

# annual REPORT

*We Bring Nazareth to the World and the World to Nazareth.*



The emerging Mission Statement of Nazareth College, including in the new Strategic Plan document, states that “Nazareth seeks students who want to make a difference in their own world and the world around them...” The College’s new Vision Statement mandates an institution which is “. . .nationally and internationally recognized . . . [and] making a difference in local and global communities.”

During the past four years, Nazareth College has made major strides in establishing itself as an institution with global credentials. It has (1) established a rapidly expanding global network of partner-institutions, (2) increased the number of international students and

international scholars on the campus, (3) increased the number of Nazareth students studying abroad, (4) connected the College with local and global constituencies, (5) set the foundation for revenue-generating activities, and (6) created non-traditional academic programs.

The Center for International Education (CIE) at Nazareth College is well poised to materialize the ideas expressed in its Mission and Vision Statements. These ideas correspond with a recognition that in order to remain relevant in the 21st century, Nazareth, a regionally well-respected institution, should transform itself into a “global university.” ✧

## STRATEGIC INITIATIVE

The original *Blueprint for a Center of Excellence in International Education*, presented to the faculty and administration in 2002, drafted a five-year internationalization plan for Nazareth College. This plan identified the following strategic priorities: (1) provide international student and scholar services, (2) market the College on the local and global arena, (3) create innovative cultural and academic programs with the local community and global partners, (4) increase awareness within the Nazareth community, and (5) create an international development program. The Center for International Education has achieved all these strategic priorities within three years (See 2004-5 Annual Report). *Thus the newly developed Strategic Plan document came at an auspicious time for the CIE. In underlining the Mission and Vision Statements, it sets priorities for the next five years.*

The standard definition of internationalization is a “... process of integrating an international/intercultural dimension into the teaching, research and service of an institution.”<sup>1</sup> However, the CIE, based on Naza-

ret’s educational and institutional philosophy, views internationalization in a much broader context that includes intercultural awareness and service to the local and global communities.

The CIE is, by its design, a non-traditional and uniquely comprehensive academic/administrative unit. It caters to three communities: the campus community; local-ethnic communities; and the global community; with programs that often transcend traditional academic boundaries. By its nature and mission, it is perhaps the most interactive organization within the College. Its task is multi-dimensional as well: academic, scholarly, cultural, and community-oriented. In addition, the CIE also combines academic programs with entrepreneurship.

This Report still relies on the original strategic document, *The Blueprint for a Center of Excellence in International Education*, which charts a five-year plan for the internationalization of Nazareth College between the years 2002 and 2007. ✧

July 1, 2005 -  
June 30, 2006

**Dr. George Eisen**  
Executive Director  
and Associate  
Vice President for  
Academic Affairs

1 J. Knight and H. de Wit, “Strategies for Internationalization of Higher Education.” In H. De Wit, (ed) *Strategies for Internationalization of Higher Education*. (Amsterdam, EAIE, 1995).

## INTERNATIONAL STUDENTS & SCHOLAR SERVICES

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

Because of recent personnel changes within the CIE, the issuance of F-1 student visa documents and the J-1 student and scholar exchange documents became part of the responsibilities of the Executive Director. Subsequently, the administration and maintenance of the SEVIS system became also an integral part of his workload.

As a consequence of the dramatically increased number of exchange students, international scholars, and participants in the intensive summer language program (see ALI), The CIE issued a much larger number of J-1 visa documents than in previous years, reached the limit of thirty that is accredited to Nazareth College by the U.S. State Department. Simultaneously, the CIE also applied for recertification for the next two years with the U.S. State Department to issue J-1 exchange visas. ✧

### INTERNATIONAL STUDENTS RECRUITMENT & ENROLLMENT

After September 11, 2001, international enrollment declined close to 30 percent nationwide.<sup>2</sup> Nazareth College bucked this trend: the number of international students, both full time and exchange, increased dramatically from the previous academic year. Within four years, the number of international students tripled on this campus.

