

The Topic of International Student Recruitment in WWU Documents

1. The “WWU White Paper on Internationalization” (2010), is a document initiated by the Provost in 2009. The white paper process was directed by the Center for International Studies (CIS) and included faculty, staff and students from across the campus. The team spent nearly an entire academic year analyzing the status of internationalization at Western and writing the White Paper. Part of that process included university-wide forums where the team garnered comments from more than 200 faculty, students, staff and deans. In that document, recommendations pertinent to international student recruitment are:

20. Establish an internal working group that examines and assesses the international student experience at WWU and develops a strategic vision and plan for recruitment, admissions and support of international students that is part of the core mission of the University.

21. Develop an international student recruitment task force to improve outreach efforts while strengthening cross-campus communication and collaboration and enhancing Western publications and web presence.

22. Increase the number of international transfer students by finalizing “Guaranteed Admission” agreements for international transfers from selected Washington State Community Colleges.

23. Identify new funding streams and/or reallocate the use of current resources to accommodate the expansion of international student recruitment efforts and needed student support services.

24. Implement and expand programs that connect international students to Western and the Bellingham communities and provide opportunities for them to participate in community leadership and service activities.

2. At WWU Convocation at the beginning of Fall Quarter 2013, President Bruce Shepard asked the campus to consider *Six Questions on the Future of Western Washington University*. One of those questions was “How is WWU going to play in a future where leading universities, of necessity, are globally engaged universities?” In a year-long process of gathering feedback on this question, a summary of responses was drafted. From that summary comes the following:

We believe that we must first address the existing deficiencies in WWU’s global visibility by building strategic partnerships and increasing the number of international students who attend WWU. These steps should lead to broader global engagement across campus. Rather than imposing internationalization from the mission statement down, it is preferable to incentivize academic programs, campus services, faculty, staff and students to become globally engaged. This approach can begin with programs and colleges that are already globally focused. However, none of this can happen without significant funding. Bringing more international students to WWU requires an investment in recruitment, tuition waivers and scholarships. That

investment, however, brings more tuition dollars to WWU. Building strategic partnerships requires that we invest in travel, research, and buyout funds for faculty. However, there are long-term benefits to that investment, both in terms of WWU's global visibility and viability and in terms of the kinds of students and faculty who will want to study and work here. Since few WWU students will actually travel abroad, bringing the world to WWU is one way to better prepare them for the world in which they will live. These first steps are necessary if WWU hopes to be on par with the 'average' US institution, and will help to distinguish it as an international leader.

3. On December 11, 2014, at a public joint meeting of the WWU Foundation Board and the WWU Board of Trustees, the discussion topic was "The Globally Engaged Campus." In that discussion many aspects of internationalization were discussed, one of which was the importance of addressing the institution's very low international student enrollment.

4. The "Key Findings Report on Internationalization at Western Washington University," compiled by the American Council on Education's Internationalization Council, was presented to the Provost in 2014. It is a comprehensive document that summarizes Western's internationalization status at that time. The fourth "key finding" articulated in the report is:

Western attracts far fewer international students and scholars than other higher education institutions in Washington State, limiting our capacity to "[b]ring the world to Washington and Washington to the world." Increasing that population would benefit all aspects of the university and provide opportunities for intercultural development at all levels.

5. In its "Action Plan for Global Engagement at Western," prepared by Western's Internationalization Council in March of 2015 in conjunction with the American Council on Education's Internationalization Laboratory, Goal #4 is "Center for International Studies/Global Engagement Council will work with Admissions, Intensive English Program, Residence Life, community college partners and partners external to Western to attract more international students and scholars."