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Educational Travel & Experiences

# 2022 Global Education Summit

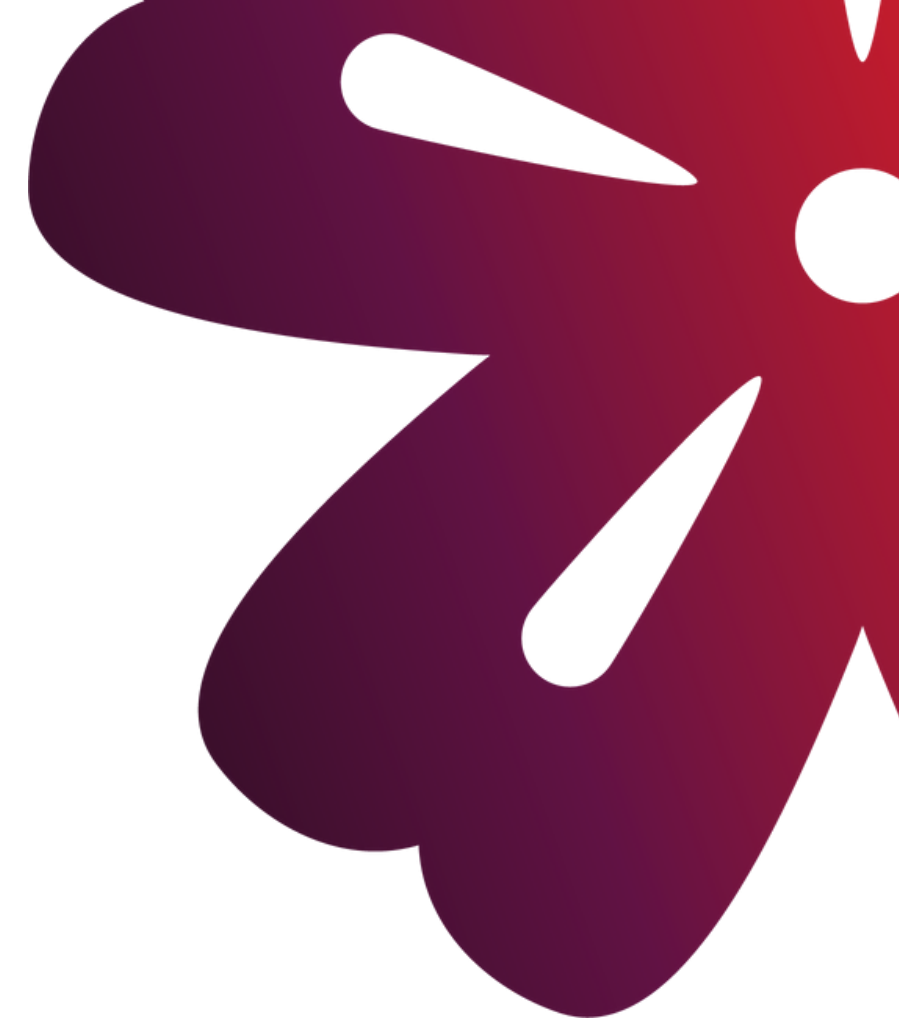
# Internationalization Strategies: What Works, What Doesn't, and What To Do in a Post-Shutdown World

Lisa Leander, Founder & CEO of WiBE

WorldStrides Summit

February 2, 2022

2:00PM ET



# About Me

- Working on internationalization and university partnerships 2004
- Strategic Planning and university programs 2008–2016
- Partnership for private sector in 2016
- Founder & CEO of Women in BizEd
- Super Creative

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[lisa@wibenetwork.com](mailto:lisa@wibenetwork.com)