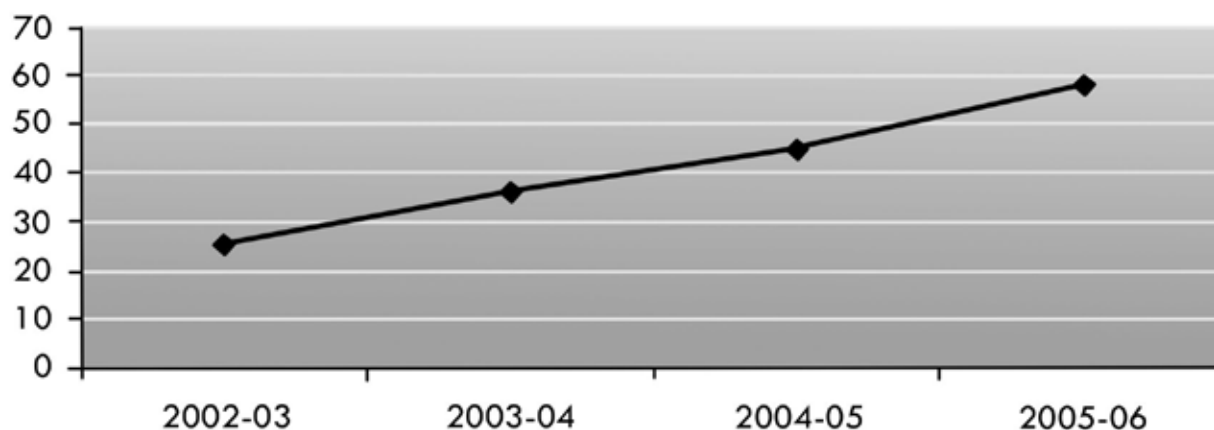
International student recruitment has become an ever-increasing part of the CIE's responsibility during the past years. In early March the

Executive Director conducted a sweeping tour of Asia, from where the majority of Nazareth's matriculating students are recruited. During this trip he visited Taiwan, Hong Kong, Korea, and Japan. Besides expanding Nazareth's agent-network, the trip also included meetings with university presidents, deans, and business leaders. These 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, as well as expanding Nazareth's global network and partnership.

Nazareth College reflects a national trend in its international student demographic; the largest segment of its international population comes from Asia — specifically, India, Nepal, and Taiwan. In order to increase campus diversity, Africa and Latin America were identified as strategic recruitment regions during the 2005-6 academic year. A concentrated drive to recruit from Africa was launched in the spring 2006. The dramatically increased number of applications from Zimbabwe, Kenya, and Tanzania reflected this initiative.

Although no new students from Africa were admitted, the number of international applicants continued its upward trend, both in the undergraduate and graduate programs. A total of 58 full-time students from 34 countries attended Nazareth College this past year. If we add to this number the 41 students who participated in the summer 2005 program administered by ALI, *the total international enrollment rose to 99*. ✧

### FULL-TIME INTERNATIONAL STUDENT ENROLLMENT



<sup>2</sup> The number of international students studying in post-graduate programs increased to the pre-2001 level in the U.S.A. by 2006.

In another area of interest the Bronte program in Toronto finally brought its first international student to campus — from Singapore. The program with Bronte College was established originally with the idea of creating a “feeder school” from which international students could seamlessly transfer into Nazareth’s academic programs. The Executive Director visited the Bronte campus with a representative of the Office of Undergraduate Admissions during the year. Unfortunately, there was no follow-up to this visit by the admissions staff and, thus, no students will be enrolling in the next academic year. It is especially regrettable since Bronte personnel bent backward to accommodate and promote Nazareth’s recruitment agenda. Unfortunately, the Bronte-Nazareth partnership was terminated in August 2006.

