

# ACE INTERNATIONALIZATION LAB IMPACT PROFILE

Southern University and A&M College (2014–16)



*Southern University and A&M College is committed to graduating globally competent, competitive students prepared to become the next generation of world leaders, who engage across languages, cultures, borders, and disciplines to solve shared global challenges.*

## GOALS FOR THE LAB

Southern University and A&M College, located in Baton Rouge, Louisiana, joined the Internationalization Laboratory primarily to help our institution fulfill its globally oriented mission. We recognized that to do so, we would need to **better integrate an international/intercultural dimension** into the teaching, research, and service functions of the university, and provide **greater international exposure** for students, faculty, staff, and our community. Our specific goals for the Lab process were to:

- Crystalize random international activities into a cohesive strategic direction.
- Formulate recommendations for further efforts.
- Delineate internationalization and global engagement as a core component of the institution's overall strategic plan.

## LAB TASK FORCE RECOMMENDATIONS

As the Lab task force conducted its review of existing internationalization activity and charted a path forward, recruiting and supporting **international students emerged as a top priority**. Recommendations included:

- Develop an international student enrollment management plan with numerical goals.
- Intentionally market to a diverse group of prospective international students.
- Find ways to convey Southern's institutional strengths to an international audience.

Aside from the international student piece, the task force recommended that Southern should more intentionally **track international activity** (by students, faculty, and others), and should convene a standing **internationalization leadership team** to continue internationalization strategic planning on an ongoing basis.

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## OUTCOMES AND ACCOMPLISHMENTS

Since completing the Lab, we have made steady, if measured, progress on internationalization. As a public institution, our state support has declined substantially in recent years, so funding has been a challenge. Nonetheless, our office of student enrollment has launched **new recruitment and retention efforts** that support a diverse population matrix—including international students, whose numbers have increased from 131 (39 undergraduate and 92 graduate) in fall 2014 to 190 (33 undergraduate and 157 graduate) in fall 2016.

In terms of institutional structures, via the office of international education, the dean of international education has initiated the **SU Globalization Committee** to help ensure alignment of internationalization initiatives and our strategic plan. In addition, the office of the president has empaneled a group of national thought leaders to guide a **world class universities framework**. This effort will provide recommendations that are supportive of a diverse student and faculty population, as well as complementary infrastructure and global partnerships.

With the help of the networking opportunities presented by the Lab, we have also expanded our **partnerships with other HBCU institutions** to support global engagement, and to provide experiential learning opportunities for our students. Going forward, a primary focus for us will be further **internationalization of the curriculum and research activities** across all academic areas.

## ADVICE AND LESSONS LEARNED

Our advice to other institutions—HBCUs and non-HBCUs alike—considering or embarking upon the Lab centers on leadership and strategy. Key points include:

- Ensure that institution leaders (the president and senior administrators) are fully supportive of internationalization. It is fine if they haven't worked out the details—that is what the Lab task force is for—but their articulated commitment is important. Be sure to keep them informed and involved throughout the process.
- Include a vision for internationalization in the institution's strategic plan—either going into the Lab or as an outcome of the process.
- Engage a diverse group of stakeholders in the internationalization conversation from the very beginning in order to ensure that efforts really take hold throughout campus.

INTERESTED IN JOINING THE LAB?

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