



EAB

How to Create an Internationalization and Global Partnerships Strategy

Summary of Roundtable

The Changing Idea of a Partnership

Pandemic Provides Motivation, Cover to Speed Up Partnership Transformation

The Transition from “Yesterday’s Partnerships” to “Partnerships of Tomorrow”

YESTERDAY ▶

TODAY ▶

TOMORROW ▶



Historic Partnerships

- One-off
- Faculty-led
- Little central involvement
- Siloed
- MOU-driven
- Unmonitored
- Transactional
- Supplemental

Pandemic as Accelerant

1

Revisit and revise strategy given changing global conditions

2

Innovate and deploy new models of collaborations, engagements

3

Sunset and discontinue unviable partnerships, commitments



Future Partnerships

- Integrated
- Strategic
- Highly-coordinated
- Multi-silo
- Targeted
- Long-term
- Essential
- Evaluated

Creating an Internationalization and Global Partnerships Strategy



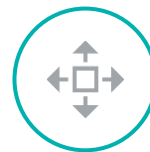
Cultivate an International Partnership Portfolio

- Empower an international strategy champion
- Craft a university-wide partnership plan
- Cultivate institutional strengths and branding



Empower Faculty and Unit Leaders to Make Smarter Partnership Decisions

- Incent international activities
- Educate faculty on collaboration risks and pitfalls
- Reduce friction in faculty-led engagements



Identify New Partnership Opportunities and Expansions

- Break into new markets
- Grow existing partnerships into multi-functional collaborations
- Evaluate and communicate return on investment

Three Models to Drive International Strategy



1

Embedded within Units

Position
Location

- Champion integrated in each unit and coordinates international activities for respective unit

Coordination
Responsibilities

- Champions work together to drive institution-level goals for internationalization

Model
Advantages

- Requires fewer resources and buy-in than executive-level position
- Allows for increased focus on international activity in given units

2

Coordinates Across Units

- Supports, but does not directly oversee, broad portfolio of international activities

- Coordinates efforts between various units and convenes leaders to promote collaboration

- Able to focus efforts on strategy rather than time-consuming operations
- Possesses broad outlook on institutional strategy

3

Directly Oversees International Activities

- Oversees majority of international activities, including operational and strategic activities

- Manages a dedicated unit with staff that execute international activities

- Possesses authority to design and hold international engagements accountable
- Manages international partnerships resources directly to incentivize certain outcomes

Sowing the Seed, Reaping the Rewards

Deploying Distinct Seed Funding Models to Launch Promising Partnerships



KU Leuven's Equal Investment from Partner

Key Components

- Seed funding pools exist for priority partners
- Partner must be willing to match funding
- Each funding pool has partnership-specific requirements
- Partner shares vision for post-project external funding applications



Read more about [Priority Partnership Calls](#) for seed funding.



Queen's Faculty Alignment with International Priorities

Key Components

- Owned by Research Development office
- Internal competitions for small grants
- Research Development strategically allocates funds to guide faculty activity
- Awards granted to projects aligned with UN Sustainable Development goals



Read more about [The Engaged Research Seed Fund](#).



UC Davis's Individual Department Motivation

Key Components

- Requires departmental Deans to match Global Affairs funding
- Awarded to projects with high community impact
- Goal to establish long-term relationships
- \$3.5M in seed grants generated more than \$40M in external funding



Read more about the [Global Affairs Seed Grants](#) for International Activities.

Emulating Success for Deeper Partnerships

EAB's Successful Partnerships Case Study Library

Case Study Information



Factors contributing to partnership expansion



Upfront investments



Current areas of collaboration



Impact results

Quick Facts

4

Case studies

8

Institutions

5

Countries

5

Continents

Profiled Institutions





Identification and Approach

- Built comprehensive data set for the top 200 institutions
- Compiled data on current collaborations, collaboration success, and discipline strengths
- Use data to understand Monash's strengths and identify prospective partners
- Craft personalized proposals for prospective partners using the data



Planning and Evaluation

- Created six pillars to evaluate internationalization
- Each pillar includes a specific set of metrics for evaluation
- Created an internationalization plan for each Faculty based on metrics
- Use the metrics to understand partnership performance



Sample Evaluation Metrics

- Number of citations
- Number of external agencies involved in a research or development project
- Number of faculty that do research and scholarship leaves abroad
- Number of patents
- Number of people impacted by development research and projects
- Number of research publications
- Number of students and faculty engaged in international development projects
- Number of students with an international learning experience
- Research dollars

Thanks and Next Steps



Resources Available Now

- [Go-To-Market Tactics for International Partnerships](#)
- [Evaluate the Effectiveness of Your International Partnership Web Presence](#)
- [How to Create an International Strategy Champion](#)
- [New Opportunities for International Partnerships](#)
- [Case Studies of Integrated International Collaborations](#)



Future Roundtables on Related Topics

Cultivate an International Partnership Portfolio

- May 5th, 12-1pm Eastern

Empower Faculty and Unit Leaders to Make Smarter Partnership Decisions

- May 12th, 12-1pm Eastern

Identify New Partnership Opportunities and Expansions

- May 19th, 12-1pm Eastern (re-run)

Don't hesitate to reach out with any questions or comments!