

# ANNUALreport

Center for  
International  
Education



Academic Year  
July 1, 2004-  
June 30, 2005



NAZARETH  
COLLEGE

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*We bring Nazareth to the world and the world to Nazareth*

## Introduction

Nazareth College prepares students, as its Vision Statement mandates, “to be able to link what they learn in class with the world around them and to make connections between that learning and their own lives.... The College, through its Vision, is committed to deepening the opportunities for off-campus learning, whether in the city, in the state, around the country, or internationally.”

In accomplishing this goal, the College has designated internationalization as one of the strategically important goals. Consequently, the Center for International Education (CIE), established in 2002, overseeing all international activities, under the mandate that in order to remain relevant in the 21<sup>st</sup> Century, Nazareth, a regionally well-respected institution, should transform itself into a “global university.”

## Philosophical Foundation

The first philosophical principle is based on the recognition that the CIE is an integral component of the educational process and the cultural, intellectual fabric of this College.

The second philosophical principle is based on the rationale that to maximize its effectiveness, the CIE must promote strategic alliances and cooperation with every segment of the campus, local and global communities.

The third guiding principle rests on the idea that “internationalization” is a campus-wide process that must proceed concurrently on every level and encompass the entire campus community.

The final maxim rests on the philosophy that the work of the CIE is governed by three imperatives: ACCOUNTABILITY, RESPONSIBILITY, & COLLEGIALITY.

## Strategic Initiatives

This document is a short and concise narrative of the international initiatives and activities sponsored and supported by the CIE that have taken place on the Nazareth campus and around the world during the 2004-2005 academic year.

In embarking on an ambitious drive to expand Nazareth's international scope and depth, the CIE was able to harness the talent of a dedicated campus community as well as the volunteer spirit of Rochester.

The **Blueprint for a Center of Excellence in International Education**, presented to faculty and administration in 2002, drafted a five-year internationalization plan for Nazareth College. This plan identified the following strategic priorities: (1) providing international student and scholar services, (2) marketing the College on the local and global arena, (3) creating innovative cultural and academic programs with the local community and global partners, (4) increasing awareness within the Nazareth community, and (5) international development.

The Center for International Education has achieved the five-year strategic goals, set in 2002, within three years and presently is

preparing a comprehensive strategic plan for the next five years. This strategic document will be an integral part of the campus-wide strategic planning.

The CIE is, by design, a non-traditional and uniquely comprehensive academic/administrative unit. It caters to three communities: the campus, local-ethnic, and global with programs that often transcend traditional academic boundaries. By its nature and mission CIE is perhaps the most interactive organization within the college. Its tasks are multi-dimensional as well; academic, scholarly, cultural, and community oriented. In addition, the CIE also combines academic programs with entrepreneurship. This report is both qualitative and quantitative, providing a comprehensive picture of the international activities taking place on this campus. It relies on the original five-year plan for the internationalization of Nazareth College between the years 2002 and 2007.



## 1. INTERNATIONAL STUDENT & SCHOLAR SERVICES

### SEVIS--F 1-2 & J 1-2 VISA

With the increased complexity of INS regulations relating to admission and visa procedures, the most crucial step taken by the CIE was the setting up a sound foundation for admission policies. A regular update and **re-certification** (in two-year intervals) in immigration services is imperative for the continuous flow of international students. The granting of the right to issue J-1 visas definitely helped to attract an increased number of exchange students and international scholars to this campus.

One of the most significant developments in our work with INS was the **re-certification** of the CIE by an INS representative in December 2003. Simultaneously, the CIE was also re-certified by the US State Department to issue J-1 exchange visa.

### International Students

One of the most far-reaching developments of the past academic year was the ever-increasing

role of **student recruitment** as part of the CIE mandate. While we have already increased the number of international students on this campus, it must be understood that **international recruitment is a long and painstaking process**, involving time, diplomacy, and networking. This process is complex and detailed, involved in creating and cultivating a recruitment network. Thus, focused efforts were aimed at the establishment of ongoing communication between an agent network around the world (especially in India, Taiwan, and Korea) and Nazareth College. However, there is still a need for better cooperation and streamlined processes to be developed between the CIE and the office of admissions.

