

-  2,049 Inbound Students
-  2,138 Outbound Students

### ii – International Linkages – MoU/MoA ~700 Institutions from >70 countries around the world (2015)



### iii – International recognition (2016)



## 7-REFERENCES

Malaysia Education Blueprint 2015-2025 (Higher Education), Ministry of Education Malaysia

## 2. INTRODUCTION

Che, (2007) outlined the elements of internationalizations as i), global partnership 2) recruitment of international faculty 3) students or study abroad initiatives 4) international recognitions and 5) internationalizing the curriculum

Internationalisation in Malaysia is driven by the Malaysia Education Blueprint 2015-2025 which looked at two shifts namely Globalised Online Learning and Global Prominence. In short, there are six areas identified in implementing internationalization:

- ☐ student mobility,
- ☐ staff mobility,
- ☐ academic programmes,
- ☐ research and development,
- ☐ governance and autonomy, and
- ☐ social integration and community engagement.

At the University of Malaya, the engagement in internationalisation is taken as part of the academic growth and development where matters pertaining to rankings, international collaboration, international association, student/staff mobility are of importance. However, the current economic scenario has adversely impacted such initiative as the cost of managing funding for conferences and other activities related to mobility program are getting expensive. This pose a great challenge to the university.

## 5- STRATEGIC FOCUS & INITIATIVES

### 1. Inbound student

Intensify the promotion of Summer programmes. Such programmes will be more attractive as it becomes more affordable with the weakening of the currency.



### 2. Outbound student

To focus on regional and neighbouring countries to maximise the numbers.

3. Reach out for partners, conferences and supporting education-based international conventions. Malaysia will be an attractive venue to host international events as it gives value-for money with superb facilities, modern infrastructure and diverse cultures.

4. Intensify collaborations with regional partners-international research laboratories, anchor thematic programs. Eg: UM is the host for a new AUN thematic network on disability & public Policy - AUN-DPPnet

5. Promote financial sustainability-income generation by unlocking potential assets, reaching out to alumni, creation of *wakaf* and endowment

## 6-CONCLUSION

With the budget cuts imposed for 2017, it will be a challenging year for UM to sustain the internationalisation initiatives. Looking on the bright side of the situation, Malaysia became an attractive destination for inbound student and staff as it become more affordable.

To sustain the outbound activities, collaboration with regional partners become exceedingly important. The University has to be more creative in maintaining the present collaboration; for example – use of ICT (online Skype meeting, MOOCs, Social Media medium to engage with international partners.)

### ACKNOWLEDGMENT

We thank the top management of University of Malaya for the support and financial aid.

## Title:

# Wuhan University: On Its Way Towards a World-Renowned University

**Cheng Xuemeng<sup>1</sup>, Hu Sijia<sup>2</sup>**

Office of International Affairs, Wuhan University

## Abstract

Against the backdrop of the internationalization of higher education and rapid development of Chinese economy, Chinese universities' participation in international cooperation and exchange has been increasingly active. To achieve the goal of building a world-renowned university and realizing its influence on social, economic and technological progress, international publicity and promotion is of great necessity. So it is time for all Chinese universities to think about how to promote themselves in the international arena, a task listed as top priority by the Chinese government.

Wuhan University (WHU) ranks among the top 10 universities in China and has enjoyed a steady rise in its international reputation recent years. To cater to the needs of publicizing its research and education to the world, WHU has drafted the first strategic plan for internationalization in 2016. The plan highly values international publicity for disciplines, students and faculty, research achievements, etc. In terms of research, education and campus culture, WHU's influence is consistently climbing and its progress is widely recognized by its counterparts. WHU has also adopted several measures to promote relevant achievements. However, compared with world leading universities, WHU still lags behind in international reputation and influence. So for one thing, the university should be committed to developing first-class disciplines and programs, training excellent talents and research teams; for another, it should explore new effective channels and make detailed plan for international publicity and promotion.

## CV

**1** Professor Cheng Xuemeng is currently the Director of Office of International Affairs, Wuhan University (WHU). Prof. Cheng graduated from WHU in July 1985 and worked as Assistant Professor at English Department (WHU) in the same year. In 1994, he was promoted as the Deputy Director of the Department. Prof. Cheng has rich experience in working overseas. He served as Consul for Education of Chinese Consulate General in Manchester, UK in 1999 and was appointed as the First Secretary for Education of Chinese Embassy in Ireland two years later. In 2006, he took the position as the First Secretary for Education of Chinese Embassy in Norway. Prof. Cheng's academic background is English Literature and he has been long engaged in the research on William Shakespeare's drama.

