



# International University of Santa Cruz

April 19, 2016

# Starting a B.C. International Center The Bolivia Experience

7th Annual Latin American Summit  
Tuesday, April 19, 2016  
William McKelligott, Rector  
Patricia Vilela, Bursar

# Plurinational State of Bolivia



## Population Bolivia

	10 million
La Paz	27.0 %
Santa Cruz	26.5 %
Cochabamba	17.5 %
Santa Cruz de la Sierra City	1,500,000 inhabitants

Bolivia is the heart of South America  
Mediterranean Climate  
Extreme Biodiversity

Santa Cruz is in the tropical area of Bolivia  
The land extension is 33.74% of the national territory  
The main activities are agricultural and lumber production

# Welcome to iU

## International University of Santa Cruz affiliated with Broward College Santa Cruz - Bolivia







INTERNATIONAL  
UNIVERSITY  
OF SANTA CRUZ

Affiliated with Broward College



# Exploration Phase

# Selection of Broward College

- June 2010-Board of Directors of the Santa Cruz Cooperative School started to explore the idea of offering a 2 year USA College Program on campus.
- School Director was invited to attend the Broward College Latin American Cumbre held in Lima in June 2011.
- Decision was made to start initial contacts with Broward College. David Moore was invited to visit Bolivia in March 2012.

# Broward College was chosen as the best option for Bolivia.



# Type of Institution

The decision was made to create a university in Santa Cruz that would function as a support for Broward College:

- \* Board of Directors wanted a university that would be independent of local school and university political issues.
- \* The Board is composed of individuals who have a high regard for education and willing to invest in a long-term project.





The International University of Santa Cruz was created to be a Bolivian institution that would seek affiliation with Broward College.

# iU International University of Santa Cruz

- \* Bill McKelligott was selected to become the Rector of staff and to manage academic programs. Patricia Vilela the Bursar.
- \* An affiliation contract was signed with Broward College on June 16, 2012. Period of performance of Agreement began on January 1, 2013.
- \* Coordinator selected for Bolivia Site – Andrea Apa

# Additional Staff

Academic Coordinator – Brian McCommons

- \* M.Ed. in International Education
- \* M.A. Applied Linguistics (in progress)
- \* Background in ESL
- \* Teaches 4 courses as well as handling administrative duties

Marketing and PR Coordinator – Nathaly Teodovich

- \* Studied at the American School in Santa Cruz- Native speaker of both English and Spanish
- \* Law degree from Santa Cruz, Bolivia
- \* Some postgraduate work completed at Fordham University in New York
- \* Knowledge of both US and Bolivian education helps her relate to our target market

# Additional Staff

Student Affairs Coordinator  
Mr. Stanislav Sousek

Executive Assistant,  
Ms. Martha Hinojosa

- \* B.A., Government, Suffolk University
- \* Graduate Studies, International Economics, Universidad de Castilla-La Mancha, Spain
- \* Universidad Autonoma Gabriel Rene Moreno
- \* Auditing
- \* Universidad Mayor de San Andres,
- \* Architecture



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# iU Board & Staff













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# Creation Phase

# Marketing process January 2013 - Present

Selection of a private marketing company to develop an advertising campaign.

- Audience would be local English language, bilingual, or International schools.
- Contracted a young professional to run the marketing program.



The poster features a young man with a backpack and a map of the USA. The map shows a dotted line with an airplane icon connecting the USA to South America. The text on the poster includes the university logo and the slogan 'TU PASAPORTE PARA ESTUDIAR EN ESTADOS UNIDOS'.

**USA** ADMISSIONS OFFICE  
ACCEPTANCE  
VIRGINIA

**iu**  
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PARA ESTUDIAR  
EN ESTADOS UNIDOS

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# iU – Web Site

<http://iusantacruz.org/>





# Site Selection Process

Location is key.

- Easy access to site.
- Attractive place to study.
- Space for growth.