- The number of international students, both full time and exchange, increased from the previous academic year. New exchange programs have been inaugurated with outstanding international partners such as **Semmelweis Medical University**,

**Hungary; Leeds Metropolitan University and St Martin's College, UK; and Universidad de Concepción, Chile.**

In addition, a student sponsored by the International Research and Exchanges Board (IREX) from Belarus studied at Nazareth for a year.

- More importantly, the number of **international applicants** continued its upward trend, especially in the graduate programs, during the present academic year.
- We have successfully inaugurated the first summer program of the American Language Institute (ALI) with participation by 21 nursing and physical therapy students and visiting faculty members from partner institutions. In addition to intensive English, the summer program also incorporated lectures from Physical Therapy, Art Therapy, Nursing, and Business.
- The new International Club—thanks to the energetic and dedicated work of Professor William Hopkins—became one of the most successful student clubs on campus, bringing together international students with American students who are interested in broadening their cultural perspective for a series of activities that were educational and enjoyable for all participants.
- The first year of the cooperative program between Nazareth College and Bronte College of Mississauga was highly successful. Twenty-five students have completed the yearlong academic program.

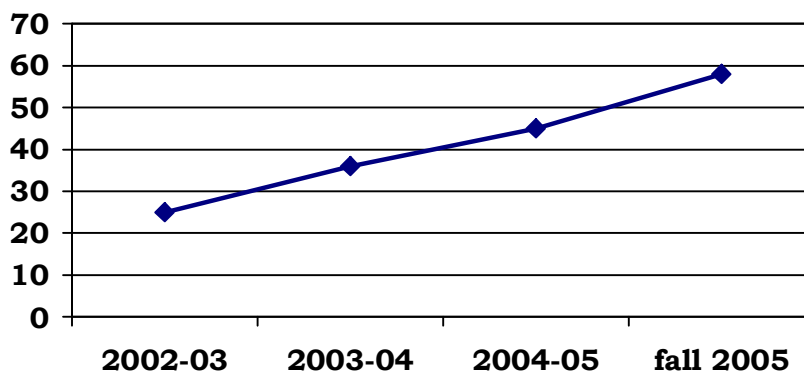
**Enrollment Trends**

It needs to be noted that since September 11, international enrollment has declined close to 30 percent nationwide. 2005 alone saw an additional decline of two percent. Nazareth College did not follow this trend. Compared with the previous year, international student enrollment increased markedly during the 2004-5 academic years—especially among full-time students. A total of **45** students from **27** countries attended Nazareth College; in comparison to a total of **36** international students enrolled in 2003-4.

With the influx of new international students, Nazareth College benefited from an increased national and ethnic diversity. Reflecting the national trends, this past year saw the emergence of Asian students as one of the largest groups in the international Nazareth community.

The College's recently established strategic partnership with the Academy of Educational Development (AED), administrators of the U.S. State Department's prestigious new Partnerships for Learning Undergraduate Studies (PLUS) program, yielded major benefits for the campus. We admitted five international students from Morocco, India, Nepal, and Syria. Besides the immediate financial benefits for Nazareth, these students provide a level of ethnic, cultural, and religious diversity that we could not create with traditional recruitment.

**International Student Enrollment**



## Joint International Education Programs

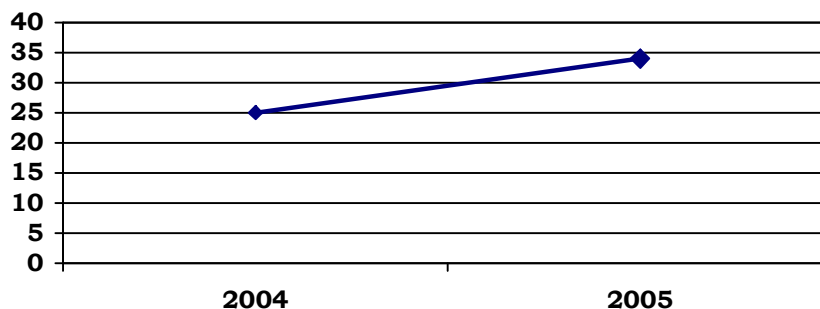
To be considered a global university, joint educational programs with partner institutions are essential. Nazareth College is in a prime position to attract excellent universities for the establishment of such partnerships. Joint educational programs with partner institutions are an innovative way to attract international students to our campus as well as generate revenue. These programs, so new to Nazareth College, demand flexibility and accommodation on many levels. Three programs are already functioning or in the planning stages.

