

# *First contact: Establishing relationships with new international partners*



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## Lessons learned: Focus on Africa

- Student Exchanges in Botswana
- Faculty Teaching Exchanges in Ghana and Botswana
- Joint Research Projects in Ghana
- Curricular Assistance in Botswana
- New initiatives underway in Namibia

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- 1. Administrative “Built it and they will come” approach
    - Recipe for disaster
    - Faculty interest/commitment critical
  - 2. Protocol matters
    - Partner’s international office critical
    - No Chairs input, no deal
  - 3. Likely greeting theme – Skepticism
    - Too many junkets that lead nowhere
    - Early excitement, no follow-through
  - 4. Danger of the “overpromise”
    - Start small with achievable goals
    - Triage and place careful bets

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- **5. Partners' resource limitations**
    - 50/50 cost share may not work
    - Be creative about “parity”
    - Avoid Peace Corp approach
  - **6. Multiple layers of collaboration**
    - Stable stools have multiple legs
    - Leveraging faculty exchanges into students
  - **7. Persist, persist, persist**
    - Differences in responsiveness timing
    - Regular incremental contact
  - **8. Avoid internal “cold feet”**
    - Discuss with others at your university
    - Answering naïve questions

Brad Caskey, Dean College of Arts and Sciences



Lessons learned: Focus on China & South Korea

- 1+1+2 Chinese with four year institution
- 2+2 Korean with two-year institution
- Recruiting for English teachers for Korean English Village (associated with Master's level University)

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- 1. The Visit: Formal & Full
    - No such thing as a “brief” visit
    - Overwhelmed by welcome preparation
  - 2. Challenge of the bilingually impaired
    - Translator: Cuts both ways
    - Words matter (e.g., “exchange” “minor”)
  - 3. Where rank matters
    - Certain doors open to certain people
    - It’s all about how high you score
  - 4. Challenge of the culturally impaired
    - Social norms (handshakes to toasts)
    - Food/eating/gifts

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- 5. Little things-big impact
    - A few words can make a deep impression
    - The language of business cards/promotional materials
  - 6. Foot on gas vs. foot on break
    - Be prepared for the speed of negotiation
    - Bring experts and decision-makers
  - 7. “Friendship status” (perks/perils)
    - Personal contacts
    - Special relations “Partners Across the Pacific”
    - Friends and finances (“the insider deal”)

Susan E. Picinich, Dean College of Fine Arts and Communications



Lessons learned: Focus on Eastern Europe

- Recruiting and faculty exchanges in Turkey
- Joint scholarship, faculty and student exchanges in Russia
- New opportunities in Bulgaria

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- 1. The Bologna Process
    - Effect on time to degree
    - Effect on student exchanges and perceptions
  - 2. Different national systems
    - Public versus private or foundation universities
    - Arts education, conservatories
    - Different academic calendars
  - 3. Changing political climate
    - U.S. and Eastern Europe relationship continues to evolve
    - Understanding past and current politics is critical
  - 4. The myth of English everywhere
    - Be prepared for language challenges
    - Prepare to facilitate communication

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- 5. Institutional strategy vs. building on opportunities
    - Faculty and/or staff energy for initiating projects
    - How to make projects sustainable
  - 6. Innovative models
    - Short-term, imbedded exchanges
    - Blended learning

- Audience Participation  
Groups of 3-5 (10-15 minutes)

- Introductions of table-mates
- Is there an area of the world you are attempting to make a first contact?
  - What type of program are you attempting to establish?
  - What have you done to date?
  - What issues have arisen?
- Do you have any expertise in establishing an academic relationship with other areas of the world?
  - Can you provide a few tips?