A proposal to institute a new component in the internationalization of the campus, the Government Sponsored Academic Programs resulted in an influx of highly motivated and academically gifted international students through State Department-sponsored programs, including:

1. The recently established strategic partnership with the Academy of Educational Development (AED) yielded major benefits for the campus. In the framework of the PLUS Program, Nazareth admitted five international students from Morocco, India, Nepal, and Syria. Besides the immediate financial benefits to the College, these students provide diversity which could not be created through traditional recruitment methods.<sup>3</sup>
2. The International Scholars Exchange Board (IREX) sent a student from Belarus for a year to Nazareth. IREX students have academically and culturally enriched the campus and local community of Rochester beyond all expectations in past years.
3. Through the years an impressive number of Nazareth students have participated in the Fulbright program. Presently Nazareth is

hosting the first Fulbright student from overseas (Malaysia), who is enrolled in the master of science program in Art Therapy.

The International Club (IC), under the guidance of Professor William Hopkins, continued to thrive and expand. With a multitude of exciting initiatives and activities, the IC serves the very important function of bringing together international students with their internationally-minded American counterparts. It is also an important tool of making our international students feel at home.

The participation of our international students, representing their respective countries in their national costumes and with respective national flags, in the inauguration celebrations for President Daan Braveman, was visually stunning and clear testimony toward the dramatic transformations taking place at Nazareth College.

One of the highlights of the past academic year was the establishment of the Muslim Student Association at Nazareth College, spearheaded by a Muslim student participating in the PLUS program. The Association is not only a means for fostering true diversity on this campus but it also brings Nazareth College closer to the coveted title of “Global University.”

With all these impressive developments, Nazareth College still did not reach its full potential — especially in enrolling the optimal number of international students. There remains a serious disconnect between the recruitment and admission processes—especially on the undergraduate level. As a consequence, it should not come as a surprise if there is a decline in the number of full-time international students in the coming years. ✧

### INTERNATIONAL SCHOLAR IN RESIDENCE PROGRAM

The campus has hosted an increased number of international scholars and visiting lecturers over previous years. Administrators and faculty members visited the College from sister institutions at Pescara, Pecs, Lima, Berlin, Freiburg, Budapest, Leeds, Lancaster, Prague, Uzhgorod, Ahmedabad, Busan, Concepción and elsewhere. Altogether, the number of international visitors almost doubled — to *twenty-seven* — in comparison with fourteen who visited the year before.

It is also impressive to note that for the inauguration of the new president of Nazareth College, Daan Braveman, four faculty members

came from Universidad de Concepcion, two high level administrators from University of Pannonia, two from Semmelweis, and two from Bronte College.

A host of other educational leaders from abroad also visited Nazareth College in 2005-2006. Among the distinguished visitors were Professor Zoltan Gaal, *President*, Professor Ferenc Husveth, *Vice President*, Dr. Zoltan Kovacs, *Dean*, and Dr. Lajos Szabo, *Chair* (University of Pannonia, Hungary); Professor Judit Meszaros, *Dean*, and Dr. Antal Czinner, *Chair* (Semmelweis, Hungary); Prof. Denes Koltai, *Dean*

<sup>3</sup> As of fall 2006 there are eleven PLUS students enrolled in Nazareth College, representing Egypt, Morocco, Nepal, Syria India, Bangladesh, Syria, Morocco, and Palestine (Gaza).

and Dr. Ella Almos, *Director* (University of Pecs, Hungary); Prof E. U. Egwu, *Dean*, and Dr. Chris Inya (Ebonyi State University, Nigeria): Dr.