- The Nazareth College-Bronte College Academic Program Partnership brings together two innovative educational institutions to sponsor and mutually support a cooperative academic program. Through this partnership, international and Canadian students are given the opportunity to attend Nazareth College academic courses taught at Bronte College of Canada. The rationale for establishing this program is twofold: (1) revenue-generating capacity, and (2) the potential for these students to enroll at Nazareth College following their

graduation from Bronte, a junior College. **Twenty-five students** attended three terms in the past academic year.

- A rapidly-evolving partnership involving programs in Nursing and Art Therapy was inaugurated with Semmelweis Medical University of Budapest with the signing of an agreement between Shirley Szekeres, Dean of the School of Health and Human Services at Nazareth and Judit Meszaros Dean of Healthcare at Semmelweis. Mutual visits by the respective parties were arranged and completed for the logistical and curricular organization of the joint programs.
- Initiatives were launched for joint programs in Human Resource Management with University of Veszprém, Hungary and a planned Global Executive Management Institute with University of Pécs, also in Hungary. Innovative partnerships such as these should continue to be a priority for Nazareth College. As it was stated earlier, programs of this nature benefit all those involved.

### Nazareth-Bronte Program Enrollment



## 2. OVERSEAS EDUCATIONAL PROGRAMS

**The guiding principle of establishing sound partnerships with sister institutions for reciprocal student exchanges remains the main goal of the CIE.** The creation of close

relationships between Nazareth College and English language universities is especially significant. These new links provide study abroad opportunities to students whose foreign language capabilities are limited. The

establishment of additional bi-lateral relations with sister institutions will continue to be a priority for the CIE in the coming years.

Nazareth's membership in the College Consortium for International Studies (CCIS) provides a good organizational framework for sending our students overseas. However, the most important development in our participation with CCIS is the inclusion of our Berlin program in the academic offerings of the Consortium. **This will bring new outside enrollment to Nazareth and will open the way for the inclusion of additional programs in this national compilation of international course offerings.**

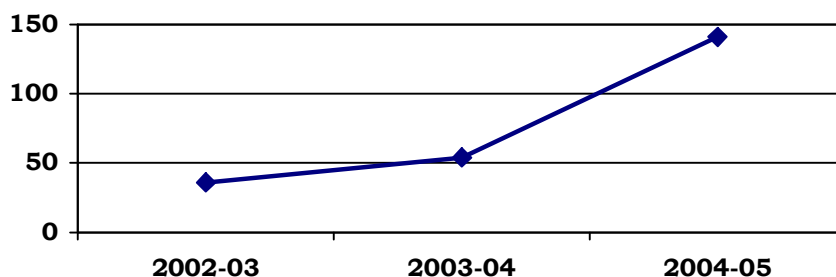
The CIE routinely sponsors events on campus to alert students and their families to potential opportunities for study abroad. A semi-annual **Study Abroad Fair**, with corresponding publicity, was held in the beginning of each semester this year. In cooperation with the Office of Undergraduate Admission, students and parents have been

invited to comprehensive informational meetings about the policies and potential benefits of studying abroad. In addition, regular informational programs were held for students and parents before the students' departure overseas.

As it was indicated in last year's report, the integration of five existing overseas educational programs into the organizational structure of the CIE has created a seamless and relatively uniform organizational framework, which addresses the needs of our students well. The CIE developed and implemented institutional policies and guidelines pertaining to educational programs taught abroad; providing administrative leadership to the programs.

The number of **study abroad students** for semester or yearlong programs has also increased substantially—by nearly 15 percent. During the 2004-5 academic year (including summer 2004) a total of 64 (compared with 54 in the previous year) students studied abroad.

