

UNIVERSITY COMMITTEE ON INTERNATIONAL EDUCATION
MEETING MINUTES – MARCH 15, 2013

Present: Michael Dessen, Juan Campo, Rick Kern, Todd Giedt, Jean-Xavier Guinard, Angela A., Jeanette Money, Katherine Brokaw, Karin Sanders, David Berenstein, Eduardo Macagno, Jyu-Lin Chen, Marie Ann Plane, and Robert Powell

I. Executive Session

Minutes were not taken during executive sessions.

II. Consent Calendar

A. Approval of the Minutes from the January 25, 2013 Meeting

B. Approval of the Agenda

ACTION: Members approved the agenda and the minutes with minor modifications.

III. Director's Report – UCEAP Associate Vice Provost & Executive Director Jean-Xavier Guinard

REPORT: Director Guinard prefaced his remarks by stating that both international education and internationalization at UC is at a cross-roads; there are both systemwide and campus efforts ongoing. He added that the interest of the Academic Senate is very reassuring. He added that UCEAP has yet to reach an equilibrium or synergy that would place education abroad at the center of UC students' education. The fluidity of the landscape continues to make that challenging.

Budget: The EAP Governing Committee recently approved a proposal to charge program option fees (POFs) at 75% of the level that would have been required to make the individual programs whole, and increase the general study abroad participation fee by \$300 (from \$600 to \$900). Per the budget plan, UCEAP had planned to become self-sufficient by 2015-16, with the subsidy being halved yearly to zero by that year. Unfortunately, EAP enrollments are not growing, and tuition increases have not kept pace with initial projections (UCEAP has asked to receive its 6% share of the State's buyout of UC tuition in 2013-14). Enrollments are projected to remain flat in 2013-14, and to then resume growing at 3.5% per year from 2014-15 onward. The Governing Committee also approved the doubling of the scholarship fee to \$1M, and extended its scholarship commitment by one year to 2015-16. The past plan of sharing revenue with campuses has now been discontinued. Indeed, under the current conditions of flat enrollments and no fee increases, UCEAP is forced to consume some of its contingency reserve. By 2013-14, the contingency reserve will stand at \$4.6M, which represents 64% of UCEAP's salary and benefits costs. In addition UCEAP assumes that its study center (SC) costs will increase commensurate with global inflation, which is estimated at 4% in 2012-13; future SC cost increases are projected at 1% per year thereafter. Unless these assumptions change, UCEAP will struggle to be self-supporting by 2015-16.

EAP Enrollments: Overall, UCEAP enrollments will fall from 4,684 in 2011-12 to 4,481 in 2012-13. However, enrollments at the individual campuses have varied significantly in the current year. UCB, UCLA, UCI, UCR, and UCSC have been relative steady and stable, UCD, UCSB, and UCSD fell, and UCM grew. Director Guinard reported that students continue to move away from year programs, but summer programs have been an area of growth. For 2013/14 (judging from application activity), it is expected that UCB will be strong, UCD, UCLA, UCSB will rebound, UCI and UCSC will remain flat,

and UCM, UCR, and UCSD will drop. Regionally, the main struggle is with Asia and Africa. Total application activity is also slightly down from last year, possibly signaling that UCEAP may not be able to keep its enrollments at 4,500 in 2013-14. Other factors affecting enrollment outcomes include the UC Online Education (UCOE) program, pressure (in the State Legislature) to decrease time-to-degree, and competition from campus-based programs.

Strategic Plan: The strategic plan includes seven initiatives – new program development, scholarships, alumni engagement, student management, website, academic integration, and international student recruitment. UCEAP has also articulated an enrollment goal of 5,000 students, which will be supported by focus groups, scholarships (\$1M), new program development, internships, “Live Chat”, social media, website, and student ambassadors. With respect to the \$1M in scholarships, UCEAP is making \$800K available in scholarships at the systemwide level, along with another \$200K being distributed to the campuses. Individual scholarship amounts vary from \$1,000 for summer programs to \$2,000 for semester and year programs. Director Guinard also reviewed the academic oversight model, reporting that a number of SC directorships have been stabilized, a visiting professorship program has been established, and the faculty advisory committees (FACs) are going strong. The number of SC Directors’ positions now stands at seven, and are located in Berlin, Chile-Argentina, Egypt, Spain, Japan, France, and China. UCEAP has visiting professorships at ICU/Japan (2), MGU/Japan, Mexico, Netherlands, Italy, and China. Faculty-in-Residence Ann Marie Plane will be ending her tenure at UCEAP next week and this is her last meeting. UCIE thanked her for her work and dedication.

