Council on International Studies and Programs
Minutes of Meeting
April 19, 2017

I. Approval of the Minutes of the March 8, 2017 Meeting

Professor Biehl welcomed the Council and two guests, Dean Robin Schulze and Assistant Vice President Kristin Woods. The minutes of the March meeting were approved as distributed. Professor Biehl introduced the new Dean of the College of Arts and Sciences. He noted that the Council has welcomed new deans in recent semesters, including Liesl Folks from Engineering and Paul Tesluk from Management.

II. A Conversation with Professor Robin G. Schulze, Dean of the College of Arts and Sciences—Peter F. Biehl

Dean Schulze noted the global economy of higher education, and particularly the recruitment and retention of international students—face titanic changes. She came to UB from the University of Delaware, which prides itself on its global presence and its study abroad programs going back to early 20th century. Now approximately 85% of students at Delaware participate in education abroad. She said she raised a lot of money to support study abroad in her role at Delaware. Funds were raised for specific programs. Students in given majors were recruited thanks to overseas opportunities. Both study abroad and international internships were supported by philanthropy. Students could document their international experiences to employers. Students from many disciplines, including humanities majors, acquired job-relevant global skills. Dean Schulze noted that Delaware has a standout English Language Institute with connections around the world; it could be a model for our ELI as a feeder program to UB. At Delaware students could bypass the TOEFL by successfully completing the ELI program. The ELI linked its students to local students for language exchange, using language and literature as vehicles for interaction and inclusion.

Dean Schulze noted that a department-by-department approach makes data collection for the College difficult, and improved data gathering and analysis is needed. For example, it would be desirable to get a handle on who is doing Optional Practical Training and then moving on to a work visa. The College is has developed a new induction ceremony for new graduates to reinforce the alumni connection. This is a good innovation. Budget meetings are going on for the first time in CAS. The Dean said she is aware of all the College alumni in Korea and Japan, who can serve as emissaries for CAS programs. Alumni can be recruited to help CAS establish pipelines for international recruitment and retention. Speaking to each department, the Dean has a better sense of where the students interested in specific programs are located, so keeping in touch with alums is critical.

Dean Schulze pointed out that certain masters programs in CAS that used to be attractive to international students are now suffering enrollment declines; in other programs the number of applications and admissions are consistent with the past. The Dean is cautiously optimistic that the College won't miss its targets this year; however, there are many questions about yield this cycle. In summary, the biggest opportunities appear to be tapping alumni to support international recruitment, ramping up the ELI as a feeder to UB to bring in students who don't do well on the TOEFL, and expanding philanthropy for experiential learning and particularly study abroad to give every student this opportunity.

Professor Biehl thanked Dean Schulze for addressing these key areas of concern. He opened the floor to comments and questions. Professor Maria Horne was pleased that the Dean supports study abroad programs. Dean Schulze said that she is just starting a capital campaign to support this area. She noted that SUNY is unusual in terms of its rules, and prevents on-load recognition of study abroad teaching. At Delaware, summer teaching abroad was recognized as on-load. Professor Horne asked what incentives might be available in the College. Dr. Lorraine Oak said there is an issue since research funding goes through the winter and summer. Another problem in the College is "locked-down" philanthropy that can't be used for things like study abroad. Dr. Wood asked about incentivizing faculty through subsidized faculty salaries. Dr. Poag asked about fundraising at Delaware and who was targeted. Dean Schulze said that alumni who were grateful for their study abroad experience helped create a fund for scholarships. This might be done here at UB.

Professor Biehl pointed out that Dean Schulze is on the Steering Committee for Inclusion and Engagement Planning. At a meeting on May 1st stakeholders will review what the implementation working groups have developed so far. A comprehensive plan will be finalized this summer.