**Study Abroad**  
(including short-term programs)



Nazareth College has sent close to **five percent** of its students for semester long or short term overseas study. In comparison, the national average of number of students studying abroad is three percent.

### **Short-term Overseas Academic Programs**

One of the strategic priorities for the CIE is the promotion of short-term overseas academic programs. This is based on the assumption that such programs fit well with the demographic and economic profile of our students and promote close faculty involvement. This initiative has succeeded beyond all expectation: the number of students participating in such courses this year, seventy-seven, was a dramatic increase in comparison with past years. The four

programs that benefited from this “institutionalization” of short-term programs abroad were our programs to Ireland (Paul Morris), Europe (Bill Hopkins), Sicily (Maria Rosaria Vitti-Alexander), and Hungary (Dena Adler).

The most innovative and substantial program among the four was the annually planned **Multicultural Art Therapy** course under the leadership of Dena Adler and Ellen Horovitz. It sets an example, and a benchmark, for other curricular offerings delivered overseas.



### 3. MARKETING THE COLLEGE LOCALLY & GLOBALLY

#### Global Outreach

**The expansion of international linkages and relations remains a priority for the CIE.** One of the most immediate and continuously ongoing tasks of the CIE is to disseminate information about Nazareth College around the world. Working in conjunction with the staff of the College's Marketing and Communications Department to insure institutional standards, the CIE sent informational material to nearly two hundred federal educational agencies around the world during this academic year. Similarly, admission and application material and advertisements were disseminated to agents and agencies, mainly in Asia.

- Recruitment visits by the Executive Director of the CIE were made during the academic year to Semmelweis Medical University, UPC, University of Veszprém, and Bronte College. In addition, a recruitment tour in India has yielded number of students from this country.
- **GLOBAL BEAT**—two issues of the attractive and easily-accessible electronic newsletter were published for the benefit of the college community and our global partners in the past academic year.
- A very attractive promotional CD was developed aiming to attract global constituencies.
- Our established partnerships with sister universities brought continual benefits to Nazareth College. A steady stream of scholars, students, and administrators from sister institutions visited or attended Nazareth College. The list of international scholars from the **International Scholar in Residence Program** shows how extensive our international linkages are.

#### The Rochester Community

Efforts to reach out to the local community brought direct benefits both to Nazareth and the community at large. Among the constituencies with whom we collaborate are:

- United Nations Association of Rochester—joint **INTERNATIONAL FESTIVAL** on April 3, 2005. It was attended by close to 500 people.
- Pittsford Rotary International—CIE worked closely with this local service organization to provide visiting scholars and international students for lectures and presentations.
- “Academic Bridge to Israel” is a new initiative, presently in an exploratory stage. Its aim is to bring together area colleges with their counterparts in Israel.
- Greater Rochester Enterprise—the CIE cooperated with the GRE in hosting international business groups.
- CIE cooperated with various constituencies of the campus community in staging the **Defiant Requiem**, an effort to commemorate the Holocaust, provide an extraordinary educational opportunity for our students, and offer a once-in-a-lifetime outreach opportunities to the Greater Rochester community and beyond.
- A visit by Hungarian students and university personnel opened a new chapter in Nazareth College's effort to access local ethnic and national communities. The Hungarian Club of Rochester actively hosted our visiting students and faculty. This was followed up by regular contact between the CIE and the Hungarian community—it is planned that the Club will host the newly arriving students for the summer program.

- Efforts to bring together the campus and the Rochester “international” business community have been successful. The offer to submit a proposal for a \$100K grant, jointly with the Business Department, came directly from the

Rochester business establishment. The grant aims to foster international business education.



#### 4. CULTURAL EVENTS & SCHOLARLY PROGRAMS

A host of internationally oriented lectures have been sponsored or co-sponsored by the CIE this year. Departments routinely request CIE’s support for visiting scholars.