DISCUSSION: Chair Kern observed that the number of applications must increase every year just to maintain the status quo. Why is that? Director Guinard responded that this indeed correct, as students shop around more (and submit more applications), and the attrition rate has gone up due to cost issues (shrinking of financial aid and scholarships). Another member asked how UCEAP compares its projected costs of new programs with similar programs in the marketplace. Alternatively, does UCEAP just try to cover its costs when developing new programs? Director Guinard replied that simply covering costs is an initial goal, but the costs of UCEAP’s competitors are indeed factored in. He added that sometimes even programs with high POFs do not detract from student interest. Approximately 30 programs have POFs – many of these are in the United Kingdom (UK), which has become very expensive. That said, reciprocity is still a bargaining tool in certain locations. Another member asked about EAP’s role in attracting more international students to UC. Director Guinard explained that UCEAP is only suggesting that its SCs facilitate this effort, and not directly spearhead recruitment efforts.

IV. UCEAP Program Review of the Paris Summer Language & Culture Program

ISSUE: UCD representative Jeannette Money summarized that this seems like a good program, yet enrollments remain flat. She asked UCEAP consultants if this program can increase enrollments, would per student unit costs go down? Director Guinard responded that absent the implementation of these recommendations, a further decline in enrollments is probable; these recommendations may only stabilize enrollments. If enrollments do grow substantially, then the potential does exist to lower costs.

DISCUSSION: One member asked if UCEAP will be implementing the two-track French language system. Director Guinard responded that future actions will depend on the outcome(s) of the complete review process, but UCEAP will consider all of the recommendations in total. He agreed that if implemented, this alternative track would naturally be offered at a lesser price. Members also advocated that UCEAP directly distribute more information to international units about this program. Director Guinard commented that he will also be visiting with the local Committees on International

Education as part of his annual campus visits this year. In the near term, the Regional Director involved with this program is planning to meet with key faculty members to discuss better articulation of French language courses. Chair Kern added that a key component is the participation of the respective academic deans. For example, at UCI, the more students that the French department sends to EAP, the less funding they receive, thereby placing their own French program at risk. While this is a symbiotic relationship, sending students on this program may indeed lower their budget. It would be up to the academic deans to formulate some kind of strategy to alleviate this burden. Director Guinard appealed to UCIE to initiate these discussions with the language departments, UCEAP, and the academic deans. Another member asked if there is an ongoing discussion about student credit hours (SCHs) and study abroad, given that SCHs are one of the main ways in which departments are funded. Chair Kern responded that these discussions are not taking place; administrations seem to make decisions to fund or de-fund programs and/or departments without such input.

ACTION: UCIE approved the review report; UCEAP will report back to UCIE in one year's time.

V. Online Education in Study Abroad

REPORT: Director Guinard remarked that there are obvious opportunities for EAP as a result for the State's push for on-line education and UC's own online education (UCOE) initiative. One of these is the development of a new "hub" to centralize academic credit transfer and/or articulation for systemwide online courses. UCEAP also has significant experience in dealing with cross-campus courses and credit transfer. It is also hoped that more students may enroll in EAP programs if they can take critical "gateway" courses online while abroad.

DISCUSSION: One member asked if enrollments in online courses while abroad may detract from the student's international experience. Director Guinard responded that the facilitation of increased participation in study abroad programs through online courses outweighs any negative aspects associated with type of instructional activity. However, excessive use of social media has the potential to be even more deleterious to the student's international experience than online courses. He added that a cap on the number of online courses that students should be allowed to enroll in has not yet been set, but he envisions that it would be no more than 30-50% of the total units in the program. Year and semester programs are the most likely beneficiaries of online courses; there is little applicability for quarter (and even shorter-length) programs. Members also commented that online education may also open up opportunities for UCEAP to develop pre-departure and post-return courses, or even co-located courses. On that point, UCEAP can only enroll students in courses while they are abroad so this restricts UCEAP's future activities in this area. Therefore, it is really up to the campuses to set-up such courses. Director Guinard noted that one downside of the online initiative is that it may have taken some attention away from the educational opportunities that EAP offers. He added that UCEAP initially submitted proposals for three online courses, but did not receive funding. UCEAP is aware of the most recent RFP, and is currently considering it.

