



Student Recruitment & Student Mobility
in the context of
Internationalization of Higher Education
- The Rationale, Strategies & Opportunities -

by

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Globalization

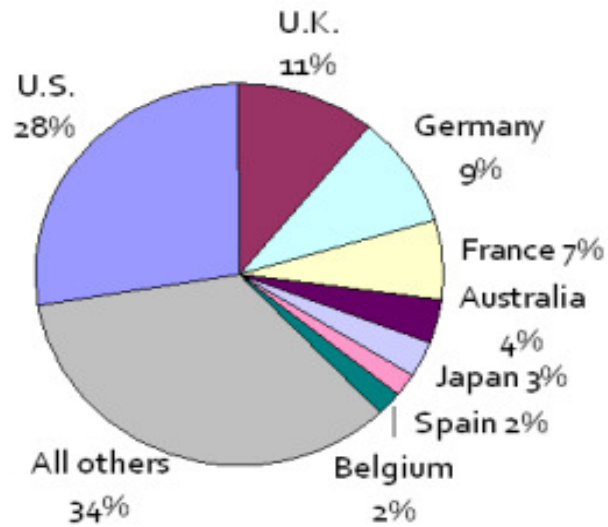
Sectors of Influence

- Political - *The United Nations (1945)*
- Economic — *The WTO (1995)*
- Educational - *The Process of Internationalization*
Unesco, NAFSA, IIE, AIEA, QS, FOCAC, EHEA, UGC (PIHEAD), EDGE, FICCI and others.....
- *Will there be a Global Education Organization (GEO) under Unesco..... Perhaps in 2015?*
- *Can INCONSYM start a movement for setting up GEO?*

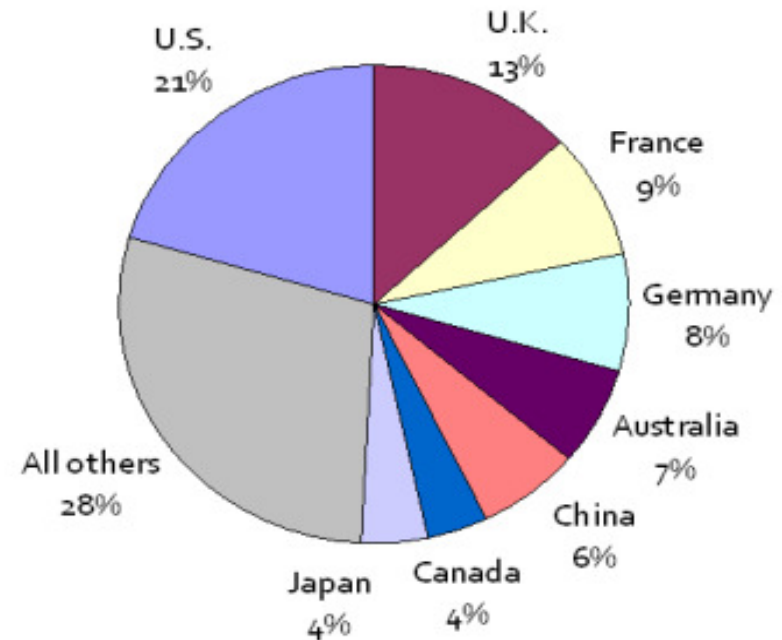


Growth of Student Mobility 2001-2008

2001
Worldwide: 2 million students
U.S.: 547,000 students



2008
Worldwide: 3 million students
U.S.: 624,000 students



Source: Atlas of Student Mobility (IIE)



Rationale for Student Mobility in Higher Education

- Inadequate infrastructure in home countries;
- Growing Need for Access to Quality and Excellence in Education;
- Availability of Scholarships and Assistantships;
- Opportunities available for overseas internship;
- Challenging Employment scenario overseas;
- Wider & Flexible choice in academic subjects;
- Improved financial status in some developing societies;
- Foreign universities doing aggressive recruiting;
- On-line availability of information about foreign universities ;
- Foreign governments providing Advising Services in home countries.



Rationale & Strategies for Student Recruitment

- Need for expanding the Gross Enrollment Ratio (GER) in most of the developing countries; - new infrastructures needed;
- Greater Access coupled with Quality & Equity essential for recruitment – Education a “social” good – World Rankings;
- Academic programs need to be flexible and multidisciplinary;
- Education process to be coupled with Employability;
- The dilemma of “Teaching”, “Research” & “job oriented” education;
- Focus on Internationalization of Higher Education ;
- International Students enhance the Economy of the host country;
- New marketing strategies for International student recruitment.



The Bologna Process (estd.1999)

A Model for Harmonizing Student Mobility & Recruitment

(29 European Countries - 47 participating countries – 5600 institutions)



By 2010 higher education systems in European countries should be organized in such a way that:

1. It is easy to move from one country to the other (within the European Higher Education Area) – for the purpose of further study or employment;
2. The attractiveness of European higher education is increased so many people from non-European countries also come to study and/or work in Europe;
3. The European Higher Education Area provides Europe with a broad, high quality and advanced knowledge base, and ensures the further development of Europe as a stable, peaceful and tolerant community.

The Bologna Process *(Details)*

- adoption of a system of easily readable and comparable degrees;
- adoption of a system essentially based on two main cycles, undergraduate and graduate;
- establishment of a system of credits – such as in the ECTS;
- promotion of mobility by overcoming obstacles to the free movement of students, teachers, researchers and administrative staff;
- promotion of European co-operation in quality assurance;
- promotion of the necessary European dimensions in higher education.



Conclusions

1. The phenomenon of growing ‘Student Mobility’ is here to stay.
2. Individual countries and groups of countries have to bring in relevant international educational reforms .
3. We have to ensure that a flexible, harmonious and wider student recruiting base is available for the future ‘*Global Citizens*’ of the world.





Thank You

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