Short-Term Study-Abroad Programs as Entrepreneurial Tools for Campus Internationalization

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Background

- Fulbright Specialist Program
- Partnership WVU – UNA (Universidad Nacional de Asunción, Paraguay)
- Goals:
  - Develop programs in Spanish to serve international students.
  - Flexibility: Evolution of the goals.
  - Decision to focus on the development of short-term study abroad programs.
Why Offer Short-Term Study Abroad Programs

• International visibility for the university and the country.
• Growing demand.
• Possibility of offering mixed programs (internships, service learning, traditional academics).
• Source of many internationalization initiatives.
• Source of entrepreneurial funds.
• Flexibility regarding Memoranda of Understanding.
• Contributions to the university, city, and country.
Diagnostic – Areas of Strength

• How is the university prepared to deal with this kind of programs?
  • Regulations
  • Administration
  • Facilities
  • Academic units and service units

• What are the areas of strength to emphasize:
  • At the university level
  • At the local and national level
Implementation

• Planning and development:
  • Flexible model

• Identification of units involved:
  • Internal
  • External

• Identification of resources
  • Human Resources – Language skills
  • Logistics: Own resources vs. outsourcing

• Marketing

• Final implementation: Failure or poor performance is not an option
SWOT Analysis

<table>
<thead>
<tr>
<th>INTERNAL FACTORS</th>
<th>EXTERNAL FACTORS</th>
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<tbody>
<tr>
<td><strong>STRENGTHS (+)</strong></td>
<td><strong>WEAKNESSES (–)</strong></td>
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<tr>
<td>What do we have to offer?</td>
<td>What are the main obstacles we need to overcome?</td>
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<tr>
<td><strong>EXTERNAL FACTORS</strong></td>
<td><strong>OPPORTUNITIES (+)</strong></td>
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<tr>
<td>What international needs can we address?</td>
<td>Who are our competitors?</td>
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Benefits for Internationalization

• Quick access to internationalization at home.
• Possibility of developing new partnerships, evolving into traditional mobility.
• Collaboration between faculty and students in teaching, research, and service.
• Source of employment for graduates.
Thank you! Questions?

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