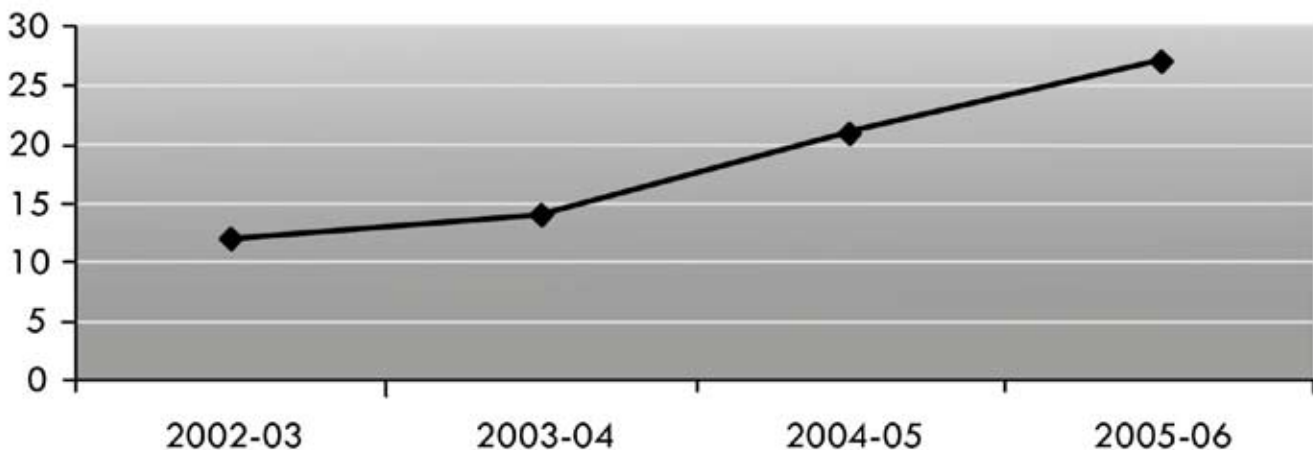
Wah Kiam Chia, *President* and Dr. Ah-Shing Chia-Looi, *Dean* (Bronte college, Canada). ✧

### INTERNATIONAL GUEST HOUSE

The Center for International Education was entrusted in 2002 with the administration of the former Honors House, transforming it into the International Guest House. The Guest House is a great asset to the College. not only saving thousands of dollars, but also creating an

additional global dimension to our campus. Almost all visitors who have stayed in the Guest House during the past academic year were grateful for the opportunity to stay on campus and interact directly with the entire campus community. ✧

### INTERNATIONAL VISITING SCHOLARS



### INTERNATIONALIZATION: OVERSEAS EDUCATIONAL PROGRAMS

The guiding principle for establishing *reciprocal student exchanges* — *i.e., to provide an innovative way to attract international students to our campus* — with sister institutions still remain the main goal for the CIE (see also under Joint Programs). These programs also promote a direct investment in our faculty.

The most far-reaching step toward *internationalization* this year involved giving ownership to various academic departments for the initiation and administration of overseas educational opportunities. The English, Social Work, Art, and Education departments became the first academic units to send representatives to *Leeds Metropolitan University* and *St. Martin's College* in the U.K. The visit has brought immediate results with the inauguration of student exchanges, short term student group visits, and active faculty contacts. Another dimension of this trip was the potential of using faculty development as a tool for internationalization. The four faculty members representing

these departments have initiated and are maintaining permanent communication with their counterparts in the UK.<sup>4</sup>

The trip undertaken by Dr. Otieno Kisiara, associate professor of anthropology, to Israel during the summer of 2005 was also groundbreaking. His trip was for the purpose of exploring the feasibility and potential of a new summer academic program for Nazareth and students from other institutions to participate in an archeological excavation in Beth Saida, Israel. While the security situation is not conducive for the immediate start of the program, the course is already on the “books” for timely implementation as conditions permit.

Professor of Biology Matthew Temple’s trip to Hungary during the fall of 2005 to establish a new research connection related to the use of bio-informatics in nursing with his Hungarian counterpart is also noteworthy. His visit to Semmelweis Medical University and

<sup>4</sup> This trip is also bearing fruit as four Nazareth students are traveling to the two UK universities and there have been reciprocal visits by administrators and faculty from these two institutions.

