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INTERNATIONAL EDUCATION
RESEARCH NETWORK

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International Education
Association of Australia

What do we know about internationalisation in Australian universities?

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Overview

What is internationalisation anyway?

What do we know about it?

- Holistic reports
- Government data
- Universities Australia data
- Other data
- Benchmarking
- Business & market intelligence

Where are the gaps?

Where to from here?





What is internationalisation?

Issues with definitions

- A catch-all term to refer to almost anything global, worldwide or intercultural (Knight, 2011)
- Defined, re-defined and re-labelled to the point where it has become a portmanteau term (de Haan, 2014)

“The process of integrating an international, intercultural, or global dimension into the purpose, functions or delivery of postsecondary education” (Knight, 2003)



What do we know – holistic reports

1996 – “Internationalisation and Higher Education: Goals and Strategies”

- Survey of Australian universities on internationalisation strategies
- Commissioned by DETYA
- Carried out by IDP Education Australia

2009 – “The Nature of International Education in Australian Universities and its Benefits”

- Literature review, desk analysis & data analysis
- Commissioned by Universities Australia
- Prepared by Alan Olsen (SPRE)

What do we know – government data

Student mobility (inbound)

- National trends by sector, country of origin, level of study...
- Commencements & enrolments – monthly data
- Visas – monthly data on visa grants; 6 monthly report for each institution

Student mobility (outbound)

- Study abroad/student exchange via Australasian Survey of Student Engagement (AUSSE)
- New Colombo Plan grants

Transnational education

- Student enrolments included in Higher Education Statistics Collection



What do we know – UA data

Universities Australia surveys - conducted on a regular basis since 1991

- International links

- Formal institution-to-institution agreements with overseas higher education institutions
- Student exchange, study abroad, staff exchange and academic/research collaboration

- Offshore programs

- Overseas partner institution
- Type and title of program offered
- Course duration



What do we know – other data

Hobsons Asia-Pacific and Australia

- Lead generation, enquiry management, admissions, offer management...
- Domestic & international students
- Research reports for customers

International Student Barometer (ISB)

i-graduate

- Tracks and compares international student decision-making, expectations, perceptions and intentions from application to graduation
- Results benchmarked against competitor groups, national and international indices



What do we know - benchmarking

AUIDF benchmarking since 2002

- University international operations
- Outbound student mobility
- Public domain data (i.e. inbound students)

Strong focus on student aspects of internationalisation & business operations

Results of 2014 study (conducted by i-graduate) to be presented at AIEC this Friday at 10.50am

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What do we know – intelligence

Many Australian universities now employ dedicated business intelligence staff within their international offices:

- Data analysis
- Reporting
- Predictive analytics
- Market intelligence
- Student load planning

Austrade - Market Information Package (MIP)

IDP Database of Research on International Education

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Where are the gaps?

Institutional

Partnerships & activities

Student mobility

- inbound
- outbound

Teaching and learning

International research collaboration

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Where to from here?

Benchmarking focuses on (measurable) similarities between institutions. Yet, institutional missions vary...

So, what do we really know about the different internationalisation agendas of Australian universities?

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Where to from here?

Proposal for a national survey/study on the internationalisation strategies and approaches of Australian universities

- Due to be considered by UA DVC-I group in late October 2015
- Initial support from IEAA
- Early interest in Department of Education

Watch this space!

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THANK YOU