**2** Ms. Hu Sijia is the Deputy Director of Publicity and Promotion Section, Office of International Affairs, Wuhan University (WHU). She obtained her master degree in English Languages and Literature from WHU in 2012 and started to work as a program officer in OIA after graduation. Ms. Hu is now in charge of international publicity for Wuhan University. Her responsibility is to build and maintain WHU's English website, manage English student correspondent group, design and plan promotional materials, plan programs for international cooperation, etc.

## Wuhan University: On Its Way Towards a World-Renowned University

Cheng Xueming, Hu Sijia - Office of International Affairs, Wuhan University

### THE OVERALL BLUEPRINT

#### National level:

- The Overall Plan for Building First-class University and First-class Discipline** (2016 by State Council)
  - Goal for Wuhan University: Internationally and domestically renowned top university (552 million RMB funds in 2016)
- Opinions on Carrying out Educational Opening-up of New Era** (2016 by CCPCC and State Council)
  - One major target: To improve education quality and enhance global presence

#### University level:

- Thirteenth Five-year Plan for Internationalization of WHU** (The first official document for university's internationalization)
- Task: increase global influence and enhance core competitiveness
  - Measures: English website coverage, international publicity and world's leading university alliance membership, etc.



## HOW ARE WE DOING?

### Academic Presence

#### Recruiting foreign expert

Professor Joannes Frencken, recruited by School of Stomatology, was honored with "China International Science and Technology Cooperation Award". Professor Ben Boer, the first professor in humanities for Thousand Talent Program in China, received "Senior Scholarship Award".

#### More globally recognizable research team

Prof. Li Deren helps WHU become the pioneer in earth observation and Beldou GNSS. (Earth Observation and Navigation Technology team awarded "National Innovation Team Award" in 2015)

Prof. Zhang Lina interviewed by *Chemistry World* and reported as Chinese green chemistry vanguard.

Prof. Li Hongliang's team and the Institute of Model Animal was highly praised by *European Heart Journal*, a top international academic journal.

#### Developing interdisciplinary research

The Institute for Advanced Studies and Medical Research Institute have been established to bring excellent research teams from different disciplines together and focus on the frontier issues facing human being. There are also 5 other interdisciplinary study platforms built jointly by WHU and State Ministries and Commissions.



## WHERE ARE WE GLOBALLY?

Established in 1893, Wuhan University is a comprehensive research university. It consistently ranks among top universities in China and has been devoted to excellence in teaching, learning and research. It has nurtured talents that stand out and make a difference in many different disciplines. WHU is active on the international scene and has experienced a steady rise in its international profile.

	2014-2015	2015-2016	2016-2017
TIMES (score) international outlook	33.1	36.7	37.5
QS (ranking)	335	273	275
US News (ranking)	301	324	



## HOW ARE WE DOING?

### Educational Presence

#### Prioritizing the development of basic and distinctive disciplines

14 ESI 1% disciplines | Top 1% chemistry | Top 3 worldwide Geospatial Information and Technical Engineering Science

#### Launching education of creativity, innovation, and entrepreneurship



**Luojia Angel Fund**  
150million RMB donated by alumni to support new ideas and innovative projects



**Students' Innovation and Entrepreneurship Practice Center**  
called "red house", 3 batches of innovative teams and 600 students have been supported



**Annual exhibition**  
a platform showcasing how WHU students turn their creative ideas into practice

#### Exploring new model of education

WHU is a pioneer in cooperating with world top university Duke University to jointly fund Duke Kunshan University, a non-profit institution. It blends liberal education with Chinese tradition in a new approach to elite higher education in China.



## HOW ARE WE DOING?

### Cultural Presence

#### Social influence

According to *People*, an authoritative media in China, WHU ranks third in terms of media influence, internet public opinion influence and alumni influence. WHU's new media has been selected as "The Top 10 New Media of National Educational System" for three consecutive years.

#### Building dynamic campus culture

There are more than 150 social clubs with brand activities such as Luojia Golden Autumn Art Festival, International Culture Festival, Rowing Race, Alumni Forum, etc. on campus. Some of them attract the attention and hit the headlines of media. Eg. 123 couples getting married on campus in celebration of WHU's 123 anniversary reported by *Daily Mail On Line*, British earliest modern newspaper.