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# Facilities During Construction





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# Facilities After Construction







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# Facilities Becoming iU



## Adequately sized classrooms



## Sufficient Office Space



## Multimedia room

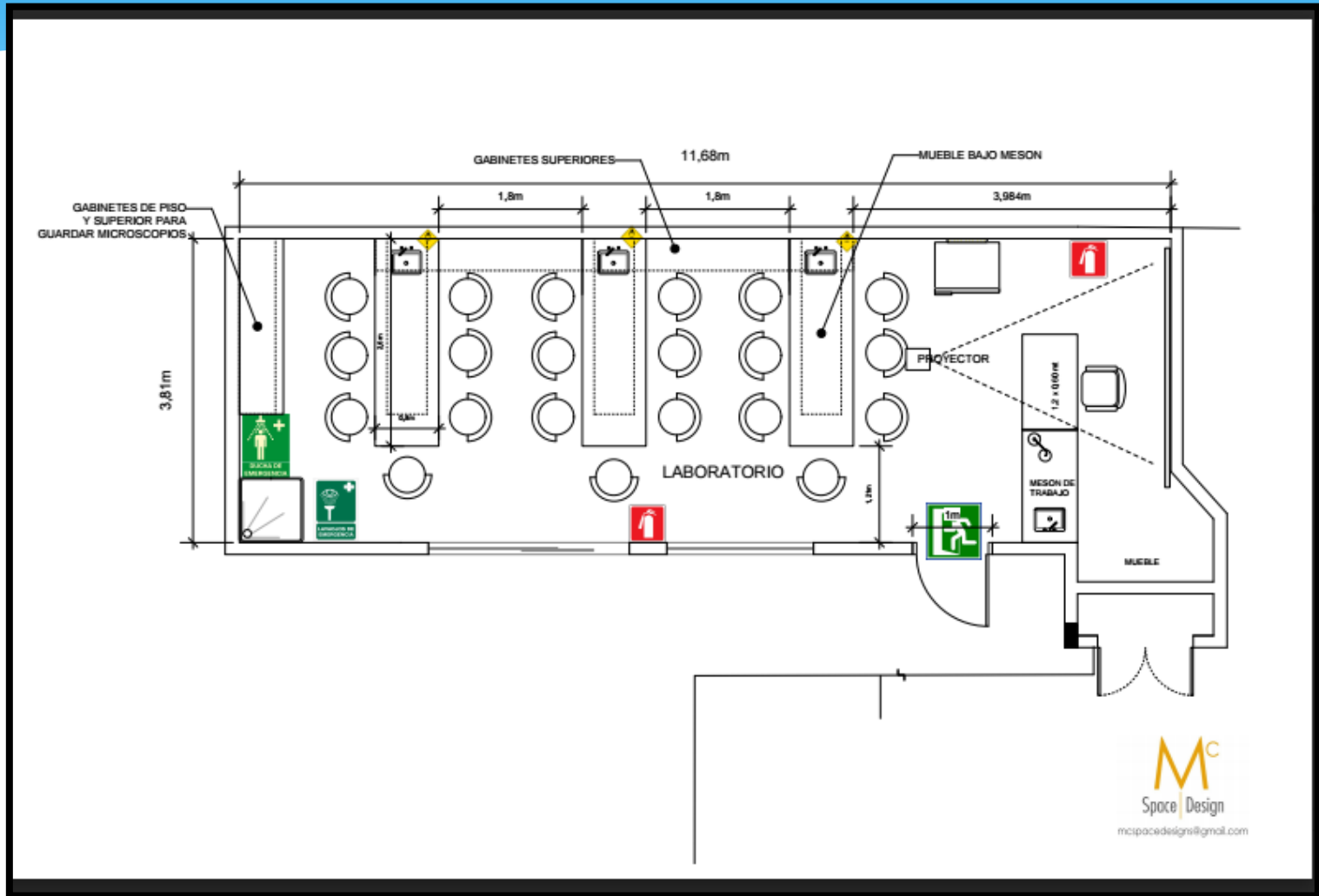


## Board Conference Room

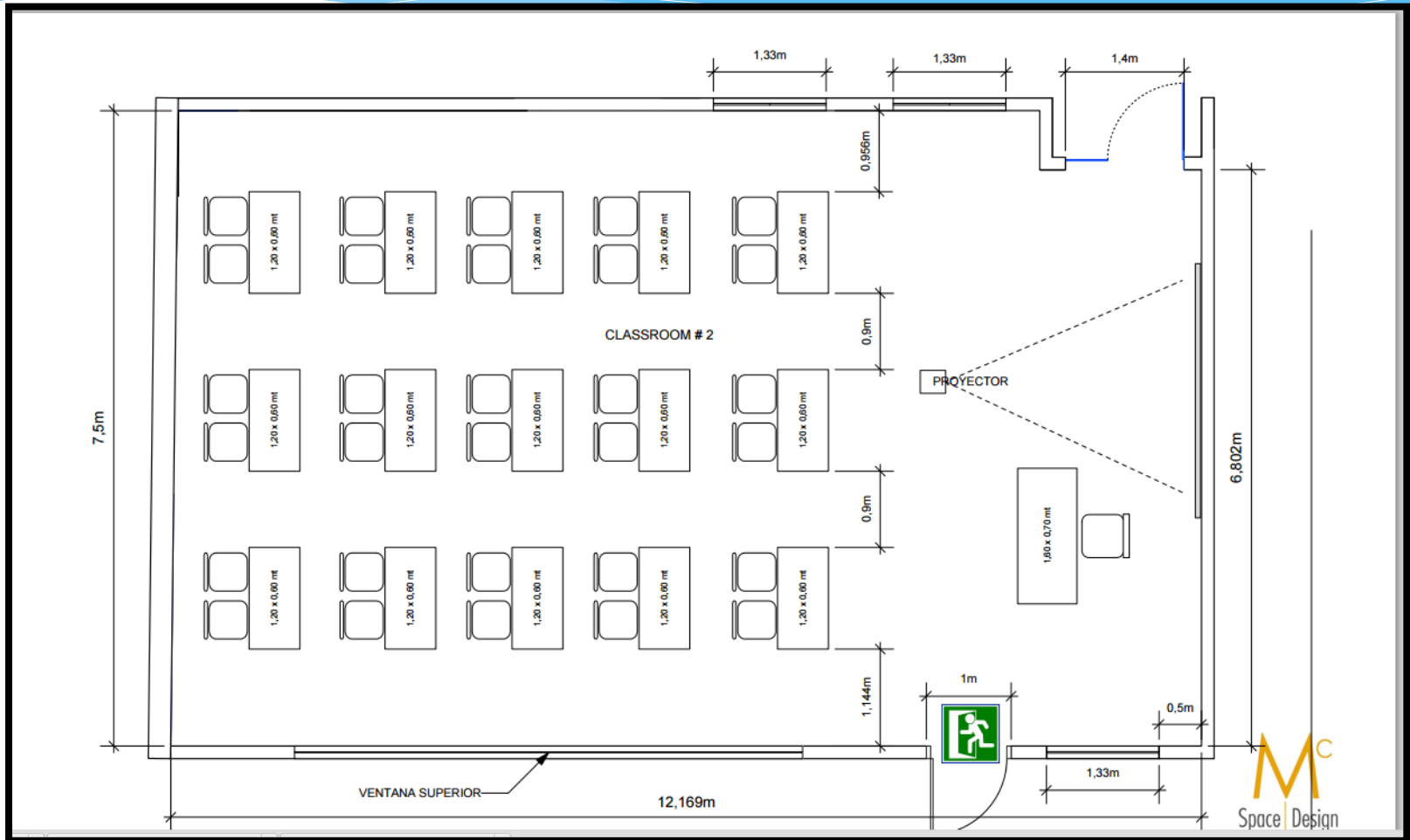




# Science Laboratory



# Founder's Hall





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# Bursar Office



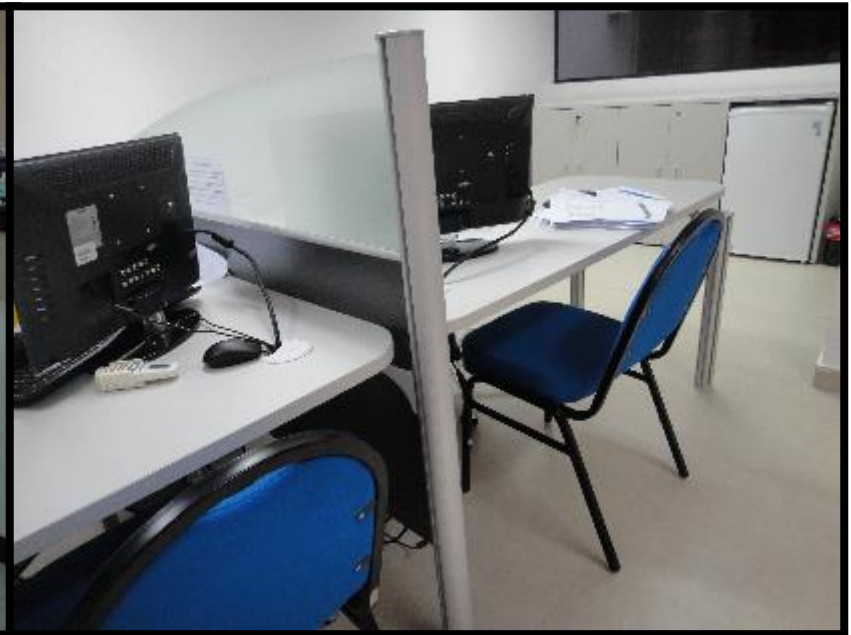
# Equipment

- Lighting.
- Student Furniture.



