

# **Center for International Studies Assessment Plan**

## **2012-2013 Academic Year**

### **Mission Statement:**

The Center for International Studies' central mission is to infuse the ideals of international education throughout the University and is dedicated to serving the diverse needs of students, faculty and the community seeking international opportunities. The CIS serves all members of the Kean community in developing and engaging in international education and promotes the benefits of international study in facilitating the core Kean values encouraging students to think critically, creatively and globally; to adapt to changing social, economic, and technological environments; and to serve as active and contributing members of their communities.

### **Vision Statement:**

The CIS creates, facilitates, and promotes international education opportunities to faculty, students, professional staff, and the community in the pursuit of fulfilling Kean's core mission statement of seeking excellence in education, equity in opportunity, and a global opportunity for all. In concert with these ideals the CIS seeks to create globally minded students ready to engage in the world's diverse economic, political, and social needs.

### **Goals and Objectives:**

<b>Goal 1: Promote Kean University as a premier destination for international students and scholars though innovative programming and welcoming policies.</b> <i>KU MO1; KU MO5; SP2; SP4; SP6</i>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
1.1: Create a new website to launch July 1, 2013 that enables international students and scholars to understand the services offered and delivers the necessary information to fully serve the population.	Baselines have been established by surveying comparable universities international student services sites. This baseline has demonstrated a need to improve the ease of access to information on our site.	Creation of a new site that includes updated information and a new interface.
1.2: Create an updated welcome program and guide to debut in August 2013 for international students and scholars.	A review of information contained in the old welcome guide revealed errors and omissions. The orientation offered was less robust than comparable institutions.	Errors corrected and guide updated. New orientation program being designed as more robust (2½ days vs. ¾ day).
1.3: Establish baselines of common issues regarding international students; identify backend office issues to be addressed.	An internal (albeit informal) audit revealed that gaps exist in information tracking leading to possible errors in compliance.	New procedures are being instituted to ensure that information is updated consistently and accurately.

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<b>Goal 2: Raise awareness of and participation in international educational opportunities available to Kean students.</b> <b><i>KU MO1; KU MO5; SLO1; SLO2; SLO3; SP2; SP4; SP5; SP6</i></b>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
2.1: Develop and deliver 3 new out-reach programs by March 15, 2013 to promote overseas opportunities to Kean students.	New workshops and programs were developed and delivered (T2K, Travelearn Fair, Admissions Ambassadors Training) at which attendance was robust raising awareness about programs.	Continued development of the programs to include increased data tracking of attendees and proclivity to apply for opportunities.
2.2: Increase the number of students studying abroad on long-term programs during AY 2012-13 by 10% over the past 3 years' averages.	The average annual enrollment from 2009-2012 was 17 per year. Enrollment in 2012-13 was 46.	The improvement in numbers has been a result of new programs and efforts. Additional support is needed to continue this growth.
2.3: Create a new website to launch June 1, 2013 that promotes the international educational opportunities to Kean students.	Baselines have been established by surveying comparable universities study abroad sites. This baseline has demonstrated a need to improve the ease of access to information on our site.	Creation of a new site that includes updated information and a new interface.
2.4: Develop or reignite 3 to 5 partnerships with overseas institutions in France, Spain, the UK and China.	Partnerships have been established or are being strengthened in China (Wenzhou Asian Studies program; CCNU exchanges), France (FBS) and the UK (Northumbria, in development).	Promote the opportunities now available to Kean students through these partnerships.

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<b>Goal 3: Engage the University community in strong international programming promoting global awareness and social justice.</b> <b><i>KU MO2; KU MO4; SLO1; SLO2; SLO3; SP2; SP4; SP6</i></b>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
3.1: Create, promote, and deliver 10 events during the 2012 International Education Week (Nov 12-16) that focus on international events or activities for the Kean community.	In IEW2012, 10 events on campus were held that promoted international education and raised awareness however, promotion needed to be greater to attract more attendance.	Increase promotion and promotional time to strengthen attendance in 2013.
3.2: Sponsor 2 on campus film viewings and follow on discussions that promote global awareness and social justice by April 30, 2012.	Two films were sponsored during IE2012 however attendance was light at each event.	Increase promotion and work with faculty to strengthen attendance in 2013.
3.3: Sponsor one on-campus event that promotes global awareness by April 30, 2012.	A new lecture series, "The Global Kitchen" was developed in connection with faculty and delivered in March 2013 to a sizable audience.	This event met our target audience (50) and received many positive comments. As such, the event will continue and we will look to grow in size and influence.