#### Bonding alumni around the globe

WHU takes pride in its alumni who are elites from different background but unite as one when it comes to their alma mater. They contribute to their loved WHU in every possible way such as establishing Luojia Angel Fund and scholarships, donating money to build museum and teaching buildings. The distinctive alumni cultural atmosphere makes WHU a more attractive place to learn and explore.

2017 alumni donation

1.641 billion RMB

Third place in China



## APPROACHES FOR INTERNATIONAL PUBLICITY

#### Campus information system

WHU began to implement the "English website coverage plan" from 2015. Up till now, all schools and departments have built their English website with special focus on providing necessary information on faculty and academic programs.

WHU official English website was selected as "the Best English Website" and "Best Comprehensive Website" by Hubei Provincial Department of Education. A group of student correspondents has become the backbone in maintaining the website.

#### Brand activities

WHU has cooperated with its partners overseas to hold brand activities. The activities provide a platform for WHU to communicate its education philosophy with its partners and show the versatile dimension of WHU.



Academic Week Overseas

WHU-Duke Day

WHU Day at Confucius Institute

#### Branding at world-renowned academic platforms

WHU partners with top academic platforms such as TIMES Higher Education and QS to launch its unique publicity page both in websites and magazines. In 2016, WHU also held a round-table conference with *Nature*.



## APPROACHES FOR INTERNATIONAL PUBLICITY

#### Cooperation with local and international media

WHU is now paying increasing attention to delivering reports on an internationalized WHU. WHU has established a long-term partnership with *China Daily*, the largest English portal in China.

#### International journals

- WHU Journal of Sciences (English version)
- Journal of Geo-spatial Information Science (English version)
- Chinese Sociology Dialogue (the third English-language journal in sociology in China)
- Chinese Health Research and Policy (the first professional academic journal on global health in China)

#### Diversified promotion materials

WHU has consistently made new brochures and publicity films. The short film, *My Life at WHU*, won the third prize in the national competition. Through the face-to-face conversation with five students and one teacher, the film deliberates a dynamic WHU which values how the environment shape their identity as an excellent individual.



## WHAT TO DO NEXT?

There is a long way to go for WHU to become a world-renowned university. We know Rome was not built in one day, but we will keep making effort to enhance our global reputation. Here is what we can do in the future:

- University's reputation and charisma will speak for itself. So the key is to keep making reforms and find the most suitable way for development on the bases of its own character. The major task is to launch the first-class programs and disciplines, recruit excellent faculty and research teams, as well as train top talents.
- International promotion can not be achieved by one department. It requires the efforts of all schools and departments. So it is also important to enhance the global awareness and communication ability of students and faculty. Their involvement in the international exchange activities will be the branding itself for WHU.
- Utilize the resources in all possible channels. For instance, to establish the long-term relationship with alumni overseas and let them become the messengers for outside world to know about WHU; to cooperate with internationally recognized media to have regular reports on WHU; to explore more effective academic platforms to introduce major research achievement of WHU.
- Learn from those more experienced Chinese and foreign universities about their strategies, work mechanism, office structure, etc. Based on the overall development plan of the university, formulate a plan for international publicity including the most important things to do in the next five years.



## Title:

# What kind of difficulties students face when studying abroad

## Jinick Park, Jihye Maeng, Hyewon Moon

Yonsei University

### Abstract

As workers in international education, we know that study abroad is beneficial to most undergraduate students. However, we observed that the growth in the number of students participating in short term study abroad is declining in recent years. By studying the reasons behind this phenomenon, we hope to provide some solutions to help the students overcome the barriers to study abroad.

We decided to examine the issue in two parts. First, we looked at what barriers to study abroad there are for Yonsei students to study abroad. We found that the reasons students were reluctant to studying abroad are Financial Reasons, Academic Problems, Application Requirement, Career Preparations, Pursue Graduate Studies, and Indifference.

Second, we looked at what kind of difficulties students face while studying abroad. The most frequent problems were Financial Difficulty, Language Barrier, Cultural Difference, Social Issues, Academic Difficulty, Health Issues, and becoming the Victims of Hate Crime.

As college administrators, there are a few ways that we can assist our students. First, we can provide some support network by connecting the student with an advisor, having them included in student groups, or linking the students with buddies, SNS, and so on. Second, for problems that are beyond our scope of expertise, we should haste to refer the students to experts such as the counseling center, hospital, etc. Finally, we should prepare a risk management manual and keep it handy for easy reference. By sharing this study with our fellow international educators, we hope that many more students will benefit from the study abroad experience.