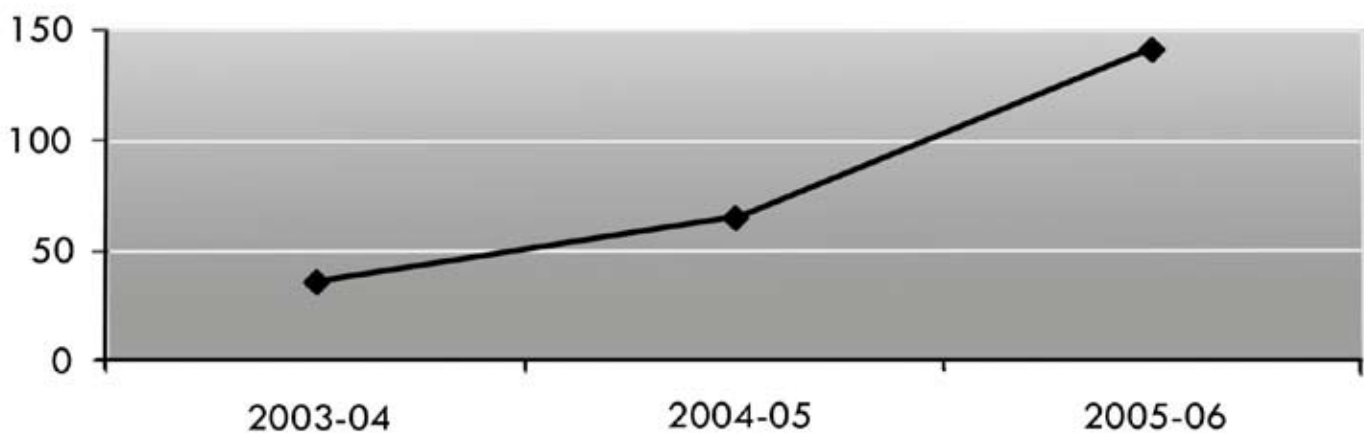
University of Pannonia was most successful. A reciprocal visit by his counterpart from Semmelweis, Dr. Tibor Deutsch took place in the summer of 2006.<sup>5</sup>

As a result of hosting international students and scholars through IREX, Professor of Business Patrick Kurtz, was invited on a fully-funded trip to Belarus in April 2006. The grant for Professor Kurtz's lecture tour, sponsored by IREX, was initiated by Olga Dzivnel, an IREX student, who studied at Nazareth College during the 2004-5 academic year. Another example of long-range benefits of our association with

IREX was the visit of Dr. Barbara Francis, associate professor of education, to Azerbaijan, as the result of an invitation by an IREX Fellow.

Nazareth's membership in the College Consortium for International Studies (CCIS) provided another good organizational framework for sending our students overseas. The admission of our Berlin program into the CCIS program has the potential of enrolling students from other academic institutions across the U.S. This will be the model through which we will introduce additional academic programs into the CCIS fold.

### STUDY ABROAD (INCLUDING SHORT-TERM PROGRAMS)



The number of *study abroad students* for semester or year-long programs has also increased substantially, by close to 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 for a semester or longer. In addition 77 students participated in short term programs. The final number of students who participated in overseas programs during this academic year reached 144 students.

*It's reasonable to estimate that the number of Nazareth students studying overseas will increase in years to come. A note of warning, however, is necessary. This growth should be well-managed because an unbridled and unplanned establishment of programs will sap the financial capabilities of Nazareth College. This concern is not without foundation — this is a national trend. Again, the CIE's guiding principle in this is to increase reciprocal relationships with partner universities around the world. ✧*

### SHORT-TERM OVERSEAS ACADEMIC PROGRAMS

One of the strategic priorities for the CIE was, and remains, the promotion of short-term overseas academic programs. This was 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 succeeded beyond all expectations: the

number of students participating in such courses, 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 the Irish (Paul Morris), European (Bill Hopkins), Sicilian (Maria Rosaria Vitti-Alexander), and Hungarian (Dena Adler) programs.

<sup>5</sup> The most immediate result of this trip was Dr. Temple's application for a Fulbright Award to Semmelweis Medical University. A second Fulbright application was submitted by Professor Scott Campbell to University of Veszprem.

