NAFSA Announces Recipients of the Senator Paul Simon Award for Outstanding Campus Internationalization

Awardees include a Historically Black College and University and a Hispanic Serving Institution

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Topics: Education Abroad, International Student and Scholar Services, Internationalization

FOR IMMEDIATE RELEASE

Washington, (February 14, 2023) - Today, NAFSA: Association of International Educators announced that seven U.S. universities and colleges, including a Historically Black College and University and a Hispanic Serving Institution, have been selected to receive a 2023 Senator Paul Simon Award for Campus Internationalization. Named after the late Senator Paul Simon of Illinois, the awards celebrate outstanding innovation and accomplishment in campus internationalization, defined by NAFSA as a conscious effort to integrate and infuse international, intercultural, and intercognitive experiences across the entire student body.

The Simon Award for Comprehensive Internationalization distinguishes overall excellence in integrating international education throughout all facets of university and college campuses. The 2023 Simon Award for Comprehensive Internationalization recipients are:

- East Carolina University (Greenville, North Carolina)
- Georgia State University (Atlanta, Georgia)
- Northwestern University (Evanston, Illinois)
- University of Kentucky (Lexington, Kentucky)
STUDENT RECRUITMENT IN LATIN AMERICA

OPENING DOORS WITH THE GATTON AMERICAS INITIATIVE
NANCY JOHNSON, ASSOCIATE DEAN UK GATTON COLLEGE

• Started in 2013 working part-time on international partnerships

• Developed into full-time role in 2016 to focus on development of comprehensive program of recruitment and education abroad

• Led the efforts to increase focus on Latin America starting in 2019
Multiple sources indicate pressure on undergraduate enrollment trends

Forecasted growth and decline in college-going students, 2012-2029

LATAM INITIATIVE RESPONSIVE TO ENROLLMENT TRENDS
SHIFTING UK GATTON INTERNATIONAL STUDENT LANDSCAPE (TOTAL ENROLLMENT)

2019

2022

Country of Origin Map

Country of Origin Map

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UK STUDENT TRAVEL HISTORICALLY FOCUSED ON EUROPE
DEFINING THE GATTON COLLEGE AMERICAS INITIATIVE

1. Latin America Student Recruitment
   - Identifying potential students across freshman, transfer and graduate pools
2. Gatton College Student Engagement
   - Offering opportunities for study abroad in the region
   - Developing new class offerings to increase regional understanding and opportunities
   - Establish new student organization to increase cultural exchange
3. Gatton Programs and Reach
   - Develop new partnerships in Latin America and increase the Gatton College global exposure
20+ YEARS OF EXPERIENCE SHAPE INSIGHTS ON THE REGION

Cambio en Vrio: Michael Bowling es nuevo presidente de DirecTV Latin America | The Daily Television

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1999 -

- 2022
EXECUTIVE IN RESIDENCE AT GATTON COLLEGE

• Bridging the corporate world and academia to identify synergies to improve student outcomes

• Dedicated to creating linkages between the Gatton College and the Americas region

• Teaching classes in conjunction with schools in Latin America and creating programs for student engagement on global topics
AMERICAS REGION HAS POWERFUL POTENTIAL

- 1B+ population (13% of global)
- 31 T GDP (32% of world)
- ~25% of world agriculture output
- 140 EJ of energy (23% of world)
AMERICAS REGION HAS POWERFUL POTENTIAL

U.S. Latino economic output would rank 5th in world GDP, according to new study

“We’re talking about not just population growth and workforce growth, but also economic growth,” said Sol Trujillo of the Latino Donor Collaborative.
GATTON AMERICAS FOCUS ALIGNS WITH GLOBAL TRENDS

How to navigate the US-China trade war | Financial Times
GATTON AMERICAS FOCUS ALIGNS WITH GLOBAL TRENDS

Figure 1

US imports from China have only recently returned to pre-trade war levels, while imports from the rest of the world are above trend

Value of US goods imports from China and rest of world, 2016-2022 (June 2018 = 100)

Notes: Indexed value of US monthly imports, not seasonally adjusted, 12-month trailing sums. Pre-trade war trend based on US imports from the world from August 2016 through June 2018.

Source: Constructed by the author with US import data from US Bureau of the Census.
How COVID-19 is reshaping supply chains

Companies have only partly addressed the weaknesses in global supply chains exposed by the coronavirus pandemic. In the face of new challenges, finishing the job is even more urgent.

Almost 90 percent of respondents told us that they expect to pursue some degree of regionalization during the next three years.

by Knut Aliev, Ed Bamber, and Vera Trautwein
Q: How to develop educational opportunities to capitalize and support the growth in the Americas regions?
DEFINING THE GATTON COLLEGE AMERICAS INITIATIVE

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   - Develop new partnerships in Latin America to increase student exchange and Gatton exposure
AMERICAS INITIATIVE SUCCESS DEFINITION

1. Latin America Student Recruitment
   - Identifying potential students across freshman, transfer and graduate pools
   - Offering opportunities for study abroad in the region
   - Developing new class offerings to increase regional understanding and opportunities
   - Establish new student organization to increase cultural exchange

2. Gatton College Student Engagement
   - Develop new partnerships in Latin America to increase student exchange and Gatton exposure

