International Programs

Detailed Assessment Report
2011-2012

Mission / Purpose
The mission of International Programs is to help students, the University, and our community prepare for a culturally diverse and competitive global society. The internationalization of UWA focuses on the well-being of the University's international community by engaging in the enhancement of diversity, international cooperation, and understanding among our students, faculty, staff and the broader community.

I. Goals and Other Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans

A. Goals:
   - Address the major educational and cultural issues of the region
     Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive image of the institution and the area.
   - Improve the University's financial status
     Improve its financial status by increasing its efforts at productivity and by seeking additional funding from public and private sources.

1. Objective: International Programs recruits International Students
   The Office of International Programs retains responsibility for recruiting international students.

   a. Measure: Recruitment of International Students
      The Office of International Programs will recruit international students.

      1. Achievement Target:
         The Office of International Programs will recruit sixty additional students from China and add ten students from India.

      2. Findings (2011-2012) - Target: Not Met
         Students were recruited from Chinese universities. However, a lack of acceptable grades, statements of adequate financial support, or TOEFL/IELTS scores prevented acceptance of students. Forty-four Chinese students were accepted and have completed two semesters at UWA. No students have been recruited from India due to lack of contacts.

      3. Action Plan:
         a. Changes in recruitment
            Recruitment will be enhanced through several techniques: promote Chinese partners to more effectively prepare students with conversational English and in business classes that will transition more easily into the College of Business; expand scope of recruiting in China to additional universities as well as having direct contact with high schools; and obtain
funding for professional services contract for an in-country representative in China. Students from India will be recruited through more direct contact working with Dr. Sharmar to research viable connections.

**Established in Cycle:** 2011-2012  
**Implementation Status:** In-Progress  
**Priority:** High  
**Additional Resources Requested:** Staff member for 2013-2014

b. **International Programs recruits International Students**

To improve recruitment from Chinese universities, UWA IP have met with Chinese partners to better enhance the teaching of English, conversational as well as classroom, and more effectively teach classes and class procedures that will transition into the UWA College of Business classes. IP has expanded the scope of recruiting in China by university contacts as well as direct contact with high schools.

**Established in Cycle:** 2011-2012  
**Implementation Status:** In-Progress  
**Priority:** High  
**Additional Resources Requested:** An additional staff member is needed for International Programs. Also needed is funding for a professional services contract for an in-country representative in China.

b. **Measure: Expand Global Partnerships**

The Office of International Program will expand partnerships with other universities for 2+2 programs, and 1+2+1 programs.

1. **Achievement Target:**

The Office of International Programs will establish partnerships with two additional universities in China and one university in India.

2. **Findings (2011-2012) - Target: Met**

International Programs met with Liaoening Technical University and China Petroleum Institute, as well as made contact with Indian university through Dr. Venkat Sharma of the UWA College of Natural Sciences and Mathematics.

3. **Action Plan:**

   **Additional partnerships**

   International Programs will invest more time overseas to develop partnerships.

   **Established in Cycle:** 2011-2012  
   **Implementation Status:** In-Progress  
   **Priority:** High  
   **Additional Resources Requested:** Additional travel funds and resources will be needed to develop these partnerships.

c. **Measure: Contracting with consultants and agents**

The Office of International Programs will seek contracting opportunities with consultants and agents to recruit students for a 4-year program.
1. **Achievement Target:**
The Office of International Programs will commence relations with one agent.

2. **Findings (2011-2012) - Target: Not Met**
   Target was not met due to lack of funding.

3. **Action Plans:**
   **Contracting with consultants and agents**
   International Programs will work to acquire UWA funding for this project.
   *Established in Cycle:* 2011-2012
   *Implementation Status:* In-Progress
   *Priority:* High

d. **Measure: Advertise with online news magazine**
The Office of International Programs will place an advertisement within one foreign news magazine.

1. **Achievement Target:**
The Office of International Programs will place an advertisement in an Asian online news magazine.

2. **Findings (2011-2012) - Target: Met**
   Two editorials "Best Value Universities for Asian Students" and "Top Environmental Science Programs of North America" were published in online *Asia Correspondent*.