- As in the past, focus has been on International Education Week—November 17-21, 2005. Nazareth’s program included scholarly lectures, a student-sponsored cultural fair, and faculty activities.
- The CIE continued its **LET ME INTRODUCE MY CULTURE** program by presenting three international students from India, who presented a lively picture of their country, its culture, and its people.
- The Bi-Annual Liebschutz Lecture, hosting the renowned Biblical archeologist, Professor Richard Freund, was cosponsored by the CIE.
- The most significant addition to the CIE’s yearly cultural programming was a highly

successful International Festival on April 2, 2005, in cooperation with the United Nations Association of Rochester. Close to 500 people participated in the festival.

- One of the most unique and innovative CIE-sponsored events of the past academic year was a roundtable discussion focused on the state of higher education around the world. Titled, **RE-INVENTING THE UNIVERSITY: HIGHER EDUCATION IN THE 21ST CENTURY**, the discussion brought together Nazareth President Robert Miller; Professor Jozsef Toth, President Emeritus of the University of Pécs in Hungary; Professor Christopher Carr, President of University College of St. Martin in Lancaster, United Kingdom; and Baek-Yong Han, Chairman of Busan Gyeongsang College and the Pusan Foreign Language High School in Korea.

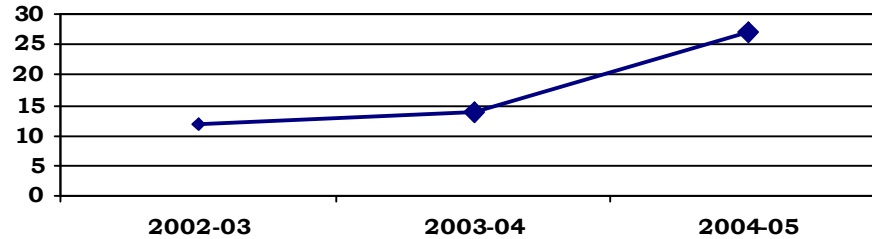


#### 5. INCREASING GLOBAL AWARENESS WITHIN THE NAZARETH COMMUNITY

The International Scholar/Artist-in-Residence Program facilitated a steady influx of international visitors to Nazareth College. We have hosted faculty members of various sister institutions in Pescara, Pécs, Lima, Berlin, Freiburg, Budapest, Leeds, Lancaster, Prague, Uzhgorod, Ahmedabad, Busan, Concepción and elsewhere. Altogether, the number of international visitors almost doubled, twenty-seven in comparisons with fourteen the previous year.

These scholars lectured to various classes and gave presentations in the community at large. To further scholarly interaction and foster a sense of “ownership,” IREX scholars were matched with faculty members from respective departments whose expertise complimented the visiting scholars’ competencies and needs. Nazareth faculty, thus, served as “mentors” to their international counterparts.

## International Visiting Scholars



It is equally important that among the visitors there were four university presidents: Dr. Jozsef Toth—University of Pecs, Hungary, Ing. Sergio Lavanchy—Universidad de Concepción,

Chile; Dr. Christopher Carr—St. Martin's College, UK; and Dr. Baek-Yong Han—Busan Kyungsang College, Korea.

**While no statistics exists about a the national average as related to the number of international visitors, 27 international scholars, artists, and administrators are a very respectable number within the community of higher education institutions.**



## 6. INTERNATIONAL DEVELOPMENT & FUNDRAISING

### American Language Institute (ALI)

The role of ALI, as it envisaged by the strategic plan, is to provide Nazareth College with “international” revenue-generating capacity as well as a conduit through which prospective international student can matriculate into the regular academic program. Because of scarcity of dormitory space and lack of funding for a permanent coordinator or director who could devote full time to the promotion and management of the organization, ALI has been functioning on a part-time basis—mainly in the summer—since the summer of 2003, hosting, initially, factually members from sister institutions. It has already brought in revenues, which partially cover expenses.

The summer of 2004 brought in 21 international students and faculty, which generated a profit for the institution. As the only

intensive English language program in the Rochester area, ALI is poised to offer permanent summer programs in years to come.