III. Report from the Vice Provost for International Education—Stephen C. Dunnett

Vice Provost Dunnett thanked Council members for their expressions of support and appreciated their thoughts during his recent recovery from surgery. He agreed with Dean Schulze that this is a year unlike any other. Historically, UB has done well in terms of steady growth in international enrollment. UB has a strong, well established international recruitment program going back more than twenty years. Annually, UB has achieved its targets. In fact, this year, in contrast to many peers, UB has seen a continued increase in international freshman applications. However, despite a high admit rate and increased scholarships, international freshman deposits are down by 18% at this point. This affects both headcount and revenue since international tuition is 3.3 times resident tuition. International Admissions is working hard on yield-enhancement activities to encourage admits to enroll. International Admissions ambassadors are calling students and their parents. Yield-enhancement trips to Asia have been organized for meetings with admitted students and their parents in China, India and Korea. We work closely with alumni in key market countries. This effort is relatively recent thanks to an increased focus by the Alumni Engagement area. It used to be that students came to UB because we were inexpensive, but with the dramatic rise in costs, we have to work harder than ever to meet our targets. Our peer institutions are dealing with the same problem. We hear that students are hedging their bets due to multiple factors—increasing costs at UB and the return on investment issue, the high US dollar and challenging exchange rate, worries about safety in the US, fears that access to the labor market will be limited through OPT and H-1B.

Professor Dunnett noted that for undergraduates the biggest concern is safety, not the "Trump factor." Hate crimes that are widely publicized and the prevalence of gun violence hurt the image of US higher education around the world. Amherst used to be touted as one of the safest smaller cities in the US. Another issue is UB's ranking in the most popular global rankings. Among the SUNY university centers, UB comes third after Binghamton and Stony Brook (Albany is fourth), especially in the US News and World Report. Students look at rank versus cost. Students typically point out that they're admitted to competing institutions offering a scholarship, so it's a matter of negotiation for the best deal for the student. Students also have questions about immigration policies and Trump's executive orders. They worry about other countries being added to the travel ban (e.g. Malaysia,

Indonesia). It is difficult to address these concerns because we cannot know what will happen before the fall. For undergraduates we remain hopeful, and the yield-enhancement events are having good turnouts. Canada is a strong competitor, but their capacity is limited and the revenue benefit of international students is limited for them. On the graduate side there are many concerns. Unlike undergraduates, there was a big decrease in international applications this cycle, particularly in Law, Graduate School of Education, and the College. Fortunately, the departments have been better about decisioning and processing through International Admissions, so I-20 issuance is ahead of schedule. OPT/H-1B fears are a big issue for graduate students, even though the policies have not changed significantly. We are hurt in certain markets like Iran, which is subject to the travel ban. Rankings are also hurting us on the graduate side. UB no longer has any programs in the top ten in terms of program rankings. Our rising costs also militate against us and hurt us with the competition. We're doing better in engineering, where graduate applications are up overall. They might achieve their target. No other school is expected to meet its target, and this will be a hit to our bottom line.

IV. Update on International Alumni Engagement—Kristin J. Woods, Assistant Vice President for Alumni Engagement

Ms. Woods noted that Wei Loon Leong, Director of International Alumni Engagement and CISP member, is in Asia and looks forward to hearing about the meeting. Alumni Engagement is starting a strategic planning process. UB currently has some 250,000 alumni around the world. The unit's draft mission statement has three areas in focus—Regional and Special Events; Career Programs and Services; and Listening, Data and Communications. There is a need to get better data, particularly around addressable alumni. For example, for Canada the database has only 1,357 alumni with current addresses, for China 1,606, India 2,135 and Singapore 1,270. These countries are part of Tier 1, while Tier 2 includes Malaysia, Japan and Indonesia. Alumni Engagement is exploring the idea of "concierge" service for our alumni. Who can we work with to help other alumni? How to get folks back on mailing list? How can units and faculty help Alumni Engagement contact alumni?

Professor Biehl asked if there's one database that both CAS and Alumni Engagement can access, or are there separate systems that need to be merged or cross-checked? Dr. Oak asked if Philanthropy and Alumni are working from the same database. Alumni draws student contact info from HUB, but this is not even current. Professor Dunnett noted that the numbers of addressable alumni are tiny compared to the actual numbers of alumni from the leading countries such as China, India, and Singapore. Korea and Taiwan are key countries that should be part of the strategy given their prominence. The big problem is we haven't tracked alumni for most of the past. Past surveys of donor prospects may not have made it into the alumni database. Ms. Woods assured the Council of her interest in being a good partner and working with the units. For her, philanthropy is not as critical as other opportunities with alumni, such as recruitment. Professor Natalie Simpson asked if LinkedIn is used to track alumni, and Ms. Woods said it was. Professor Biehl pointed out that the eportfolio for the UB Curriculum will allow UB to better track alumni through Digication, which will link to career resources. Professor Dunnett asked about the numbers on the domestic side. Ms. Woods said that the domestic alumni are much easier to track and UB has heavily programmed in key domestic areas—Western New York, New York City, Washington, DC, and California. Alumni Engagement is working with Jose Aviles to coordinate with areas where Admissions is recruiting.

