

IIE'S TIPS FOR DEVELOPING INTERNATIONAL PARTNERSHIPS

DO YOUR RESEARCH

- Educate yourself about target country culture, the higher education system, and current events.
- Research the type of partnerships that other institutions in your country have with target country colleges and universities. Can these serve as a model for you? Is there a type of partnership arrangement that is prevalent (e.g., dual degree programs, 2+2, etc.)? Research the types of partnership agreements have failed and figure out why.
- If student exchange is a goal, research institutions' capacity to accept your students.

KNOW YOUR INSTITUTION

- Explore where partnerships in general fit into your institution's plan.
- Analyze why you want to pursue partnerships in target country and not another region.
- Know your institution's strengths to help identify a broad range of opportunities.
- Research what linkages and connections with the target country already exist at your campus or in your community.
- Know how your institution evaluates degrees from the target country.

ACTION ITEMS

- Set up of a "Steering Committee" or "Partnership Task Force" on campus and include various constituencies, including decision-makers, faculty from diverse departments, students, engaged staff and members from the local community, and individuals who have lived or studied in the target country. Consider having an "Executive Committee" to make final decisions, but creating a body that engages a wide range of constituencies in the partnership effort is important to foster buy in.
- Introduce the target country as a destination for education abroad programs and faculty research.
- Visit the target country and schedule face-to-face meetings with faculty and staff.
- Support reciprocal faculty visits.
- Train faculty to pursue partnerships when they attend a conference or conduct research in the target country.
- Raise your institution's brand recognition in the target country.

PARTNER SELECTION

- Identify partner institutions carefully.
- Consider triangulating or forming consortium with other partner universities.
- Encourage linkages at multiple levels.

RESOURCES

- Leverage the expertise of in-country organizations (e.g., the local Fulbright Commission, EducationUSA offices, U.S.-based companies, etc.).
- Leverage expertise of alumni, parents, and faculty and staff with target country connections.