3. **Action Plan:**
   **Advertise with online news magazine**
   After evaluating outcome, no action will be taken to proceed further. International Programs will not continue advertising. After review and discussion of success of advertising, it was decided that online newspaper advertising made no substantial difference.
   *Established in Cycle:* 2011-2012
   *Implementation Status:* Terminated
   *Priority:* High

2. **Objective: International Programs provides services for international students**
   For the recruited students, International Programs possesses the responsibility to provide services to these students that address the uniqueness of their situation.

a. **Measure: Hire an English tutor/acculturation teacher**
The Office of International Programs desires to hire an English language tutor/acculturation teacher.

1. **Achievement Target:**
The Office of International Programs will hire an English tutor/acculturation teacher who provides classes for all willing international students to help further their knowledge and ease their transition.
2. Findings (2011-2012) - Target: Met
   The position of English tutor/acculturation teacher was discontinued in lieu of College of Language Arts acquiring an ESL instructor. International Programs will continue to provide an Acculturation Class.

b. Measure: Provide transportation for shopping and excursions
   The Office of International Programs desires to provide transportation for shopping and cultural excursions.

   1. Achievement Target:
      The Office of International Programs will provide weekly shopping trips and at least one cultural excursion per semester.

   2. Findings (2011-2012) - Target: Met
      International Programs provided weekly shopping trips in Livingston and monthly shopping at WalMart in Demopolis. Cultural activities included trips to Atlanta, San Antonio, and New York.

   3. Action Plan:
      Provide transportation for shopping and excursions
      International Programs will work with UWA to acquire more efficient means of ground transportation. There will be increased funding requests as international student numbers increase.
      Established in Cycle: 2011-2012
      Implementation Status: In-Progress
      Priority: High
      Additional Resources Requested: More efficient ground transportation is needed to transport larger numbers of students.

c. Measure: Mentor Services
   The Office of International Programs will provide mentors for newly enrolled international students to help ease their transition into the University of West Alabama.

   1. Achievement Target:
      The Office of International Programs will recruit, interview, and select 20 mentors to work with international mentees that choose to be paired with a mentor.

   2. Findings (2011-2012) - Target: Met
      The program was successful. However, the program will not be continued as it was determined that the program did not substantially improve student acculturation.

B. Goal: Provide effective administrative services
   Provide effective administrative services to support the mission.

   3. Objective: International Programs will coordinate with other University offices to provide services for international students
The Office of International Programs will serve as the home department for international students. If a student cannot be accommodated here, the IP will refer the student to another department that may be able to address their need.

a. **Measure: IP Coordinates Services**
   The Office of International Programs will coordinate with other University offices to provide services for international students.

1. **Achievement Target:**
   The Office of International Programs will work with the Office of the Registrar and Housing Services to ensure that 100% of qualified international students are admitted to the University and placed in University housing.

2. **Findings (2011-2012) - Target: Met**
   The Office of the Registrar and Housing Services provided services for the students.

b. **Measure: Provide Student Support Services**
   The Office of International Programs will work with other offices to provide International Students with assistance to their transition to US culture.

1. **Achievement Target:**
   The Office of International Programs will also coordinate with the Counseling Center so that all international students in need of assistance with transition to US culture will receive services.

2. **Findings (2011-2012) - Target: Partially Met**
   Student Success services were quite useful in transition period of international students. Services provided by Counseling Center were not adequate to meet needs for international students.

3. **Action Plan:**
   **More communication between IP and Counseling Center**
   International Programs will communicate more closely with Counseling Center to assist them in understanding the unique needs and concerns of international students and to be more responsive to students.
   
   **Established in Cycle:** 2011-2012  
   **Implementation Status:** Planned  
   **Priority:** High

4. **Objective: Increase cross-cultural learning and global competency**
   As part of the International Program's goals, the office will increase cross-cultural learning and global competency skills among students and among the community.

a. **Measure: Provide Cross-cultural learning through International Students**
   The Office of International Programs desires to provide cross-cultural learning through international students by providing instruction during classes at the campus school with cross-cultural classes.
1. **Achievement Target:**
   Classes that help expand knowledge of outside cultures will be given once a month, during the school year, for all K-4 and K-5 students.

2. **Findings (2011-2012) - Target: Met**
   Classes with Campus School were successful and children were eager to interact with international students.

3. **Action Plans:**
   - **Increase cross-cultural learning and global competency with variety of cultures**
     Classes provided to the Campus School will continue and will strive to be even more effective. More Chinese students will be encouraged to be a part of the cross-cultural learning experience and to interact with a smaller number of students at each visit. International Programs plans to expand to include a variety of cultures, especially Hispanic.
     - **Established in Cycle:** 2011-2012
     - **Implementation Status:** Planned
     - **Priority:** High

b. **Measure: International Student Association Involvement**
   International Students will join the International Student Association which will allow an organized voice of the International Students within the Student Government Association.

