Internationalisation through Digitalisation?

Digital Formats in International Higher Education Projects

Webinar, 02.06.2020
Alexander Knoth

Image: @rawpixel.com via Freepik.com
COVID-19: The internationalisation revolution that isn’t

The coronavirus crisis is upending higher education – as well as economies and the lives of millions of individuals around the world. Universities have been closed, with teaching cancelled or put online. Conferences have been called off.

Of direct relevance to international higher education, prospective students have been unable to take examinations, and international students have been unable to travel to their campuses or to return.
**Time to strengthen multilateralism in higher education**

**Ellen Hazelkorn** 27 April 2020

Recent decades have witnessed increasing interconnectedness across borders. Countries or issues which were previously unfamiliar or distant have become immediate in ways we were previously able to ignore. This includes health issues such as Ebola or Zika, migration (for example, crossing the Mediterranean or from Central America to the United States), political-religious movements including **jihadi extremism** and financial crises, for instance, the collapse of the subprime mortgage market in the USA in 2007.

Each illustrates the extent to which local or regional issues can quickly acquire global implications. In addition, climate change and global warming show how global issues carry significant local effects on areas such as food, health, water and the ecosystem.

The coronavirus pandemic is the most recent, and in an immediate way, the most extreme example.

**De-globalisation?**

Even before the current crisis provoked nationalist cries to close borders, introduce travel bans, restrict trade in life-saving equipment and shield individual economies, globalisation had provoked tensions and dissent due to its uneven effects and inequalities. The backlash...
Universities need to change and come together to address global challenges.

A new multilateralism for our own endangered species
We have to break the barriers preventing free flow of ideas

Christopher Tremewan

Universities need to change and come together to address global challenges. To do this they need to create neutral international platforms where partners are respected as equals and where partnerships that are targeted at local needs draw on both local knowledge and global solutions.
Digital Transformation in Context

**Digitisation**
- Digitise information
  - Digitise paper records for archiving and retrieval

**Organisation**
- Organise information
  - Extract metadata to be managed in a central repository

**Digitalisation**
- Automate processes
  - Digitalise processes via electronic forms to improve accuracy and accountability

**Streamline processes**
- Increase operational transparency and efficiency of cross-functional processes

**Transform the institution**
- Develop an organisation digital strategy using analytics, AI, mobile etc. to drive and scale innovations aligned with organisation goals

Deutscher Akademischer Austauschdienst
German Academic Exchange Service
Cross-sectional Processes
DAAD Digitalisation Strategy

- Personalised digital Services (Learning & Counselling)
- Digital processing of Data
- Digitally supported Exchange

- Diversity
- Equal Opportunities
- Sustainability

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From Physical Mobility to Digital Data Mobility

Physical Mobility

Mobility of People and Paper

Blended Mobility

Mobility of People and/or (digital) Data

Digital Data Mobility

Mobility of digital Data

Icons: freepik, smashicons, Iconice via Flaticon.com
OOOPS CAPTAIN, WE’RE LOST....
Building Digital Ecosystems
A Bridge to the World (and back)
Two Concepts

Virtual Exchange

Virtual Mobility

Icons: Zlatko Najdenovski, smartline, wanicon, freepik, geotatah via Flaticon.com
### Virtual Exchange Classification

<table>
<thead>
<tr>
<th>Approach</th>
<th>Associated Terminology</th>
<th>Examples</th>
<th>Main Characteristics</th>
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</table>
- Practitioner-led initiatives  
- Often bilingual |
| Subject-specific virtual exchange (2): Business studies initiatives | “Global virtual teams” | X-Culture | - Preparation of online intercultural skills necessary for the workplace  
- Practitioner-led initiatives  
- Data from exchanges shared for research purposes |
| Service-provider approaches | These were the first initiatives to coin the term “Virtual exchange” | iEarn Global Nomads Soliya Sharing Perspectives | - Development of intercultural awareness, critical thinking, and digital literacies  
- Facilitator-led exchanges  
- ‘Outsourced’ by HEI’s to service providers who provide platform, partners etc. |
| Shared syllabus approaches | “COIL” “Globally networked learning environments” | Collaborative Online International Learning Center at SUNY | - Addition of international perspectives to course syllabus  
- Development of digital competence and intercultural competence  
- Often classes develop a ‘shared syllabus’ |

COIL Models: Pre- & Full-COILing

Degree of Collaboration

Pre-Coiling

Degree of Digitalization

Virtual Classrooms:
Guest Lecture(s)

Ice-Breaking-Activities
Video introduction

Joint Student Projects:
Blogs, Wikis …

Blendend Learning Scenarios

Full-Coiling

First Semester

Time
Getting started! Course concept presentation

COIL (UP Zessko/SUNY Broome) - Introductory Video

Introductory video for students from instructors David Prickett (Zessko) and Kathleen McKenna (SUNY Broome).
Transnational Communication for Empowerment

Gender-Development Research & Studies Center
Sana'a University

Graphics: Google Earth, GDRSC Sana'a University
Internationalization Triangle
C – Collaboration is the Key

Distribution logic

Transmissive approach

Cooperation and reflection logic

Expansive approach

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Do you want to collaborate?

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#DAAD_Digital

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International Mobility and Cooperation
Digital

Curricula
Technology
Administration
Skills & Competencies
Goal 4: Establishing a student administration according to the *Student Journey*

- Information on studies
- Introductory phase
- Study abroad
- (Competence-) Examination/ Degree
- Internship
- Transfer
- Blended Mobility

*Student Journey*