### CV

Jinick Park joined the Office of International Affairs in September 2015. He acts as the team leader of the International Education Center which runs regular semesters, summer school and winter school for incoming exchange/visiting students.

Jihye Maeng joined the Office of International Affairs in September 2012. She now oversees the development and implementation of global initiatives, international programs and international students and scholars' services as an administrative director from September 2015. She is also in charge of bilateral partnerships with foreign institutions.

Hyewon Moon started her career in international education by working as a study abroad coordinator in 2001. Currently she is manages the summer and the winter program for international students at Yonsei University. As a product of international education herself, she is a strong advocate for study abroad.



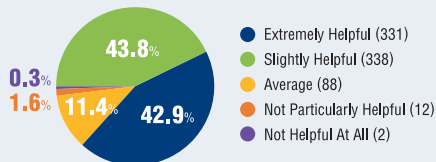
# What kind of difficulties students face when studying abroad

and what we can do to assist them

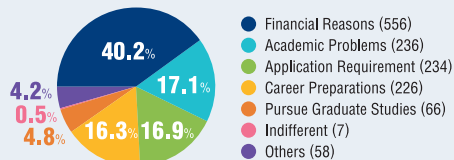
## Outbound Students (from Yonsei University) Barriers to study abroad

※ 800 undergraduate students surveyed

**Q1** Do you think study abroad will help you in your future career?



**Q2** What prevents you from applying for study abroad?



### Financial Reasons

The principle barrier to study abroad is the financial barrier. Due to recent economic decline in a lot of countries, students find it difficult to find funding for their studies. Now, students must justify the study abroad experience by providing its value to their parents, or find their own funding.



### Academic Performance

Students' concern about their academic performance prevent them from pursuing study abroad. Receiving good grades is the most basic criteria in many job applications and students feel that they may not do so well while studying in an unfamiliar environment.



### Application Requirement

Most study abroad programs have application requirement, such as high overall GPA or language test results. College students may find it difficult or time-consuming to meet the criteria.



### Career Development

Students find themselves more pressured to find a good job after college education, which means that they will pay more attention to securing certificates, licenses or internship opportunities.



### Preparing for Post-Graduate Studies

Students who plan to pursue post-graduate studies feel that they need to maintain good relationship with their faculty. By spending time away during study abroad, students feel that they may not find time enough to prepare for further studies.



### Others

'no interesting countries/universities', 'afraid of new surroundings', and 'mandatory military service.'

## Inbound Students (at Yonsei University) Problems during study abroad



### Financial Difficulty

For many college-age students, it is difficult to maintain a balanced account for numerous reasons. Because they are in an unfamiliar environment, students are easily tempted to make unexpected expenses. Also the difference in currency makes them difficult to keep track of the expenditure.



### Language Barrier

It is probably the most obvious of the challenges of studying abroad. Even though many students prepare themselves by learning the basics of the local language, students find it difficult to understand the nuances or the underlying culture behind the language.



### Cultural Difference

Students will find cultural differences with their classmates, professors, and in streets. Although there are shared pop culture, it will require some time and effort on the part of most students to get acquainted with the unwritten rules.



### Social Issues

It is important for some students to maintain a sense of belonging. Outside of their usual support group, students may feel lonely and isolated from their old crowd. Partly due to language barrier and cultural differences, students may find it difficult to make new friends. Going outside of your comfort boundaries and reaching out to find new acquaintances is exciting but challenging at the same time.



### Academic Difficulty

Even in universities where many faculties received higher degrees in foreign countries, faculty expectation in a classroom may be quite different. Differences in pedagogic methods may be a cause for students to not perform well in a class. These and other things may cause stress to international students.



### Health Issues

Some students are faced with unfortunate accidents while study abroad. This sudden change in their physical condition in an unfamiliar environment may badly influence a student. Having to cope with the medical bills, concerned parents, academic performance, on top of accident or illness can be quite stressful.



### Victims of Hate Crime

In many cultures, international students stand out in the crowd because they look different. Sometimes students will find themselves becoming an easy target for ridicule or even crime.

## As college administrators, we can assist the students by

- 1 Provide support network: advisors, student groups, buddies, sns, etc.
- 2 Refer to experts: counseling center, medical expert, student affairs office, etc.
- 3 Prepare a Risk Management Manual and keep it handy



YONSEI UNIVERSITY