3. Gatton Programs and Reach
   - Establish Gatton as a known educational brand in Latin America

Long-term success metrics:

- 100 students annually from Americas region (undergraduate and transfer)
- 100 students from Gatton participating in study abroad and/or involvement in Gatton Líderes program
- Establish Gatton as a known educational brand in Latin America
From Pandemic Headwinds…

- Gatton visits Chile and Peru to create initial relationships
- DAC approves Initiative as Gatton focus area
- UK International office hires international recruiter with LATAM experience
- Gatton hires Graduate recruiter with LATAM experience

Fall 2022:
Gatton Dean’s Advisory Council confirms commitment to launch the Americas program with faculty and student support
1. Latin America Student Recruitment
   - Over 30 site visits in Latin America (recruiting and partner development)

2. Gatton College Student Engagement
   - Established new student organization to support Americas Initiative (Líderes)

3. Gatton Programs and Reach
   - Developed 5 new partnerships: Peru, Chile (2), Bolivia and Brazil
   - Campus visits from partner schools

Initial year focused on partner development and ramping student recruitment
Driving scale requires investment recruitment and study abroad

Activities to recruit students in Latin America
- EDUSA events and educational recruiting events
- In-region education fairs, campus visits, events
- Transfer students and masters campus visits (2+2, 4+1)
- Spring visits to meet with applicants and parents (yield)
- Media presence and building of GATTON Americas brand

Developing partner schools
- Outreach to identify potential partner schools
- Formalizing the partnerships (significant investments)
- Defining annual plan for partner and student engagement

On campus experience: Develop supporting programs including faculty exchanges, conferences, research and cross-border activities
SUCCESS FACTORS IN UNDERGRAD RECRUITING IN THE REGION:

Identifying target schools for undergraduate recruiting
- Schools with similar audience of students with track record of going abroad
- English proficiency / financial resources

What do you think the students are seeking in a U.S. college/university
- Environment (campus, city, student life, overall community)
- Value (return on investment in regard to outcomes; internship/ opportunities, job placement/professional network)
- Scholarships
- Reputation in regard to knowing current/former students and their success stories – word travels fast in LATAM friend/family circles!

How to best engage with LATAM students:
- WhatsApp, WhatsApp, and more WhatsApp!!
- IN PERSON, relationships and developing ‘confianza’ with students/families/schools is extremely important.
- Social media (mainly Instagram), not by university reps directly, but via current students (ambassadors).
TEAMWORK IS A KEY SUCCESS FACTOR

**Yingnan Song** - 2nd
International Recruiter at University of Kentucky Gatton College of Business and Economics

**Karla Schiebel** - 1st

**Tiffany Williams** - 2nd
International Relations & Education

**Jesse Hedge** - 2nd
Assistant Dean for Undergraduate and International Affairs at University of Kentucky, College of Arts and Science

**Landon Segress** - 3rd
Assistant Director, International Enrollment Management at University of Kentucky

**Susan M. (Sue) Roberts** - 2nd
Associate Provost for Internationalization at University of Kentucky
Lexington, Kentucky, United States · Contact Info

- Director, International Undergraduate Students (China and South Asia)

**Wit Wang**
Office of International Partnerships
Assistant Director of International Partnerships
FOCUS: STUDENT ENGAGEMENT AND CULTURAL EXCHANGE

Gatton Engagement: Gatton Líderes

New Student Recruitment:

Gatton Global Scholars

Ryessa Russell (Gatton) – Tel:
Director of Gatton Honors Pathways in the Gatton College of Business and...

What do you do when your College has an Executive-in-Residence focusing on expanding Gatton College of Business and Economics’ presence in South America? You invite the executive to your class to talk about the impact...see more

Fabiola Cadenas
Estudiante UCC
GATTON AMERICAS INITIATIVE EARLY SUCCESS

1. **Incoming Student Recruitment**
   - Over 30 site visits in Latin America (recruiting and partner development)

2. **Gatton Student Engagement**
   - Established new student organization to support Americas Initiative (Líderes)
   - Engaged with over 100 Gatton students (Pathways and Global Scholars presentation, meetings, contacts)
   - Delivering new class: Doing Business in Latin America (Fall 2023)

3. **Gatton Programs and Reputation**
   - Developed 5 new partnerships: Peru, Chile (2), Bolivia and Brazil
   - Multiple presentations of program in business community

Long-term success metrics:
- 100 students annually from Americas region (undergraduate and transfer)
- 100 students from Gatton participating in study abroad and/or involvement in Gatton Líderes program
- Establish Gatton as a known educational brand in Latin America

8x increase in undergraduate students coming to Gatton from Latin America
WHAT WE LEARNED FROM YEAR 1

Recruiting students in Latin America
- Start with broad reach to engage high school student influencers
- Important to find students with strong fit and develop multi-year relationships
- Economics play a significant role - scholarships are important investment

Partner development
- Identify schools: target is smaller private institutions
- Agreements take time, require creativity and partnership from both institutions
- Campus visits are important investment

Student engagement
- Important to create opportunities for Latin American students to engage on campus
- Participation in student organizations is important (marketing…)
- Opportunity to create specific programs to engage students (Gatton Líderes)
Thank you!

Q&A?