The most innovative and substantial program among the four was the annual *Multicultural Art Therapy* course under the leadership

of Dena Adler and Ellen Horovitz in summer 2005. It set an example, and a benchmark, for other curricular offerings delivered overseas. ✧

### JOINT INTERNATIONAL EDUCATION PROGRAMS

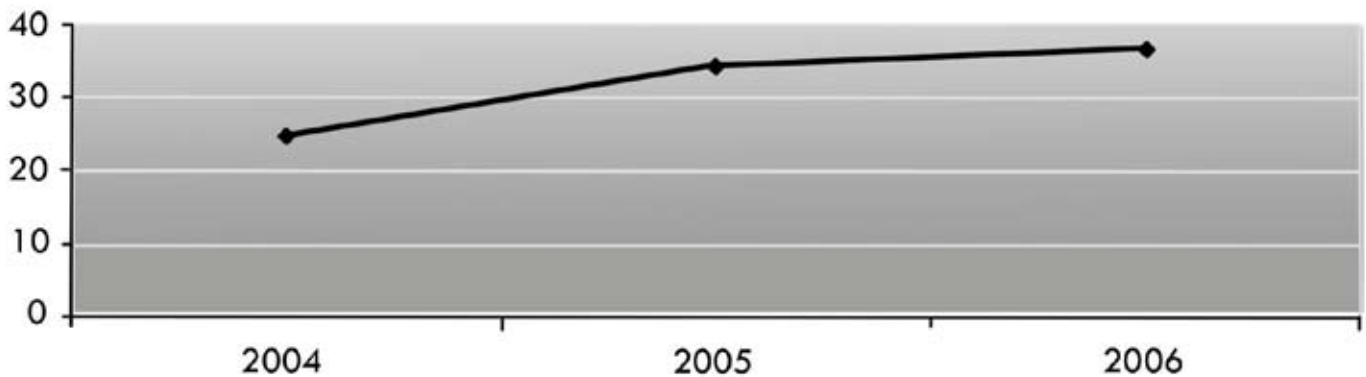
Joint educational programs with partner institutions are one of the innovative ways of attracting international students to our campus as well as generating revenues. These programs, so new to Nazareth College, demand flexibility and accommodation on many levels. Three programs are in the planning or already functioning, although one has since been terminated.

- The Nazareth College-Bronte College Academic Program Partnership brought together two innovative educational institutions to sponsor and mutually support a cooperative academic program. Through this partnership, international and Canadian students were to be given the opportunity to attend Nazareth College

academic courses taught at Bronte College of Canada.<sup>6</sup> Although the partnership has since been dissolved because of new Canadian regulations, it should be noted that it brought annual revenue to Nazareth College between \$40,000 to \$50,000.

- Progress in the establishment of joint academic programs with Semmelweis Medical University in undergraduate Nursing and University of Pannonia in graduate Human Resource Management Program has been a priority for the CIE. While it's a complex process, there has been continuous progress toward the launching of these academic programs in the near future.

### NAZARETH-BRONTE PROGRAM ENROLLMENT



**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. ✧**

### INTERNATIONAL DEVELOPMENT: REVENUE-GENERATING CAPACITY

One of the stated goals of the *Blueprint for a Center of Excellence in International Education* was to initiate and establish a sound financial base which could support faculty development activities and student abroad scholarships. This goal has been achieved. The revenue generated by the programs of the American Language Institute, major grants, and fundraising has been utilized for faculty travel, overseas study support, and cultural activities. ✧

#### AMERICAN LANGUAGE INSTITUTE (ALI)

The role of ALI, as it is envisaged by the strategic plan, is to provide Nazareth College with “international” revenue-generating capacity. Because of scarcity of dormitory space and lack of funding for a permanent coordinator or director who could devote full time to

<sup>6</sup> The Nazareth-Bronte partnership has been dissolved due to the directive by the Department of Education of the Province of Ontario.