VI. Third-Party Provider Programs

ISSUE: Director Guinard addressed two separate UCEAP requests: 1) Why UCEAP uses third-party providers; and 2) how it vets these providers. He related that UCEAP may partner with a third-party provider for one (or a combination) of the following reasons: 1) Design and offer a UCEAP construct program (ACCENT International for EAP's language and culture programs in Europe); 2) transition programs to another location or reorganize programs (IES and the Global Alliance in India or CIEE in Vietnam and Brazil); 3) maintain strategic, yet undersubscribed, programs at affordable rates (CIEE in

Russia); 4) explore new locations and programs before partnering with a host institution (CIEE in Morocco and Senegal); 5) design and launch innovative programs with new paradigms for study abroad (e.g., multisite and/or internship programs with ACCENT in Europe); and 6) learn and benefit from the knowledge and experience of third-party providers (e.g., CIEE’s Annual Conference; CIEE research on international education). He also discussed the competitive pricing of programs with third-party providers, acknowledging that some of the programs with third-party providers do carry a POF, but this may relate more to the location and less to the third-party provider. He also observed that the level of satisfaction between UCEAP programs at host institutions and UCEAP construct programs with ACCENT are actually quite similar. Above all, He emphasized that UCEAP engages its FACs to closely examine the financial arrangements of third-party providers and/or the manner in which instructors are chosen in its third-party programs.

DISCUSSION: Members thanked Director Guinard for his transparent treatment of this issue. One member inquired about assessment of the governing boards of the third-party providers. He responded that with the exception of CIEE (which does have a governing board), most other third-party providers do not have such boards. When there are such boards, UCEAP does examine its composition, and often requests that a UC faculty member be placed on the appropriate governing board.

VII. UCEAP Program Review Nominations

ISSUE: The ten-year program reviews scheduled for 2013-14 include Japan, Mexico, and the Netherlands. UCEAP is requesting nominations for the 2013-14 program review committees.

ACTION: For Japan: Yoko Hasegawa (UCB), Ethan Scheiner (UCD). For Mexico: Bjorn Birnir (UCSB), Benjamin Liu (UCR), Isaac Scherson (UCI), Anya Roy (UCB), and Andres Resendez (UCD). For Netherlands: Nigel Hatton (UCM), Heather Stoll (UCSB).

VIII. New Program and Partner Proposals for Final Approval

A. Semester Honor’s Program at Sotheby’s Art Institute, London

PROPOSAL: UCEAP is proposing to open a semester-length intensive honor’s program at Sotheby’s Art Institute in London that combines academic study with an insight into the professional art world. The program seeks to develop visual and critical abilities in relation to art practice, to foster reflectivity and independent research potential, and to assist students in the acquisition of knowledge and skills that are appropriate to the art world. At the January 2013 UCIE meeting, UCEAP submitted a proposed program offering two tracks of study – Foundations of Western Art and Art & Business. Given UCIE and UC faculty concerns regarding the “Foundations of Western Art” track, that track will not be offered. The Introduction and Rationale section of the initial proposal has been revised to reflect this change and to provide additional information requested by UCIE. The anticipated start date is Fall 2014, and the proposed program will run in Fall semester only. The program would be open to juniors, seniors, and graduate students. Minimum GPA has been set by Sotheby’s at 3.75; however, UCEAP has negotiated a 3.5 GPA for UC students.

DISCUSSION: Members inquired how UCEAP will market this program. Director Guinard acknowledged that this program’s cohort will be small, especially in the beginning. Towards that end, members mentioned that UCM is beginning a *Global Arts Studies* major; this program could be integrated into that major.

ACTION: Members approved the program with one abstention.

B. Summer Program in Engineering for Sustainability, University of Applied Sciences, Munich, Germany

PROPOSAL: UCEAP is proposing to partner with the Munich University of Applied Sciences to send UC students to its international summer school program in “Engineering for Sustainability”. After the January UCIE meeting, and further discussion with MUAS, UCEAP would like to invite a UC visiting professor to teach in the program, provide academic oversight functions, and conduct first-hand evaluation of the program.

