

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?