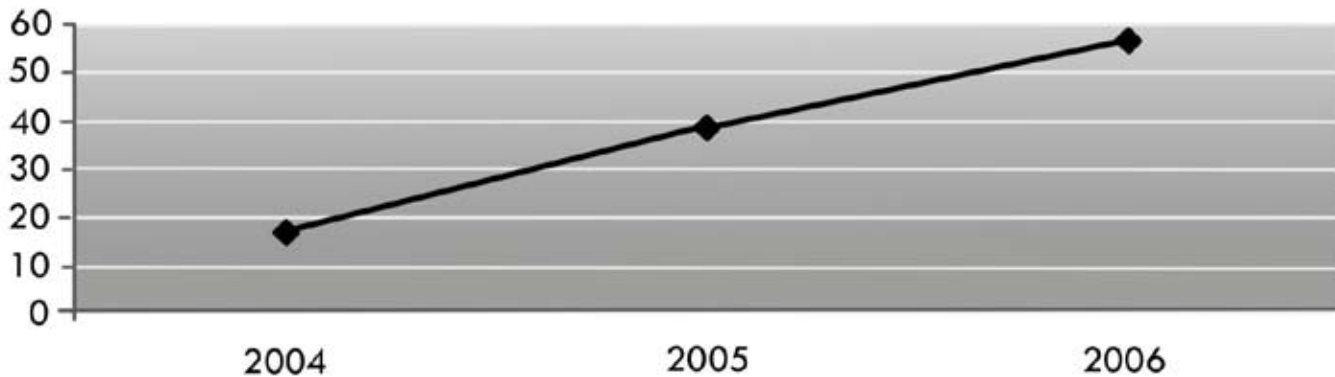
the promotion and management of the organization, ALI has been functioning on a part-time basis — mainly in the summer.

However, the summer of 2005 saw a jump in the number of international students and faculty participating in the ALI programming. In addition, a small program for Ukrainian businessmen was also inaugurated. The number of participants jumped from 19 in 2004 to 41 in

2005. The expansion of the program generated respectable profit for the institution. As the only intensive English language program in the Rochester area, ALI is in the right place to continue its expansion in years to come.

The revenue generated by the annual summer program is not negligible. It has increased exponentially from \$18,000 to \$65,000. ✧

### AMERICAN LANGUAGE INSTITUTE SUMMER PROGRAM



#### NEW INITIATIVES

- During the summer 2006 a new program, comprising two transferable academic courses in English and history, was proposed for international high school students: The International High School Outreach Program. While it would provide obvious financial benefits for the College, the potential recruitment benefits outweigh its immediate revenue-generating ability. Unfortunately, because of time constraints, the program had to be postponed to summer of 2007; however, agents around the globe are interested in sending participants to this program.
- A new support organization, The International Circle of Friends of Nazareth, made its debut in the spring of 2006—headed by Joannie Fitzgerald. The aim of this campus organization, made up of Nazareth faculty and staff who genuinely enjoy interacting with Nazareth’s international students, is to provide emotional as well as logistical support to the increased number of international students and visitors. ✧

#### GRANTS & FUNDRAISING

- The Center for International Education, in cooperation with the School of Management, received a \$100,000 grant from the Rochester International Development Council for a three year program which includes students, faculty, and community members. The grant also provides funds for the development of joint programs with the University of Pannonia. It is planned that in the upcoming academic year this program will support: (1) five Nazareth students for semester-long overseas study, (2) five Nazareth students for short term programs, (3) an international business symposium for business majors from across Rochester’s higher education institutions, (4) a business seminar for the Greater Rochester business community, and (5) the Emerson Language Lab on campus.<sup>7</sup>
- The CIE has received an unrestricted contribution of \$2000 from Dr. Baek-yong Han, Chairman of *Busan Kyungsang College & Foreign Language High School*, for international scholarship.

<sup>7</sup> These activities have been initiated and are either in planning stages or taking place as of this writing.

- Fundraising has become a regular feature of the CIE during the past academic year. In addition to the Annual International Wine and Cheese Gala, which brought in more than \$12,000 in the past two years for scholarship support, the CIE has received private donations for the promotion of our students' participation

in overseas study programs. *These scholarships provided support, ranging from \$50 to 200, for more than 50 students who participated in programs in Hungary, Belize, the Bahamas, the UK, Australia, and Poland.* ✧

## GLOBAL OUTREACH: MARKETING THE COLLEGE

*The expansion of international linkages and relations remains a priority for the CIE.* One of the most immediate and continuous tasks of the CIE is to disseminate information about Nazareth College around the world.