DISCUSSION: UCIE’s principal concern is the short length of the courses. These courses may cover electives, but not core requirements for Engineering majors. Faculty-in-Residence Plane clarified that UCEAP never envisioned that this program would be a substitute for the core course sequences at the home campuses. She added that there will be a visiting professor at this program, which may ameliorate some of these concerns. It is hoped that the Engineering visiting professor would be able to teach a course that would be approved as a core course for a number of campuses. One member opined that there may be little incentive for some Engineering students to go on this program given that it is not an internship nor would satisfy core courses on most campuses. Chair Kern remarked that if this program is intended to be simply an international experience (or add-on) with senior German engineers, then it should be viewed in a positive light.

ACTION: Members approved the Summer Program in Engineering for Sustainability with one abstention.

C. UC-Construct Program in Yogyakarta, Indonesia

PROPOSAL: Given the strong interest in Indonesia and the removal of the U.S. Travel Warning for that country, UCEAP is exploring possibilities for the resumption of undergraduate study abroad activity in Indonesia. Towards that end, UCEAP proposes to work with the VIA (formerly known as Volunteers in Asia) to provide infrastructure for a short-term summer academic program in Yogyakarta. Since the January UCIE meeting, Professor Danilyn Rutherford (Chair, Anthropology, UC Santa Cruz), a member of the UCEAP Southeast Asia Faculty Advisory Committee, has offered to serve as the UC lead in launching the Indonesia summer UC construct program in Yogyakarta in Summer 2014. She would serve as a UC Visiting Professor, teach the required core course, and work with VIA, which will structure field opportunities, local site visits, and Indonesian language instruction. In addition, UCEAP has revisited the proposed hours of the core course and of the language instruction offered during the five week program. The core course would still be valued at six UC quarter units. Unfortunately, with a five week program summer format, the contact hours are limited. UCEAP will explore provision of UC credit in anthropology, history, political science, and/or Southeast Asian Studies for the course.

DISCUSSION: Chair Kern inquired about the language component, asking why students could not get 5 units for 50 hours? UCEAP consultants responded that moving it up to five units increases the cost of the program. Therefore, it may indeed be more advantageous to keep this at 4 units. Another concern is that students cannot continue in the language at their home campuses. Faculty-in-Residence Plane said that the language course translates as GE credits for the Southeast Asian Culture or World Cultures requirements on most campuses.

ACTION: UCIE unanimously approved this program.

D. Summer Program in Community Public Health in Santiago, Dominican Republic

PROPOSAL: UCEAP proposes to enroll UC students in either of two summer options in the Dominican Republic beginning in Summer 2014 – “Community Public Health” and “Summer Sports and Society” – with both programs being operated and administered by the Council of International Educational Exchange (CIEE). In developing this program, UCEAP seeks to expand EAP’s offerings in the Spanish Caribbean. Second, UCEAP’s market research shows that students who are interested in Latin America are increasingly drawn to opportunities organized around specific themes, as opposed to open immersion programs. This program presents both options. Director Guinard added that public health is an area that UCEAP is trying to push for both pre-med and public health students. He emphasized that these programs are not Spanish language programs.

DISCUSSION: Members expressed their concerns over the early June start date, asking how students on the quarter campuses would be able to arrive by the start date. UCIE recommended negotiating a later start date (late June). One member also observed that the sports course seems somewhat superficial, with mostly journalistic readings. Could this be transformed into a more rigorous course, which would include aspects of cultural theory and sociology? As is, it may not be equivalent to a UC-level course. Overall, members were favorably disposed to the public health track, but not the sports management track.

ACTION: UCIE unanimously approved the *Public Health* track, but not the *Sports Management* track. UCEAP will further develop the *Sports Management* track, and resubmit it to UCIE for the May 17 meeting.

