

**Strategic Priority Funding
Application Form
2007-2008**

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Project Name International Strategic Plan Implementation

Applicant's Name Caryn Lindsay, Tom Gjersvig Mailing Address CSU 238

Applicant Signature *Caryn Lindsay*

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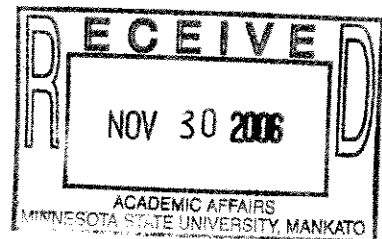
Dept. Chair Signature N/A Date _____

AVP Signature *Blaine Jannery* Date 11/30/06

Vice President Signature *Goff* Date 11-30-06

Date Submitted to Office of Institutional Planning: _____
(Deadline is November 30, 2006)

Priority Number



Minnesota State University, Mankato

FY08 Strategic Priority Funding Request

1. **Which Strategic Priority and Objective does this funding request support? See link for Strategic Priority definitions. <http://www.mnsu.edu/president/priorities/definitions/>**

Strategic Priority # 1 – Enrollment Management
 # 2 – Promote Diversity
 # 6 – International Programs

Innovative Idea: Fund implementation of International Strategic Plan
 Actively recruit international students for the first time

Strategic Priority Objective: International Students and Programs: Minnesota State University, Mankato will promote study abroad experiences for domestic students, to enrich the multi-cultural environment, to enhance services, and to increase the number of international students studying at MSU. This funding request also addresses Objective 2, Action Step 2 of Enrollment Mgmt Plan and Objective 3 of Diversity Priority.

2. **Provide a brief description of your project. Please attach a one page project narrative:**

The funds will be used to implement the strategic plan which the International Programs Advisory Committee will complete next semester. The International Strategic Plan will be based upon the international inventory of MSU faculty and staff, presidential goals and priorities, and successful internationalization efforts at other institutions. Activities will include actively recruiting students from abroad, grants to Colleges and faculty to develop new international programs and affiliations, funding international visiting lecturers and speakers on campus, and student support, including the newly approved Global Learning Community Coordinator.

3. **How will the funding request support the Strategic Priority?**

The International Programs Office and the International Student Office have been asked to implement the Internationalization Strategic Priority without an increase in our base budgets. We also play significant roles in contributing to the achievement of the diversity and enrollment management objectives. This funding request is the only financial source available to our offices to actually put this priority into action by increasing international student enrollment, study abroad opportunities and increasing MSU domestic students' exposure to greater global diversity and internationalizing the campus. Without it, we can do little more than maintain current services. Any funding is therefore both inherently supportive and essential to achieving the Strategic Priorities.

4. **Describe the measurable outcomes:**

- a. Continued increase in number of students studying abroad (Budget request items II and III b.)
- b. Increased number of opportunities to meet and learn from representatives from other countries (Budget request items II b, c, e; III a)
- c. Continued increase in number of regularly enrolled international students (Budget request item I)
- d. Increased participation of domestic students in international student events and campus international activities (Budget request items II b, c; III a, b)

- e. Continued Increase in number of international partner universities and exchange of faculty & students (Budget request item II a, c, e; III a, b)
- f. Comparative data on applications generated, and enrollment from countries/regions visited via college fair circuit (Budget request item I)
- g. Exposure to competitor's practices and methods used in international college fair circuit (Budget request item I)

5. Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.

- a. Actual enrollment generated from the fair visit. (Compare contact cards filled out at fair with actual enrollment.) Increased number of relationships with recruitment agents, overseas advisors, and select high-schools will be tracked and evaluated. (See budget request in category I.)
- b. These funds will be used as seed money to build an attitudinal change on campus. Outcomes in terms of increased interest in international issues, studying abroad, increased interaction with our international students can begin to be measured in mid-2008, with results showing up over the following years. (See budget request items in categories II and III.)

Reports Due:

- 6. **Mid Year Report due** _____ January 31, 2008 _____
- 7. **Summary Report due** _____ June 30, 2008 _____

8. **Budget Request:** From Strategic Initiative Funding

	Request	Match
I. Recruitment		
a. International recruiting trips (registration fees, airfare, per diem) *	12,000	1,000
II. Internationalizing the campus (priority order)		
a. Grants to faculty and/or colleges to implement the International Strategic Plan by developing new international partnerships and programs.	30,000	
b. Global Learning community student coordinator stipend *	5,000	
c. International Speakers on campus *	7,000	
d. Short term study tour development grants	8,000	
e. Hosting visiting universities *	1,000	
III. Program Support		
a. Salary - Int'l Center Program Coordinator - for both IPO & ISO projects *	15,000	20,000
a. 1. Fringe	5,500	7,500
b. International Center marketing plan development, incl. materials development & printing	10,000	
* For continued implementation of the strategic priorities, these items should become part of IC base budget.		
TOTAL	93,500	28,500

9. **Special consideration (e.g. room, building, office or any impact on other divisions):**

* Pending funding.

FY08 Strategic Priority Funding Request International Center (ISO/IPO)

Improving international opportunities for faculty and students, enriching our multi-cultural environment and increasing the number of international students on campus are clearly articulated priorities of Minnesota State Mankato. The International Student and International Programs Offices – as of next year to be re-named the International Center (IC) – have been entrusted with planning and implementing this important enhancement of our academic community.

Our joint funding proposal consists of two primary project areas: a) increase international student enrollment by actively recruiting students from abroad and b) implement the International Programs Advisory Committee's International Strategic Plan.

International student enrollment declined from 550 in 2001, to 448 in Fall 2006. Strategic funding would be used to fund an MSU representative in one or two International College Fair Tours. The representative would attend 4-5 fairs in two to three countries of the selected region or regions (i.e. South Asia, Far East, Middle East or Latin America). The specific location would be selected after further study and input from the Enrollment Management Committee, the International Program Strategic Plan, Graduate and Undergraduate admissions and the International Center (ISO/IPO).

The current enrollment management plan has set a goal of 5% international enrollment or a total of 700 students if enrollment holds at 14,000. By allowing in-state tuition from the first semester for international students, MSU has taken the first step toward achieving this enrollment goal. Improvements in U.S. Department of State visa processing and security checks are also helping stimulate a recovery in the number of applications to near pre-September 11th numbers. However, the international student market has become much more competitive with National Education plans in England, Australia and Canada focusing on attracting international scholars, and expanded university capacity in India and China. Finally, a first class education in today's world requires that students from Minnesota have exposure to students from around the globe. Therefore, to remain competitive and attract these international students, MSU needs to become involved in global college fairs and tours.

The interest on campus in all things international continues to grow. The recent international inventory of faculty and staff generated responses from 41% of recipients. In its first round of grant proposals this fall, the IPO received 18 applications and will award grants to 14 faculty members representing each of the six colleges on campus. Currently two colleges have official international committees which are seeking ways to improve opportunities for their students and faculty. The International Programs Advisory Committee expects to complete an International Strategic Plan by April 2006 and use it to guide the use of the strategic funds requested.

The International Center (IC) will rely entirely upon Strategic Priority Funding to implement the university's internationalization goals, since increased base funding has not been available. We are requesting funding to support colleges and faculty members as they develop new international partnerships and programs, and to develop the new marketing materials that the International Center will require, and to fund additional international program development grants.

Recognizing that an international trip is not always feasible for our students, the funds will also be used to take full advantage of the many opportunities to bring to campus Fulbright Scholars, State Department International Visitors, and other international speakers from near and far to share their cultures, experiences and insights with our community. A new International Center Programs Coordinator would also be partially funded with these monies.