New Memoranda of Understanding were signed and exchange programs have been inaugurated and put in place with the *University of Pannonia*, Hungary; *Leeds Metropolitan University* and *St. Martin's College*, UK; *Semmelweis Medical University*, Budapest, Hungary; and *Busan Kyungsang College*, South Korea. As a consequence of these linkages, Nazareth students have already started their studies in these universities.

Informational materials have been sent to close to two hundred

federal educational agencies posted around the world during this academic year. Similarly, admission and application materials and advertisements, created in conjunction with Nazareth's Department of Marketing and Communications, were disseminated to agents and agencies — mainly in Asia.

*GLOBAL BEAT*—two issues of this on-line newsletter were published in the present academic year. This publication is sent to the campus and local communities as well as around the world.

A new certificate-bearing enrichment program for international business professionals was launched during the last summer, attended by Ukrainian business professionals. While not as well attended as had been hoped, it was a good “dry-run” for future projects. ✧

## CULTURAL & SCHOLARLY PROGRAMS: REACHING OUT TO THE LOCAL COMMUNITY

The cornerstone of the CIE's philosophy is service to the local community. The CIE has hosted internationally-oriented lectures and projects, sponsored or co-sponsored by Rochester's community and civic organizations during this year. Efforts to reach out to the local community brought direct benefits both to Nazareth and the community at large. Among the constituencies and events with which the CIE was involved were:

1. The nationwide *International Education Week*, celebrated at Nazareth between November 16 and 23, 2005.
2. The Annual *International Festival* was organized jointly with the United Nations Association of Rochester. More than 700 spectators and participants attended the festival at Nazareth on March 31, 2006
3. The CIE organized a special reception for the Honorable Harriett Mayor Fulbright. Fulbright scholars and students participated in the event from all over the Greater Rochester area, on April 27, 2006.

4. The CIE co-sponsored the *Rochester Summit on Citizen Diplomacy* seminar with the Rochester International Council on April 28, 2006.
5. The CIE co-sponsored the lecture of Captain Yousef Yee with the Center for Interfaith Studies and Dialogue.
6. The CIE co-sponsored a seminar “Doing Business in China” with the International Development Corporation, The Hong Kong Trade Development Council, and Goodwin International Consulting, on June 21, 2006.
7. The CIE provided a local company with Korean translations for their business-related activities.

A new Advisory Board has been selected by the CIE's leadership. It incorporates representatives from the campus, as well as from the business and professional communities of Rochester. The twelve-member Advisory Board assists the Executive Director in fundraising, identifying communal connections, and connecting the local community with Nazareth's international activities. ✧

## CONCLUSION

This brief report cannot convey the full scope of all international activities taking place on this campus on many different levels. After all, numbers have an inherent limitation in conveying the “human story.” They cannot quantify how much our students’ lives change as a result of an overseas study experience; or by sharing a dormitory room with an international student, listening to opinions which have been shaped by experiences in living in a turbulent region of the world; or just through receiving a smile and a hug from an international student. Conversely, the knowledge and ideas with which our international students are returning to their respective countries show that Nazareth is able to change the world through peaceful means.

If the change in Nazareth College not always quantifiable, it is definitely palpable around campus. Internationalization is not an abstract idea anymore, for it has become a permanent feature of the College — it is embedded in its institutional culture. It is enough to say that

Nazareth College has achieved a level of engagement which places it above the national average in international student enrollment, activism in reaching out to the local community, and in expanding overseas activities. In addition, the CIE is consistently generating financial resources which can be utilized in the future to promote more overseas study opportunities for our students.

With all the successes of the past year, one must remember that a “center of excellence” doesn’t just happen — it is made to happen by dedicated and far-sighted groups of individuals. It is not farfetched to say that the success of the CIE in internationalizing this campus is based not only on success in setting pertinent and attainable goals, but also on its ability to galvanize and motivate the campus community. Credit must be given to the dedication of the entire campus, its faculty and staff, the community of Rochester, and Nazareth’s global partners for the College’s exceptional record of internationalization. ✧