

Memorandum

To: Dr. Mike McDaniel, Chair, Shared Governance Oversight Committee
From: Dr. G. Daniel Howard, CGFM, CFRE, Vice Chancellor for Academic Affairs and Research
Date: April 7, 2009
Re: Conducting Academic Courses and Academic Programs Outside of the United States: Rationale

As you know, at the direction of the Board of Trustees for Arkansas State University and the visionary leadership of Chancellor Robert L. Potts, Arkansas State University is engaged actively in an effort to globalize under the complementary themes of “bringing the world to ASU” and “taking ASU to the world.” Consistent with these themes and the practices of the most prestigious institutions of higher education in the nation, it is timely and appropriate for ASU to look for strategic opportunities and engage in well-considered efforts to offer (outside of the United States) high-quality academic courses and programs. Among other things, this will engender a positive connection between international students and ASU, enhance the image of the University globally and nationally, improve its competitiveness, and impact positively the financial bottom line of the University.

Many institutions of higher education in the U.S. have recognized the value of recruiting well-qualified students from around the world as a means of providing domestic students with a more diverse and enriched learning environment, and have acted upon this knowledge by becoming more aggressive and effective in their recruiting practices targeted at international students. Moreover, the world economic crisis has caused many currencies around the globe to lose value against the dollar, making it more costly and sometimes cost prohibitive for students from these countries to attend colleges and universities in the United States, even though they hold a tremendous desire to do so. Accordingly, it is growing more difficult and competitive to recruit well-qualified international students to ASU and to address related aspects of the world economic challenges that are impacting the way in which education is being provided around the globe.

Responding to these changing conditions, many international students are seeking to obtain part of their college education in their home countries and part in the United States. This includes, but is not limited to, ESL and undergraduate transfer and articulation arrangements such as “2 + 2,” “3 + 1,” and “2 + 1 + 1.” It also encompasses delivery of academic courses and complete academic programs by

American institutions of higher education outside of the U.S. Institutions of higher education which engage in these practices address unmet student interests and needs, gain positive name recognition, create brand loyalty, and capture students who would otherwise be unable to pursue their educational dreams of attaining an academic degree from an American college or university. If ASU does not begin to offer academic courses and programs outside of the United States, its globalization efforts will be affected adversely as brand loyalty and market share shifts to other American institutions of higher education (that offer academic courses or programs outside of the U.S.), or to institutions of higher education in the United Kingdom, Australia, or Canada. This will have a deleterious effect upon the quality of education ASU provides to American students, will threaten academic program viability, and may have an adverse influence upon the financial health of the University.

Accordingly, it is in the enlightened self-interest of ASU to capitalize upon opportunities to offer high quality academic courses and programs outside of the United States. In order to enable this to occur, it is necessary and important to ensure that this concept of expanded delivery of high quality academic courses and programs is affirmed through the ASU Shared Governance process and for it to be approved by Chancellor Potts and the Board of Trustees for Arkansas State University. This approval to offer high quality academic courses and academic programs outside of the U.S. is a precondition necessary to obtain, prior to seeking other regulatory approval for this purpose including that needed from the Higher Learning Commission of the North Central Association of Colleges and Schools (HLC), the Arkansas Department of Higher Education (ADHE) and, in the case of teacher licensure and certification programs, the Arkansas Department of Education (ADE). Once all University and regulatory approvals are in place, ASU will be in a position to act upon strategic opportunities to offer ESL as well as academic courses and programs in an expedient fashion that will enhance the globalization of the University and will result in a number of meaningful benefits as articulated herein.

With these considerations in mind, I request humbly that you take any and all necessary and appropriate actions for this memorandum and the attached proposed resolution to be entered into the Shared Governance review process and to be decided upon at the soonest possible time within the shared governance framework. Thank you very much in advance for your thoughtful consideration and follow-up.

GDH

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pc: Chancellor Potts

(1) Enc.

EXECUTIVE SUMMARY

Contact: Daniel Howard (972-2030)

ACTION ITEM: Arkansas State University-Jonesboro (ASUJ) requests approval to academic courses and academic programs outside of the United States.

ISSUE: The Board of Trustees must approve all geographical locations at which academic programs and academic courses are offered

BACKGROUND:

- ASUJ is engaged actively in strategies to globalize the University in order to prepare its students for the rigors of a globally connected and highly competitive marketplace.
- Recruiting well-qualified international students to pursue academic programs is essential to the globalization of the University, the associated quality of education provided to its students, and the favorable financial impact that these international students have on the budget of the University and the local economy.
- Providing academic courses and academic programs outside of the United States enhances the status and reputation of ASUJ globally and enables ASUJ to connect well-qualified international students to the University that will encourage them and others to attend ASUJ in the future, while it exerts a favorable influence on the budget of the University.

RECOMMENDATION/RESOLUTION

Be it resolved that Arkansas State University-Jonesboro is approved to academic courses and academic programs outside of the United States subsequent to obtaining all necessary regulatory approval including, but not limited to, the Higher Learning Commission of the North Central Association of Colleges and Universities.

Florine Tousant Milligan, Secretary

Mike Gibson, Chair