

2019

FAUBAI Annual Conference

Global Community

Engagement



The internationalization scenario for private institutions in Brazil: challenges and opportunities

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SECTIONS

- ✓ Rationale & Introductions
- ✓ Our Major Internationalization Initiatives
- ✓ EducationUSA and Its Impact on Our Roles
& Professional Development
at the International Relations Offices

Rationale

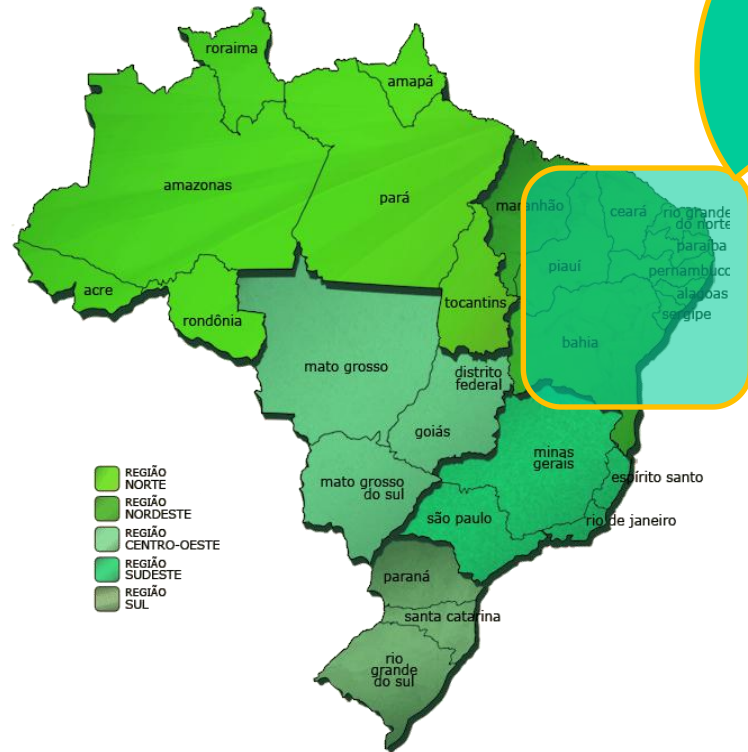
Innovative strategies play a relevant role in recruiting international students, implementing internationalization initiatives, and developing collaborations with educational institutions worldwide. Considering its structural nature, with fewer incentives from the Federal Government, private Brazilian institutions need to devise additional strategic approaches to maximize their study abroad opportunities.

Andrelina Sena



- ✓ Universidade de Fortaleza/UNIFOR (1973)
- ✓ Private & non-profit; maintained by Edson Queiroz Foundation;
28,000 students distributed in four centers - Undergraduate and Graduate)
- ✓ Mission: Contribute to the realization of ideals and dreams, forming professionals of excellence, maintaining commitment with socio-environmental, scientific and cultural development.

