

Global Studies Report 2011 Calendar Year

This report highlights some of the initiatives of the Gordon Ford College of Business for the 2011 calendar year.

The years 2011 saw many transitions in leadership affecting international education both at the university and college level. We began the year with an interim Dean and interim Associate Dean. Midyear, Dr. Jeffrey Katz took the position of Dean and in January Dr. Michelle Trawick became Associate Dean. Both of these leaders have a long-standing strong commitment to the role of international/global education. At the university level, the Executive Director of International Programs resigned in September, an interim director was appointed, and in December a new Chief International Officer was appointed. In addition, there was significant reorganization in the offices of international programs at the university level.

The Gordon Ford College of Business reinstated the Global Studies Committee in the fall of 2011. The committee met twice during the fall semester. The charge and operating are attached to this report. Membership of the Global Studies Committee include: Dr. Harold Little, Accounting; Dr. Ray Blankenship, CIS; Dr. Michelle Trawick, Economics; Dr. Samanta Thapa, Finance; Dr. Paula Potter, Management; Dr. Patricia Todd, Marketing; Ms. Judy Scott, Academic Advisor; Dr. Bob Hatfield, MBA; and Dr. Dan Myers, Chair, and College International Officer.

The fall meetings of the Global Studies Committee were focused primarily on the organization of the committee and the working procedures for the group.

The College involvement in the WKU Global Pathways Initiative. Funding for a university wide project on internationalization was made available to two colleges (Potter College of Arts and Letters and the College of Education and Behavioral Sciences), with the plan to secure additional funding through a Department of Education Title VI grant. The global studies committee discussed avenues that the individual departments and programs currently provide for or could incorporate into their curricula global learning opportunities for all students. In addition, the committee discussed the incorporation of faculty development activities into our plan. (Note, the Department of Education did not fund any projects for this grant in 2011. The committee is still exploring opportunities with no cost or low cost to the College and departments).

- The departments/programs are identifying global opportunities in the current curricula that are either required of or available to all students in a program, both at the program level and at the college level.

A leading American university with international reach. Since the university tag line is "*A leading American university with international reach,*" the global studies committee is attempting to define "international reach" for the College and the programs. We also are working on how to measure this, and whether we are reaching that goal at the college and program level.

Where we are and where we want to be. The university and college offer a variety of options for faculty and students. The committee is focusing on the strategic direction we wish to take in terms of strengthening ties in countries/regions, developing new partnerships and or relationships, and decreasing our involvement.

North American Mobility Grant from US Department of Education. The college has strong long-term relationships in Mexico and Canada through our involvement with the North American Mobility Grant program through the US Department of Education. Our current grant has provided significant opportunity for faculty development, student mobility, interaction for non-mobile students, and faculty professional development and research. Unfortunately, the situation in Mexico, along with the US Department of State travel warning for Mexico, has significantly decreased the opportunity for student travel. Despite this setback, the program provided significant globalization opportunity for our faculty, staff, and students. Faculty travel for this program was supported by the grant.

- We had two students from this program at WKU in the fall of 2011. One of these students remained for spring 2012 and is in the process of completing the requirements to transfer to WKU as a degree seeking student. His fall 2011 GPA was 3.8.
- The Gordon Ford College of Business hosted the fall meeting of the group, bringing eight faculty members from our partner schools to campus. This provided the opportunity for interaction with GFCB faculty and staff not directly involved in the grant activities to interact with our partners.
- Dr. Matt Marvel and Dr. Myers incorporated a consortium wide student case study into their classes in spring 2011. Each of the students in their classes participated as a member of a three country team to complete a report on an ethics case study.
- Dr. Marvel and Dr. Myers participated in the spring 2011 consortia meeting with FIPSE in Minneapolis in spring 2011.
- A new opportunity for summer in Mexico was developed and WKU is recruiting students for this opportunity.

Trilateral MBA. The college hosted students from our partner schools in Canada and Mexico in spring 2011 under the Trilateral MBA. There were five students from Queretaro, Mexico (one of French nationality) and one student from Moncton, New Brunswick, Canada. WKU did not have any students participate in the program. While the incorporation of increased diversity these students provide in the MBA classroom for our domestic students, it was decided that the current funding model could not be sustained either at WKU or at the University of Moncton. The program was suspended for the 2011 – 2012 year.

Double Degree program with St. Etienne. Fall 2010 and spring 2011 provided significant challenge for the eleven international business students from St. Etienne School of management. Discussions with our partners in St. Etienne resulted in a strengthening of the acceptance criteria, and the fall 2011 cohort of ten students showed the most promise of any of the students who have participated in the program. WKU had one student at St. Etienne on this program for the 2010 -2011 academic year. We have three students at St. Etienne in the 2011 – 2012 academic year under the double degree program.

The first four St. Etienne students and first two WKU received their WKU and St. Etienne diplomas in April 2011 at a ceremony in St. Etienne. Dr. Zubair Mohamed, Ms. Scott, and Dr. Myers represented WKU at this event and St. Etienne incorporated the presentation of the WKU diploma into their commencement ceremony.

Zeeland University of Applied Sciences. WKU instituted a new agreement with Zeeland University of Applied Sciences under the direction of Dr. Mohamed. This new agreement provides significant opportunity for faculty development and student exchange. Of particular interest at Zeeland are international business and marketing.

Study Abroad. 2011 saw the following study abroad programs led by GFCB faculty.

- Destination Egypt, Ms. Huda Melky and Dr. Robert Jefferson, 8 students, winter 2011
- French Organization and Culture, Dr. Randy Capps and Dr. Hatfield, 3 MBA and Ed.D students, winter 2011

Planned programs (2012 and on)

- French Organization and Culture, Dr. Randy Capps and Dr. Hatfield, winter 2012
- Economics Down Under, Dr. Dennis Wilson and Dr. Brian Strow, winter 2012
- Efficient Markets in the Low Countries, Dr. Myers, summer 2013
- French program in human resources (Lyon), Dr. Leeann Coder, to be determined
- Kenya Program, Dr. Dennis Wilson and Dr. Michelle Trawick, to be determined
- Economics in transition, Dr. Myers, Estonia/Russia, to be determined
- PMBA program (annually), France summer 2012 (other destinations to be explored)

Dr. Michelle Trawick is scheduled to participate in a program in Kenya with Dr. Nancy Rice, to explore opportunities for Kenya. Dr. Marvel has identified an interest in developing a new program to Western Europe.

Insert exchange student numbers here.

IB majors/minors numbers here.

Research.

- Dr. Marvel, Dr. Bolton, and Dr. Myers are engaged research projects regarding international entrepreneurship (data gathered and supported by the North American Mobility Grant)
- Dr. Potter, Dr. Trawick, and Dr. Myers are engaged in research on study abroad (expected first submission spring 2012)

Global Studies Designation. As part of an initiative to streamline the university Global Studies Designation program, the Global Studies Committee is working with the committees from the other colleges to review the program and identify ways to better serve our students.

Goals for 2012 and forward

- Identify areas/regions of interest
- Define “international reach” for the programs and college
 - Determine how this is accomplished
 - Determine metrics to measure/evaluate
- Identify faculty development opportunities
 - Encourage and support development of Fulbright (and other) applications from faculty
- Encourage greater faculty and student involvement in study abroad activities (note, compensation for study abroad is likely to increase with winter 2013)
- Better utilize our international students in classroom and extracurricular experiences for domestic students