1. **Achievement Target:**
   One-third of the total international student population will be actively involved in the International Student Association and two of the four officers will be international students.

2. **Findings (2011-2012) - Target: Met**
   International Student Association has a membership of 25, more than 1/3 of the international student population, with three of the four offices held by international students.

3. **Action Plan:**
   - **Increased involvement in International Student Association**
     International Programs will support ISA officers in their organization and its workings by helping to recruit new members and working with the planning of activities.
     - **Established in Cycle:** 2011-2012
     - **Implementation Status:** Planned
     - **Priority:** High

c. **Measure: International Students will immerse themselves in local culture**
   International students will attend and participate in University and community events.

1. **Achievement Target:**
   International student volunteers will make a presentation at at least one
community organization a semester and will provide a cultural exhibit at one university event each semester.

2. Findings (2011-2012) - Target: Met
International Programs were actively involved in numerous community organizations and participated in several cultural exhibits. They provided a Chinese tailgate at UWA Homecoming; celebrated the Chinese New Year, Mardi Gras, and Halloween with locals, and participated in the Sucarnechee Festival as well as presented programs to Aliceville Rotary and Cuba Study Clubs. Four students also attended local industrial board meetings for Camden, Demopolis, and Livingston.

3. Action Plans:
Increase cross-cultural learning and global competency
International Programs will continue to participate in other community organizations and events in order to increase cross-cultural learning and global competency.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

II. Analysis Questions and Analysis Answers
A. What specific strengths did your assessments show? (Strengths)
UWA's Office of International Programs shows specific strengths. Through the strong teamwork and dedication by International Programs staff and effective partnerships with other UWA offices, International Programs is growing. Continual outreach in person, as well as through social networking and advertising, has increased enrollment and interest in the program. The number of International students on campus increased from 17 in 2010-2011 to 76 in 2011-2012. The diversity that is brought into UWA by international students helps to address the major educational and cultural issues of the region while improving the University's financial status. With the growth of the program, the College of Liberal Arts has hired an ESL instructor and the College of Business has hired two additional faculty members, thereby assuring continued services for international students. Another strength is the number and quality of services provided for the international students. Weekly local shopping trips, monthly shopping trips to WalMart, and at least one cultural excursion per semester provide the students opportunities to shop for needed items as well as to experience and better understand cultural diversity. Visiting Atlanta, San Antonio, and New York provides students with the chance to immerse themselves in the life and culture of large American cities. Another service provided has been mentors who volunteered to work with the international students. The mentors, like the Office of the Registrar, Housing Services, and Student Success Services were diligent in ensuring a smooth transition into life at UWA for the international students. The goal of increasing cross-cultural learning and global competencies was successful in a variety of ways. International students shared their culture, language, and lifestyle with Campus School students as they met monthly with the K4 and K5 students. The International Student Association was revitalized under the leadership of International Programs and more than 1/3 of UWA's
international students joined the organization. International Programs and ISA provided opportunities for more than 1250 cross-cultural interactions with the local community as they participated in Tailgating at Homecoming 2011; having international guest speakers; celebrating Chinese New Year, Mardi Gras, and Halloween with locals; and participating in the Sucarnochee Festival where their table was the most visited in the festival as they translated English names into Chinese and demonstrated the use of chopsticks. Finally, International Programs was actively involved in numerous community events and outreach projects as international students presented Powerpoint programs to Aliceville Rotary Club and Cuba Study Club and attended local industrial board meetings for Camden, Demopolis, and Livingston, all of which are trying to attract Chinese enterprises.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
One of the challenges facing International Programs is lack of funding. The goal of beginning relations with one international agent was not met because budgetary constraints prevented such. Another challenge is the overall internationalization of UWA's campus, services and student support as we attempt to meet the unique needs of international students.