Northeastern Region of Brazil

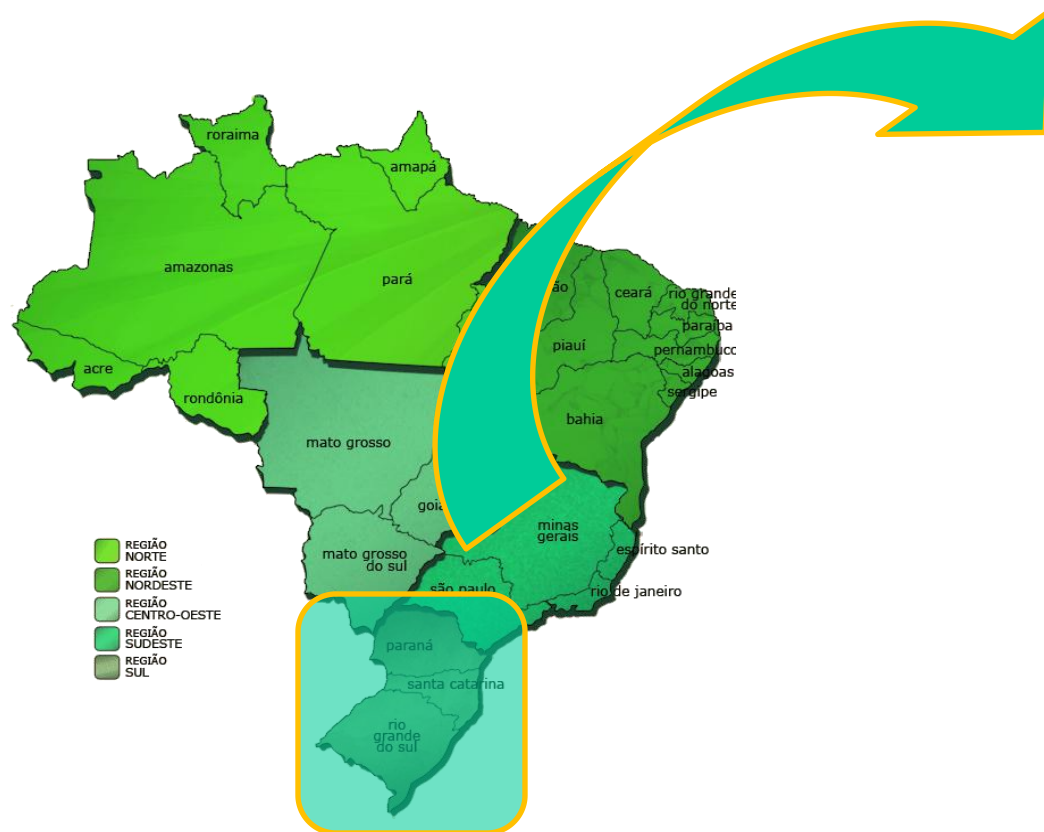


Areta Ulhana Galat

FAE

- ✓ FAE Centro Universidade (1957)
- ✓ Private, non-profit & communitarian; Franciscan Roots; +8,000 students (Undergraduate, MBAs and Certificate programs)
- ✓ Mission: To educate for the promotion of a fair, sustainable and happy society.

Southern Region of Brazil



Vanessa Panico

- ✓ UNAERP (Universidade de Ribeirão Preto - 1924)
- ✓ Private & non-profit; + 11,000 students (undergraduate and graduate programs)
- ✓ Mission: Generate and diffuse knowledge that promotes and contributes for the development of the individual and society, founded in ethical and Christian principles, with freedom for research, innovation of learning and extension, keeping constant interaction with national and international contexts.

Southeastern Region of Brazil



INTERNATIONALIZATION INITIATIVES

UNIFOR

- ✓ Has hosted the University of Arizona cohort program since 2013; + 50 faculty trained to teach in English; +20 classes taught in English; Double-degree agreements with universities in France, Germany & Portugal; Pre-departure orientation sessions; “Buddy Program“; EducationUSA UNIFOR since December 2010; 2nd university in Brazil to host the office on its campus.

INTERNATIONALIZATION INITIATIVES

FAE

- ✓ Global Experience Program (EMI classes during 1 full semester);
Through the 100K Strong in the Americas (Round #1) designed the
Brazilian Studies & Portuguese for Foreigners + Mentoring &
Family Housing Programs; Development opportunity for Faculty
(July Summer Programs in our partner institutions); EducationUSA
FAE Office (since 2005; 1st in a university); ETA Host Institution.

INTERNATIONALIZATION INITIATIVES

UNAERP

- ✓ Booklets; Website in English; Staff training (international events); Strategic partnerships with Language Schools (scholarships for professional development); EducationUSA UNAERP office; Support for classes taught in English; Internship opportunities for exchange students; PROMOBI; Portuguese for Foreigners; Buddy and Housing Program.

EDUCATIONUSA: IMPACT ON US AS PROFESSIONALS



- ✓ Professional and Personal Development through training programs at national and international level: interactions with English-speaking institutions (improved our language proficiency skills; acquired the jargon); organizational and administrative skills (budgeting; time management; office management, etc); intercultural competence; elaboration of annual business plans (for out-reach & in-reach actions).

EDUCATIONUSA: IMPACT ON OUR OFFICES

- ✓ Awareness of the importance of systematic collection of data (numbers / figures / statistics) for lobbying purposes.
- ✓ Realization of the importance of writing good and complete reports & grant writing requests
- ✓ Identification of potential applicants and exchange program applicants (through application and statement of purpose reviews, essay readings, and analysis of student profiles).

EDUCATIONUSA: IMPACT ON OUR OFFICES

- ✓ Representation in national & international events (fairs, conferences)
- ✓ Relevance of our initiatives for professional & academic development (students, faculty, deans, other departments (e.g. Career Center; Human Resources, etc).
- ✓ Orientation Sessions: Pre-departure & Arrival (importance of preparing domestic students for their experience abroad and welcoming international students)

EDUCATIONUSA: IMPACT ON OUR INSTITUTIONS

- ✓ Institutional visibility through the the organization of Educational Fairs & Orientation Cohorts; ETS Test Center.
- ✓ International Education Week (joint initiative of the U.S. Department of State and the U.S. Department of Education)
- ✓ Official translation of academic documents
- ✓ Support from US Consulate and Embassy

THANK YOU

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Q & A