THE POWER OF PERSISTANCE: DELIVERY OF ACADEMIC PROGRAMS AT OVERSEAS LOCATIONS

Presentation for the APLU Commission on International Initiatives Summer Meeting at Rutgers University in New Brunswick July 18, 2016
The development of Australia’s first *National Strategy for International Education 2025* highlights the importance of international education to Australia. Recognised as one of the five super growth sectors contributing to Australia’s transition from a resources-based to a modern services economy, international education offers an unprecedented opportunity for Australia to capitalise on increasing global demand for education services.

**Senator the Hon Richard Colbeck**  Minister for Tourism and International Education
The nation learned on September 11, 2001, that we must become much more sensitive to the rest of the world. We are 4 percent of the Earth’s population, yet we are the military and economic giant. We slowly have come to understand that in administrations of both political parties there have been awkward and stumbling moments, caused not by ill intent, but by a lack of understanding both by leaders and the public.

Senator Paul Simon

Securing America’s Future: Global Education for a Global Age

REPORT OF THE STRATEGIC TASK FORCE ON EDUCATION ABROAD

November 2003

http://www.nafsa.org/uploadedFiles/NAFSA_Home/Resource_Library_Assets/Public_Policy/securing_america_s_future.pdf
"because for years I thought what was good for our country was good for General Motors, and vice versa"

Charles Erwin Wilson

Source: wikipedia
## “WHAT’S GOOD FOR GENERAL MOTORS”

<table>
<thead>
<tr>
<th>Rank</th>
<th>Group</th>
<th>Country</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Toyota</td>
<td>Japan</td>
<td>10,324,995</td>
</tr>
<tr>
<td>2</td>
<td>GM</td>
<td>United States</td>
<td>9,628,912</td>
</tr>
<tr>
<td>3</td>
<td>Volkswagen Group</td>
<td>Germany</td>
<td>9,379,229</td>
</tr>
<tr>
<td>4</td>
<td>Hyundai</td>
<td>South Korea</td>
<td>7,233,080</td>
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<tr>
<td>5</td>
<td>Ford</td>
<td>United States</td>
<td>6,077,126</td>
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<tr>
<td>6</td>
<td>Nissan</td>
<td>Japan</td>
<td>4,950,924</td>
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<tr>
<td>7</td>
<td>Fiat Chrysler Automobiles</td>
<td>Italy, United States</td>
<td>4,681,704</td>
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<tr>
<td>8</td>
<td>Honda</td>
<td>Japan</td>
<td>4,298,390</td>
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<tr>
<td>9</td>
<td>Suzuki</td>
<td>Japan</td>
<td>2,842,133</td>
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<tr>
<td>10</td>
<td>PSA</td>
<td>France</td>
<td>2,833,781</td>
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http://en.wikipedia.org/wiki/Automotive_industry
## "WHAT’S GOOD FOR HARVARD"

<table>
<thead>
<tr>
<th>World Rank</th>
<th>Institution*</th>
<th>Country/Region</th>
<th>National Rank</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Harvard University</td>
<td>🇺🇸</td>
<td>1</td>
<td>100</td>
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<tr>
<td>2</td>
<td>Stanford University</td>
<td>🇺🇸</td>
<td>2</td>
<td>72.1</td>
</tr>
<tr>
<td>3</td>
<td>Massachusetts Institute of Technology (MIT)</td>
<td>🇺🇸</td>
<td>3</td>
<td>70.5</td>
</tr>
<tr>
<td>4</td>
<td>University of California-Berkeley</td>
<td>🇺🇸</td>
<td>4</td>
<td>70.1</td>
</tr>
<tr>
<td>5</td>
<td>University of Cambridge</td>
<td>🇬🇧</td>
<td>1</td>
<td>69.2</td>
</tr>
<tr>
<td>6</td>
<td>Princeton University</td>
<td>🇺🇸</td>
<td>5</td>
<td>60.7</td>
</tr>
<tr>
<td>7</td>
<td>California Institute of Technology</td>
<td>🇺🇸</td>
<td>6</td>
<td>60.5</td>
</tr>
<tr>
<td>8</td>
<td>Columbia University</td>
<td>🇺🇸</td>
<td>7</td>
<td>59.6</td>
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<tr>
<td>9</td>
<td>University of Chicago</td>
<td>🇺🇸</td>
<td>8</td>
<td>57.4</td>
</tr>
<tr>
<td>9</td>
<td>University of Oxford</td>
<td>🇬🇧</td>
<td>2</td>
<td>57.4</td>
</tr>
</tbody>
</table>

AMERICAN COUNCIL ON EDUCATION MODEL

Articulated institutional commitment
Administrative leadership, structure, and staffing
Curriculum, co-curriculum, and learning outcomes
Faculty policies and practices
Student mobility
Collaboration and partnerships

Comprehensive Internationalization

http://www.acenet.edu/news-room/Pages/CIGE-Model-for-Comprehensive-Internationalization.aspx
GLOBAL OFFICE: STRATEGIC VISION

Intellectual Collaboration

International Recruitment

Student Mobility

Study Abroad
A MODEL OF PERVASIVE INTERNATIONALIZATION

An Inclusive Global Strategy

Imagine A World Class University

Facilitate International Enrollments

Coordinate Global Curriculum

Cultivate Faculty Scholarship
Global Education in Asia

Focused on Capital (Seoul) area to follow and chase main target
target: high schools, colleges, universities, language institutes

Focused on Greater China regions (Vietnam, Malaysia, Indonesia) due to its characteristics of population

LA, Dubai, Tokyo, Greater China
Edu Fairs, Korean/Foreign Schools Visits,
Agents (China), K-cultural center

Office of Enrollment and Marketing, George Mason University Korea
President Steven Lee on the Value Proposition

1. Recruit **students** to GMU Fairfax.

2. Improve **brand recognition** in the region.

3. Contribute to GMU Fairfax **diversity** and **revenue**.
   (GMU Korea students spend one year in Fairfax, paying Fairfax tuition).