# Equipment

- Office Furniture.





# Equipment

- Computers (Wireless and Cable)



# Equipment

- Projectors for Smart Boards.



# Equipment

- Security



# Staffing INSTRUCTIONAL

- Rector
- Academic Coordinator
- Student Affairs Coordinator

## SUPPORT

- Receptionist / Executive Assistant
- Business Manager / Bursar
- Public Relations & Marketing Coordinator
- Computer Technician / Librarian
- Security
- Cleaning Company

**Collaborative Decision Making at Meetings**

# Preparatory and Academic Instructional Programs

- \* Intermediate and Advanced EAP Program offered yearly from January – June
- \* Beginning EAP is outsourced to local English institute
- \* Associate of Arts program has 5 terms with each being 7 weeks in length.



# Recruitment of Students

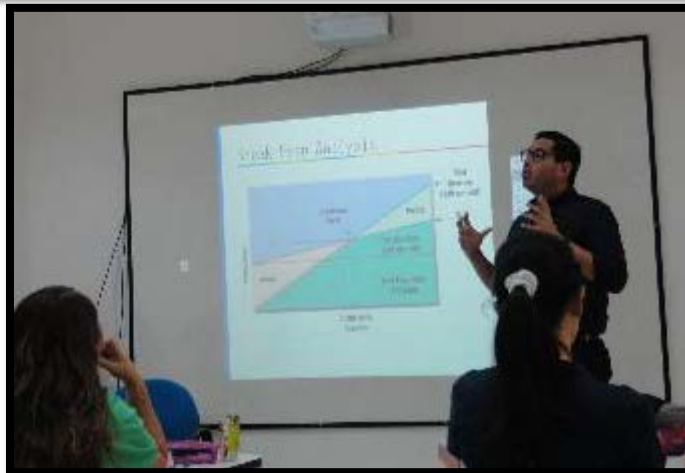
- \* At first we visited local bilingual and international schools to present our EAP Program which backfired. Schools teaching in English did not support our program. School administrators believed that their English Programs were adequate.
- \* Visited American Schools in La Paz and Cochabamba
- \* Invited schools on campus
- \* Open House
- \* Alumni Night
- \* Andrea Apa Open House
- \* High school visits to campus
- \* Minerva College Fair

# Andrea Apa's Open House



# Academic Activities at iU

## Business Guest Speaker





# Social Activities at iU



Celebrating our professors' birthdays with the students.



Farewell Michele, party with students

# Recruitment of Faculty

- \* Broward Faculty
- \* IU Local Faculty

# Broward College Faculty

1. Michele Fievre-ENC 1101 and ENC 1102
2. Cristian Sabau-MAC 1105 AND STA 2023
3. Eric Perez-ECO 2013 and ECO 2023
4. Nancy Revilla-EVR 1009
5. Stephen Luscher-SPC 1608
6. Nancy Ayala-PHI 2066
7. Ricardo Vazquez-CRW 1001
8. Dr. Jonelle Orridge-BSC 1005 and BSC 1005L
9. Eric Hughes-HLP 1081



# IU Faculty

1. Brian McCommons-SLS 2001, ENC 1001 and ENC 1102
2. William McKelligott-AMH 2020
3. Stacey Roush-GEO 1000
4. Ignacio Belmonte-GEB 1101
5. Mariana Sanchez-PSY 2012
6. Blake Panting-MUL 2010
7. Carlos Perez-CGS 11060C
8. Andrew Pietowski-MAS 2233

# Purchasing Library and Instructional Materials

- \* Board has adopted a policy of purchasing books for the library's permanent collection
- \* Virtual library
- \* Instructional materials are imported



# Implementation of SACS Guidelines

- The SACS COC guidelines are used as a reference point to develop policies and procedures to function as the International University of Santa Cruz.

# Change in Status from Affiliate to Accredited Site

- The appropriate documentation for a change of status from an affiliate to become an accredited international center was presented in March 2015.

# AA Program Accredited by SACS-COC

- On October 13, 2015 the International University of Santa Cruz was officially recognized by SACS-COC to offer the Broward College AA Program.



# Student Transfers

- As of April 19, 2016
- Suffolk University with \$17,000 scholarship(Business
- Florida Gulf Coast University 50% tuition (Int. Relations and Business
- SUNY Plattsburg-\$10, 500(Management and Pol. Sci.)
- University of Colorado at Denver (Physics)

# First Graduation Exercise

- First six students will graduate on June 25, 2016

# Plans for expansion



Come visit our campus!