V. Council Business—Report from Awards Committee—Lorraine Oak

Dr. Oak reported on the nominations for the 2017 Council Award for Outstanding Contributions to International Education at UB. This year the committee recommends the nomination of Professor David M. Engel. Dr. Oak noted that the Council has known Professor Engel as chair from 2007 to 2016, and as a member for many years before that. "Exceptional and longstanding contributions" truly characterize his record in the international area. Professor Engel's accomplishments in international education fulfill all ten criteria for the Council award. He came to UB in 1981 with a strong interest in international matters. He brought his experience with the Peace Corps in Thailand, his institutional contacts there and cultural knowledge, and developed university partnerships and student programs in that country. He is an outstanding scholar and teacher, and a great mentor to students, including many international students. He served as director of the Baldy Center for ten years, broadening its scope to include international human rights and social policy. He then served as the first Vice Dean for International Affairs in the Law School. He developed a Bridge Course in Thai Legal Culture, which he has run at Chang Mai University several times. He also previously served as chair of the Asian Studies Advisory Council. His role in the Law and Society community and his contributions to international and comparative legal scholarship have been highly impactful. Professor Engel is an "all-around international tour de force," who shows no sign of slowing down. He recently organized two international conferences and is giving four international keynotes. He has published ten books, with one in press from Oxford University Press. His contributions are astonishing in every area. It's a humbling experience to read his nomination, and no one better deserves the Council award. The Council's vote to approve Professor Engel's nomination was unanimous.

In closing, Professor Biehl thanked members for their service and contributions during the past academic year. He said he hoped things would be looking up for fall 2017.

Respectfully submitted,

John J. Wood, Secretary

COUNCIL ON INTERNATIONAL STUDIES AND PROGRAMS

Attendance at the Meeting, April 19, 2017

Present:	Dr. Stella Batalama	Electrical Engineering
	Dr. Peter Biehl, Chair	Anthropology
	Mr. Oscar A. Budde (ex officio)	Immigration Services
	Dr. Colleen Culleton	Romance Languages and Literatures
	Ms. Kathy L. Curtis	English Language Institute
	Dr. Stephen C. Dunnett (ex officio)	International Education
	Ms. Ellen Dussourd (ex officio)	International Student & Scholar Services
	Dr. David Engel	Law
	Mr. Christopher Hollister	University Libraries
	Dr. Junhao Hong	Communication
	Ms. Maria S. Horne	Theatre and Dance
	Dr. Christine A. Human	Engineering and Applied Sciences
	Dr. EunHee Lee	Asian Studies
	Mr. Wei Loon Leong	Alumni Engagement
	Ms. Meredith Kolsky Lewis	Law School
	Dr. Zhiqiang Liu	Economics/Confucius Institute
	Dr. H. Lorraine Oak	College of Arts and Sciences
	Ms. Mary Odrzywolski (ex officio)	Study Abroad Programs
	Dr. Trevor Poag (ex officio)	International Education
	Dr. Natalie Simpson	Management
	Dr. Claude E. Welch	Political Science
	Dr. John J. Wood, Secretary	International Education
Guests:	Dr. Robin G. Schulze	College of Arts and Sciences
	Ms. Kristin J. Woods	Alumni Engagement
Excused:	Dr. Tilman Baumstark	Faculty Affairs
	Dr. Janina Brutt-Griffler	Learning and Instruction
	Dr. Barbara B. Bunker	Psychology
	Dr. Yu-Ping Chang	Nursing
	Dr. Filomena Critelli	Social Work
	Dr. David Fertig	Linguistics
	Dr. Christian Flaugh	Romance Languages and Literatures
	Dr. Graham Hammill	Graduate School
	Dr. Daniel Hess	Architecture and Planning
	Mr. Joseph J. Hindrawan (ex officio)	International Education
	Dr. Shaun Irlam	Comparative Literature
	Dr. Donald McGuire	Classics
	Dr. Mulchand Patel	Biochemistry
	Dr. Jessie P.H. Poon	Geography
	Dr. Pavani Ram	Epidemiology and Environmental Health
	Mr. Steven L. Shaw (ex officio)	International Admissions
	Dr. Othman Shibly	Dental Medicine
	Dr. John H. Stone	Public Health and Health Professions
	Dr. Lillian Williams	African American Studies