4. Provide teaching and research **opportunities for faculty**.

5. Provide opportunity for students to **study at GMU Korea**.

6. Increase access to **research grants** and **funded projects** in Korea.

7. Promote collaboration with **corporate, government, educational, and NGOs** in Korea.

8. Expand **academic and educational** programs in Korea.

9. Create opportunities for **special projects and activities** in Korea.

10. Create opportunities for **multi-national** joint programs.

11. Provide **internship, career, and professional development** opportunities in Korea.

12. Enhance **alumni relations** in the region.
## Overview and History

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Invited by ROK Government</td>
</tr>
<tr>
<td>2013.08</td>
<td>Approved by ROK Ministry of Education as a foreign education institute</td>
</tr>
<tr>
<td>2013.10</td>
<td>MOU with Incheon Free Economic Zone Authority and Incheon Global Campus</td>
</tr>
<tr>
<td>2014.03</td>
<td>Launched <em>Management</em> and <em>Economics</em> Program</td>
</tr>
<tr>
<td>2015.03</td>
<td>Launched <em>Global Affairs</em> Program</td>
</tr>
<tr>
<td>2015.11</td>
<td>Launched <em>Finance</em> and <em>Accounting</em> Program</td>
</tr>
<tr>
<td>2016.07</td>
<td>Moving to New GMU Korea building</td>
</tr>
</tbody>
</table>
The Lure of Facilities
Capturing the Korean Diaspora

Diverse Background

- Student numbers in Korea has steadily been decreasing since the early 2000s with a more steep decrease since 2010. As of 2015, there were just over 600,000 high school graduates. This number is projected to decrease to 500,000 by 2020.

- More students who graduate from HS overseas enroll in the Fall semester than Spring Semester.

- Large students graduate from HS overseas

  15 Spring (40.2%) 15 Fall (69.7%) 16 Spring (50%)

- To date, enrolled students have graduated from high schools in 21 countries

  (Korea, US, Canada, Philippines, China as the top 5, Malaysia, Vietnam, Australia, New Zealand, Kazakhstan following after, and other countries such as Thailand, India, Germany, Kuwait, Zambia, South Africa, Singapore, UK, Russia and Uzbekistan and etc.)

- There has been a steady increase in nationalities represented:

  To date, GMU Korea has enrolled 16 US, 3 Zambia, 1 Columbia, 1 Georgia, 1 Canada national
It's all Hangeul to Me: Language and Oversight

한국조지메이슨대학교 2016년도 입학설명회

1차: 1월 6일 (수) 오후 7시 JJ 그랜드호텔
2차: 1월 8일 (금) 오후 7시 Civic Center Council Chambers

Study in Korea and the United States & Obtain a U.S. degree
- George Mason University Korea
  - Located in Songdo, Incheon, the Global Educational Hub of East Asia
- George Mason University: The Largest Public University in Virginia
- World-renowned Faculty, Including Nobel Prize Winners
- Current Students from Diverse, Global Backgrounds

Globally Top-Ranked Programs
- Management, B.S. | Accounting B.S. | Finance, B.S.
  - Economics, B.A. | Global Affairs, B.A.

Coming Soon
- Conflict Analysis & Resolution B.S., B.A. | Systems Engineering M.S.

How to Apply
1. Online Application (http://admissions.gmu.edu/ApplyNow)
2. Official High School Transcript (SAT, ACT Optional)
3. English Test Scores (TOEFL, IELTS, SAT Critical Reading, ACT English)

한국조지메이슨대학교 학사 프로그램

- 경영학
- 회계학
- 재무금융학
- 경제학
- 국제학

2016학년도 입학 지원 알아보기
2016년 입학가 자격대 신청 대상: 기존학생, 고등학교 3학년 1학기
2016년도 입학가 자격대 신청: 2015년 9월 15일

한국조지메이슨대학교 입학환영회
2016년도 별도 입학환영회 진행 예정
- 11월 17, 18일 10:00 - 18:00

Contact Us
- Tel: +82-32-826-5021
- Email: askm@gmu.edu
- Website: masonkorea.gmu.edu

http://masonkorea.gmu.edu
# The Province and the Capitol

<table>
<thead>
<tr>
<th>Pre-semester Support</th>
<th>During Semester Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Pre-orientation</td>
<td>• Academic Support</td>
</tr>
<tr>
<td>• Orientation</td>
<td>• University Life Events</td>
</tr>
<tr>
<td>• Convocation</td>
<td>• Registrar</td>
</tr>
<tr>
<td>• Faculty Support</td>
<td>• Transition</td>
</tr>
<tr>
<td></td>
<td>• Registered Student Organization</td>
</tr>
<tr>
<td></td>
<td>• IGC Student Council</td>
</tr>
<tr>
<td></td>
<td>• Internship</td>
</tr>
<tr>
<td></td>
<td>• Counseling</td>
</tr>
<tr>
<td></td>
<td>• Scholarship</td>
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</tbody>
</table>