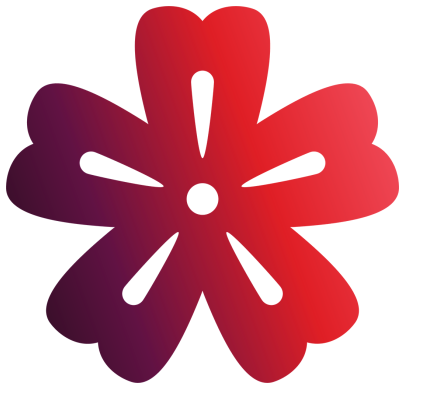


# 2004



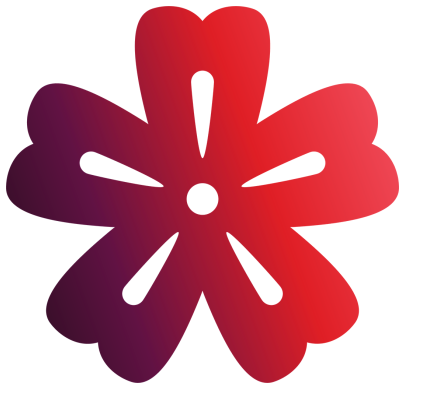
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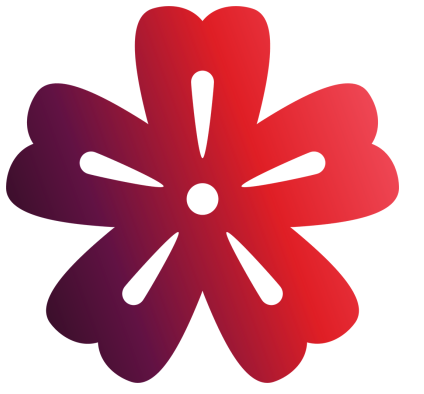
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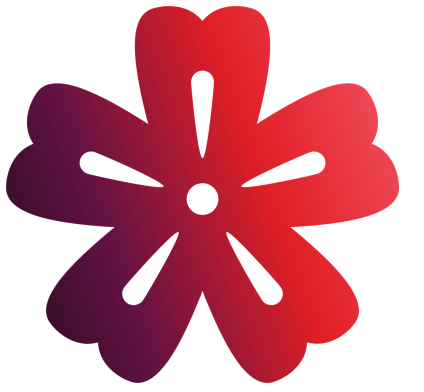


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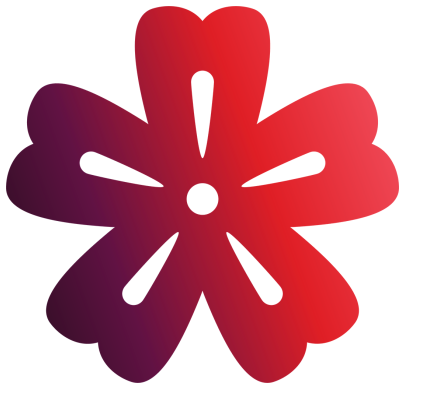
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## **Lisa's Tip #1**

**Strategy is your future, not  
your present or your past.**





**2023-2025**

# Two Cases of Internationalization

**Case A Institution**

**Case B Institution**



# Two Cases

## Case A Institution

- Extensive global programs
- Study abroad component (required)
- Experiential learning component (required)
- Significant reliance on international student fees
- Institutionally led, being global is a big part of the mission
- Centrally driven
- Process and Procedures
- Generally: See a lot of Case A in Europe



# Two Cases of Internationalization

## Case A Institution

## Case B Institution

- Ad-hoc programs
- Entrepreneurial
- Decentralized: managed directly by a center, program, course, grant, university level
- Relationship driven, less so mission driven
- Less structure compared to Case A, Also feels "less organized"
- Mission may be more targeted to their "local audience" in their city and state.
- Case B are typically jealous of how organized Case A are

# Two Cases

## Case A Institution



" We have partnerships with universities in over 50 countries, it is well documented in our extensive strategy. Every single student is required to have a study abroad experience. This is well documented and has been for the last five years."

## Case B Institution



"I think we have a program with Lithuania. I think a faculty member had a sister living there and made connections at the local university. I believe it is run through their center. But I don't know much about it. But I've heard really good things from the students. We really should write this all down."



# Camping

## Camp A



## Camp B



# Camping

## Camp A



## Camp B





# Poll: Do you lean more A or B?

## Campground A



## Campground B



# Which One Is Better?

## Campground A



## Campground B



# Two Cases

## Case A Institution

- Case A are typically jealous about how entrepreneurial and flexible Case B is.

## Case B Institution

- Case B are typically jealous of how organized how Case A are and how many resources they have.

