

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

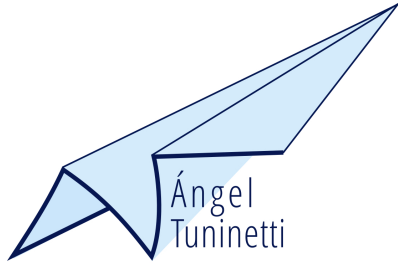
INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
What do we have to offer?	What are the main obstacles we need to overcome?
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
What international needs can we address?	Who are our competitors?

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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