

Policy Title: Internationalisation at ECU

Policy Owner: Deputy Vice-Chancellor (Teaching, Learning and International)

**Keywords: 1) international 2) global 3) internationalisation 4) intercultural
5) off-shore 6) on-shore**

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[Intent](#)

[Organisational Scope](#)

[Definitions](#)

[Policy Content](#)

[Accountabilities and Responsibilities](#)

[Related Documents](#)

[Contact Information](#)

[Approval History](#)

1. INTENT

Internationalisation will assist ECU to be internationally competitive and enable students and staff to be recognised as “globally-aware citizens”.

2. ORGANISATIONAL SCOPE

All ECU Students and Staff

3. DEFINITIONS

TERM	DEFINITION
Internationalisation	Internationalisation integrates global and intercultural perspectives into the functions of the University.
Mobility	Staff and student enrolment and exchange to and from other universities or entities.

4. POLICY CONTENT

4.1 ECU will reflect global and intercultural perspectives in its curriculum, research, research training, services to students and in the communities it serves.

- 4.2 ECU will undertake service provision, learning, teaching and research in ways that embrace global and intercultural perspectives.
- 4.3 ECU's international activities will include:
- Off-shore teaching, learning and research
 - On-shore teaching, learning and research
 - International partnerships for research and education
 - Student mobility
 - Staff mobility
- 4.4 All ECU's international activities will be undertaken as part of the coherent, integrated and agreed strategy set down in the International Strategy (Attachment 1).
- 4.5 The ECU International Strategy will be reflected in the operational plans of ECU's faculties, schools, institutes and centres.
- 4.6 All international off-shore programs and research will be established through business cases which demonstrate that the venture will be cost-effective, practical, productive and/ or strategically important for ECU.
- 4.7 New international activities which involve formal partnerships and agreements, or closures of same, may be undertaken only with the Vice-Chancellor's approval (or nominee).

5. ACCOUNTABILITIES AND RESPONSIBILITIES

The Policy Owner, the Deputy Vice-Chancellor (Teaching, Learning and International), has overall responsibility for the content of this policy and its operation in ECU.

Staff and students are required to comply with the content of this policy and to seek guidance in the event of uncertainty as to its application.

6. RELATED DOCUMENTS:

- 6.1 The policy is supported by the following Guidelines:
- Attachment 1: International Strategy 2014-2016
- 6.2 Other documents which are relevant to the operation of this policy are as follows:
- The Education Services for Overseas Students (ESOS) Act, 2000
 - National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students, 2007
 - Quality Reviews Policy (ad073)
 - Unit Fee Policy (ad062)
 - Integrated Risk Management (rm001)
 - Course and Unit Planning and Development Policy ac095
 - Admissions Policy (ac065)
 - Quality@ECU Framework
 - ECU Research policies

7. CONTACT INFORMATION

For queries relating to this document please contact:

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8. APPROVAL HISTORY

Policy Approved by:	Vice-Chancellor
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Attachment 1: INTERNATIONAL STRATEGY 2014-2016

Embedding Internationalisation throughout ECU in alignment with *One University; Students First*.

Strategies	Targets
<p>Internationalise the curriculum</p> <ul style="list-style-type: none"> Continue to embed Internationalisation into all courses Increase outbound student mobility experiences Develop exchange partnerships with key institutions Ensure existing exchange partnerships are nurtured and active Actively participate in international, national and local projects that enhance the capability of ECU and the global reputation of Australia and ECU 	<ul style="list-style-type: none"> All courses demonstrating an internationalised curriculum 5% of ECU domestic students undertaking an offshore international study experience during their course Exchange partnerships developed to support 500 exchange places Activity in all exchange agreements
<p>Develop research capabilities at international standards</p> <ul style="list-style-type: none"> Establish active partnerships with key institutions to develop collaborative research activities and outcomes Benchmark research activities against global standards 	<ul style="list-style-type: none"> Key international research collaborations established Demonstrating international standards in research institutes and research centres
<p>Develop strategic international partnerships</p> <ul style="list-style-type: none"> Determine key countries, regions and institutions for international partnerships and collaborations Establish active partnerships with key institutions with broad cross-Faculty benefits in teaching and research Rationalise approach to collaboration partners using outcomes based criteria 	<ul style="list-style-type: none"> Key countries and regions selected Agreements developed with key institutions Partner activity outcomes reviewed and inactive partnerships ceased.
<p>Develop strong marketing strategy</p> <ul style="list-style-type: none"> Conduct global market segmentation process, and determine segment focus Develop integrated value propositions for each target market segment Develop channel strategy based on segment/channel ROI Develop an integrated, world-class student recruitment capability 	<ul style="list-style-type: none"> Segment focus completed Effective channel strategies in place Active monitoring and updating of channel activities and outputs
<p>Grow International student numbers</p> <ul style="list-style-type: none"> Determine key courses to market to international students Focus on recruiting onshore international students Enhance pathway programs for onshore programs Review opportunities for offshore programs 	<ul style="list-style-type: none"> FPON growing to 30% of EFTSL (with due consideration given to overall % of international students in cohorts) Key courses identified and marketed Pathway programs actively delivering students to ECU
<p>Improve effectiveness and efficiency of operations</p> <ul style="list-style-type: none"> reflect global and intercultural perspectives in services to students, curriculum, research and, research training. Integrate international activities with mainstream processes through a unitary approach in marketing, student recruitment, admissions and student support Improve international and domestic practices and processes during integration of activities Innovate to produce step-change improvements in performance 	<ul style="list-style-type: none"> Intercultural sensitivity and awareness in all aspects of service provision All international activities integrated Demonstrated efficiencies in admissions and recruitment