**TIP #2**



**The Best Internationalization Strategy:**

**Is YOUR Strategy**



**Q. What is the first thing you should  
always always always always always  
always do when developing your  
internationalization strategy?**



## **Lisa's Tip #2**

**You need to define your categories so you know where everything you currently have fits and you are all talking in the same language.**

# WHAT STRATEGIES ARE YOU USING?

Hawawini (2011) proposed five models of internationalization of programs:



## Internationalization Strategies

### Import Model

Attract international students to campus

Attract international faculty and speakers to your campus

### Export Model

Send faculty and students abroad

International exchanges, but campus remains home/host campus

### Academic Joint Ventures

Student exchange programs at a foreign institution

Design and deliver joint programs, or two degrees

### Academic Partnerships/Alliances

2 or more business schools forming broader partnerships for initiatives

Research projects by faculty at different institutions

### Campuses Abroad

Physical presence of your campus abroad

Possible FDI by firms

### Other ideas?

Experiential Learning

Internships



**Brand/Marketing**

**Stakeholders**

**Financial Resources**

**Time**

**Institutional Commitment**





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**Export  
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**Academic  
Joint  
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**Academic  
Partnerships/  
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**Campuses  
Abroad**



**Other  
ideas?**



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## Internationalization Strategies

**Import Model**



**Export Model**



**Joint Ventures**



**Partnerships/  
Alliances**



**Campuses  
Abroad**



**Other  
ideas?**



**What is your  
strategy?**

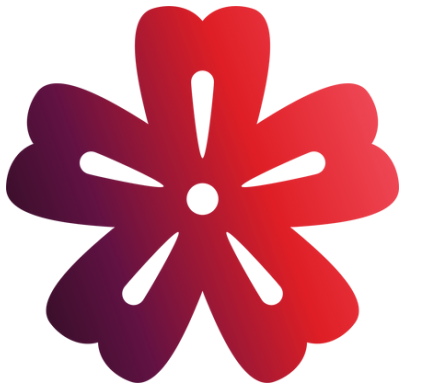




**psssss**

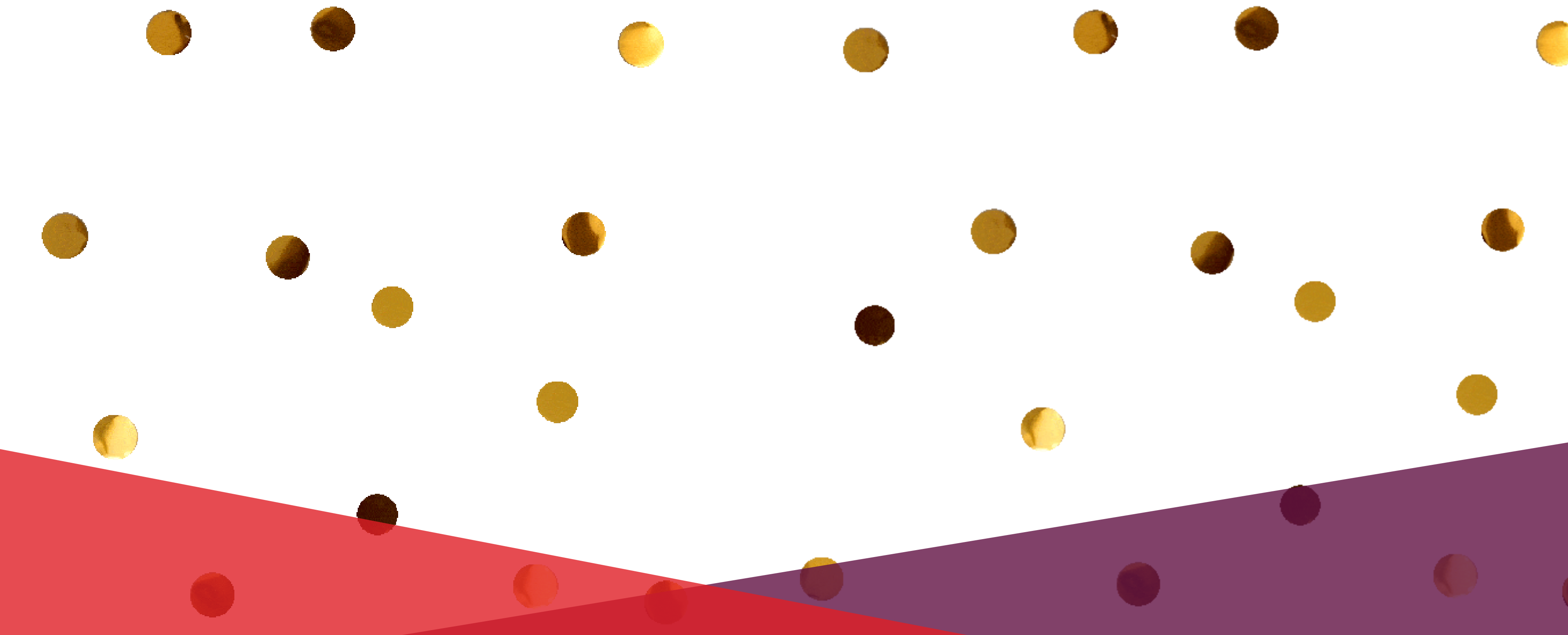
**If somebody doesn't know your past, present and future.  
They can't help you decide what to do next.**