IX. New Program and Partner Proposals for Initial Consultation

E. University College London, United Kingdom Semester and Year Options

PROPOSAL: Demand for programs in London greatly exceeds what UCEAP is able to provide with existing immersion (exchange) partners. Communication with EAP advisors and strong UC faculty support have confirmed that the prestige of highly ranked University College London (UCL) combined with the opportunity to study in the heart of London would greatly appeal to a wide range of motivated UC students. UCEAP expects this program with year and semester options to attract 20+ FTEs per year. The anticipated start date is Fall 2014. The program would be open to UC juniors and seniors with a minimum GPA of 3.3; some subject areas will expect at least 3.5 and a solid background in the field of study. In addition, UCEAP would be offering this program as a 1:1 exchange, thereby incurring no additional tuition costs that would need to be passed onto UC students.

DISCUSSION: Members asked about the number of annual applications to UCEAP’s London programs. Director Guinard responded that there are often capacity issues for summer London programs, as well as issues with specific campus allotments. The student representative recommended that this program be pulled out from the other UK programs on the EAP application.

F. McGill University, Semester and Year Options, Montreal, Canada

PROPOSAL: Traditionally, EAP programs in Canada have been able to attract between four and ten students annually. However, given an exchange imbalance between UCEAP and the University of British Columbia (UBC), UCEAP has had to suspend this program for the time being. In order to satisfy the moderate student demand for a program in Canada, UCEAP is proposing a partnership with McGill University, located in the city Montreal, province of Quebec. McGill University, which is a highly ranked international university, may stimulate renewed student interest in Canada, given the cultural opportunities for study and life in bilingual Quebec, as well as the French language and cultural environment that it offers.

DISCUSSION: Director Guinard emphasized that UCEAP has struggled to attract students to Canada, which resulting in an imbalance, and subsequent suspension, of its UBC program. Due to the quality of the institution and its location, Quebec may make for an attractive option for EAP students. Members remarked that this program enjoys strong support based on the faculty comments received.

G. Summer Program in Music Performance, Florence, Italy

PROPOSAL: UCEAP proposes to send UC students in music to the International Studies Institute in Florence to enroll in the performance studies track of the summer “Renaissance Then and Now” program. UCEAP does not yet have a program in music performance. The program would be open to UC students in music at the sophomore, junior and senior class levels, with a minimum GPA of 2.75. Successful completion of the courses in the six-week summer term earns students nine UC quarter units or six semester units. The anticipated start date of the program is Summer 2014. A modest POF will be required, but the overall cost of the program to students will be in line with existing UCEAP and campus summer program offerings.

DISCUSSION: The “performance” campuses (e.g., UCSB) have noted that this program might be more appropriate for the non-performance majors. Chair Kern asked if the purpose of this program is to provide major credit for music majors or is it to simply provide an international enrichment experience over the summer? Director Guinard remarked that UCEAP is concerned with the former goal. Other members noted that very few of the Music faculty members see this program as an option for credit within their major(s). Music departments are also very wary to give up their students. At the same time, non-performance majors may be intimidated by the current set-up; they might prefer a broader curriculum. UCEAP consultants noted that students will get elective credit. Members asked why there is no language component; perhaps a language and culture component could be added with an emphasis on music. Electronic music might be another popular area of emphasis.

H. UCEAP Internship Initiative

PROPOSAL: Developed under the Strategic Plan New Program Development/Consolidation Initiative, the Internship Sub-Initiative workgroup has identified two internship opportunities for UCEAP: 1) A Summer Science Research Internship Program at the University of Tokyo School of Science (UTRIP); and 2) the Dublin Parliamentary Internship Program in Irish Society and Politics. The UTRIP program would be a five-week summer science internship program (UTRIP) offered through the University of Tokyo School of Science, and begin in Summer 2014. Students in this program would engage full-time in research projects under the supervision of a faculty mentor at a host lab. At the end of the program, participants submit a written final research report and orally present their findings in a seminar attended by lab members and supervisors of host labs. The Dublin program would offer UC students opportunities to obtain a real-world perspective on Irish politics and the parliamentary system of government through an intensive internship with a member of the Irish parliament or with a nongovernmental organization affiliated with the EU government.

DISCUSSION: Members asked for clarification on Arcadia’s role on the Dublin program.

V. Executive Session New Business – CCD Reports

Minutes were not taken during executive sessions.

VI. Executive Session – UCEAP Director Three-Year Review Process

Minutes were not taken during executive sessions.

ACTION:

The meeting was adjourned at 2:30 p.m.

Attest: Richard Kern, UCIE Chair
Prepared by: Todd Giedt, Committee Analyst