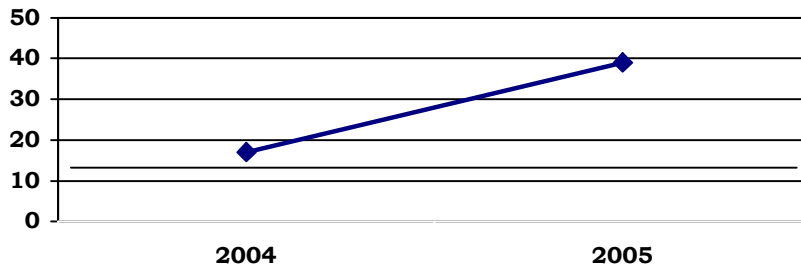
A joint recruitment model was instituted this year for ALI as well as for Nazareth College as a whole. Admission policies for the academic program on the undergraduate and graduate levels were modified to incorporate ALI into the strategic planning.

The most tangible progress in establishing a solid base for international development was the creation of a **multi-level partnership with the Academy for Educational Development**. The CIE submitted a grant proposal, jointly with AED, to the State Department for the organization of a summer American Studies Institute. Although it was not funded, the prospect of future joint projects with AED is bright.

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The most significant CIE fundraising and cultural event, inaugurated during this academic year, was the **2nd Annual Wine & Cheese Gala** on May 1, 2004. The major aims of the event were (1) fundraising and donor stewardship, (2) providing a spotlight for the internationalization of the campus and the faculty and staff role in this effort, and (3) bringing together the campus community and the Rochester business-professional community. The event was an unqualified success on all account. Over \$ 7,000 in scholarship was donated. The funds raised supported faculty-organized trips to Sicily and Hungary (For Art Therapy graduate students).

### American Language Institute Summer Program



**WHILE THE SUMMER 2005 PROGRAM (held after the close of the fiscal year) WAS VERY SUCCESSFUL, A REPORT ABOUT SUMMER 2005 ACTIVITIES WILL BE PRESENTED IN THE for 2005-2006 ANNUAL REPORT.**



### CONCLUSION AND FUTURE TRENDS

While a comprehensive report about the multitude of scholarly, cultural, and developmental activities that took place under the leadership and support of the CIE is not an easy task, there is an irretrievable change has taken place on this campus as a consequence of all these international initiatives. **Nazareth has transformed itself during the past three years from being a College with global aspirations to a global institution.** Through aggressive recruitment, innovative programs, and cooperative relations with sister institutions around the world, it has tripled its international enrollment, more than tripled the number of Nazareth students participating in some form of overseas education programs, and attracted a large number of international scholars and artists to the campus. In

accessing community resources by creating close connections with Rochester’s business and professional communities as well as a vibrant quilt of ethnic communities, Nazareth also became a force in the international fabric of Rochester.

Now, the College is ready to take the next step in fulfilling its mandate as a global institution. The future internationalization of Nazareth College, based on the new strategic planning initiative, must harness the new trends in international education:

- (1) Nazareth College, its faculty and staff, and its academic/administrative leadership, must address the needs of not only our local community but the global knowledge economy—i.e “export” American education to

global constituencies. The establishment of joint academic programs with sister institutions, a financially advantageous proposition, is the wave of the future. Thus a concerted drive to open the campus to future creative partnerships must be part of the strategic planning.

(2) Nazareth is one of the most hospitable institutions for international students. The number of international students has tripled during the past three years. However, in order to continue this upward trend, and to remain competitive not only with American institution and our counterparts in Australia, New Zealand, Canada, the UK, and other countries, there is an urgent need for streamlining its admission procedures.

(3) In a highly interactive world, curricular renewal that incorporates global perspectives, knowledge, and awareness is a necessity. A new initiative of establishing strategic alliances between the CIE and academic departments has already started. Nazareth must initiate a vigorous faculty development

program which will facilitate curricular innovations within and without the classroom. Part of this initiative must address the inclusion of global knowledge in the classroom as well as the establishment of an infrastructure for the promotion and support of short-term and semester length overseas study programs.

(4) The campus needs to expand its global entrepreneurial programs by offering innovative academic and development opportunities for traditional and non-traditional constituencies. This should address the needs of not only our local community but the global knowledge economy.