**But they can  
inspire you!**



# Lisa's Tip #3

**Always look for those golden nuggets**



# WHAT STRATEGIES ARE YOU USING?

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## Internationalization Strategies

**Import Model**



**Export Model**



**Joint Ventures**



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**Campuses  
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**Other  
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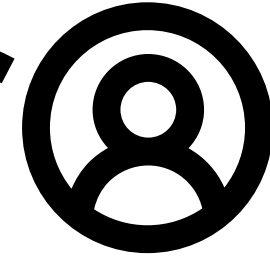




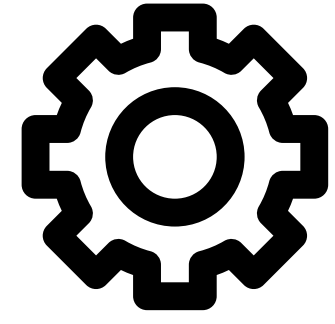
# Export Model - What is in your bucket?



**Brand/Marketing**

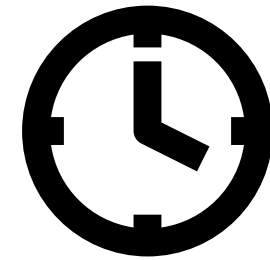
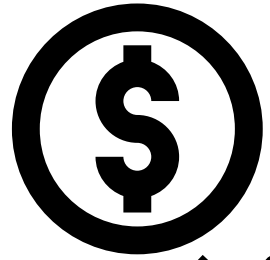


**Stakeholders**



**Time**

**Financial Resources**



**Institutional Commitment**





2019

2020



# Export Model - What is in your bucket?

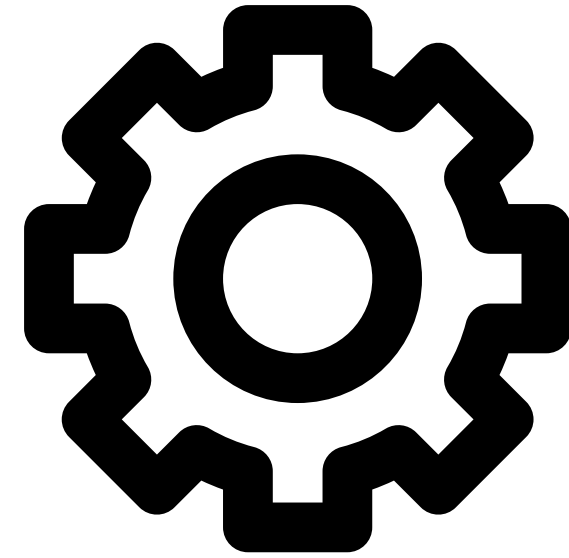


**Brand/Marketing**



**Stakeholders**

**Financial Resources**



**Time**



**Institutional Commitment**

# Export Model - What is in your bucket?



**Experiential  
component of a  
course**

**Study abroad - 1  
year**

**Intern Abroad**

**Consulting  
Teams**

**International**

**Student  
Capstones**

**Volunteer Abroad**





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