C. What plans were implemented?
(1.) Increased cross-cultural learning and global competency with variety of cultures
Completed first international student orientation Provided acculturation class for members of the international student community Established international student mentor program Provided cultural excursions to Jackson, MS; Atlanta; San Antonio; New York City; New Orleans; local sites Worked with Campus School, with international students telling of their culture, teaching words and numbers, interacting with young children. 
Participated in Tailgating at UWA Homecoming Celebrated Chinese New Year, Mardi Gras, and Halloween, inviting community to events (2.) Reactivated International Student Association and increased student involvement in organization More than 1/3 of international students joined ISA 3 of the 4 officers are international students Participated in Sucarnochee Festival, where the ISA table was the most visited table in the building (3.) Recruitment of international students through expansion of global partnerships 50 students were recruited for 2012-2013 with an additional 90 students for 2013-2014 Formed partnerships with international universities: GDUF, Dalian Institute of Technology, Liao Technology, China Petroleum Increased social networking for greater exposure in Asian market: WeiBo, QQ, student-written blogs for distribution by US Consulate Multiple recruiting trips to China were made, further developing current relationships and beginning new ones Successful negotiation of continuation of "Memorandum of Agreement" with Guangdong University of Finance and Dalian University of Technology (4.) Worked extensively providing services to international students Worked with Office of the Registrar for student admittance Worked with Housing Services placing all international students in university housing Worked with Counseling Center to provide assistance with transition Worked with Student Success to provide lessons in etiquette Implemented Acculturation Class and provided group and one-on-one tutoring to international students Offered weekly local shopping trips, monthly trip to WalMart in Demopolis, and at least one cultural excursion per semester
D. What plans were not implemented?
All plans were implemented.

E. How will assessment results be used for continuous improvement?
Assessment results will be used for continuous improvement and growth. Using the results, International Programs will have more personal contacts with international universities and high schools; will market UWA through mailings, both solicited and unsolicited, to international sites; will utilize more social networking in both English and Chinese; and will increase opportunities for cross-cultural learning for international students through more community, civic, and personal interaction. Secondly, there will be more communication between International Programs and various University services so that there will be an easier transition for students through more open and flexible university services.

III. Annual Report Section Responses

A. Key Achievements
- Growth of international students on campus increased to 73 in 2011-2012 from 17 in 2010-2011
- Formed partnerships with international universities: GDUF, Dalian Institute of Technology, Lianoiy Technology Institute, China Petroleum University
- Completed first International Student Orientation
- Compiled revised edition of International Student Handbook
- Provided Acculturation Class of international students
- Offered group and personal tutoring in English writing and speaking skills
- Established International Student Mentor Program Participated in numerous cultural excursions: Jackson, MS; Atlanta; San Antonio; New York City; New Orleans
- Hired an Assistant Coordinator of International Programs
- Hosted foreign scholar from Guangdong University of Finance
- Coordinated with visiting Fulbright and Muskie Scholars
- Began marketing campaign with emphasis on Asia
- Improved University's financial status
- Participated in cross-cultural learning and global competency activities at Campus School, UWA Homecoming, Chinese New Year, Halloween, Mardi Gras, and local civic, community, and economic development organizations.

B. Faculty Achievements
Mary Pagliero: Campus Representative:
- Fulbright Scholar Program
- Chaired Fulbright Scholar Lecture Series
- Organizing Committee Member, International Programs Committee
- Assisted in reactivating International Students Association
- Advisor UWA International Student Association
- Completed application for UWA's hosting of Edmund Muskie Graduate Fellow; Application accepted with Muskie Fellow from Turkmenistan
- beginning UWA Graduate Program in Education, Fall 2012
- Attended NAFSA (Association of International Educators) Conference, Houston, Texas
- Attended Alabama Association of International Educators, Tuscaloosa, AL.

**Connie Marine:**
- Attended Summer Writing Retreat 2012 for Grand Writing
- Initiated Acculturation Class for Chinese Cohort 2011-2012
- Assisted in re-activating International Students Association
- Co-advisor UWA International Student Association
- Attended Alabama Association of International Educators, Tuscaloosa, AL
- Coordinated Driver's Education Course for international students.

**John Key:**
- Organized, directed, and implemented successful recruitment efforts in China
- Successful negotiated continuation of "Memorandum of Agreement" with Guangdong University of Finance and Dalian University of Technology
- Made multiple recruiting trips to China
- Chair, International Programs Committee
- Attended NASFA Conference, Houston, Texas
- Attended Alabama Association of International Educators, Tuscaloosa, AL.

**C. Public/Community Service**
- International students presented Powerpoint program "Life in China" to Aliceville Rotary Club and Cuba Study Club
- International students taught Campus School students Chinese words and numbers
- International Programs provided Driver's Education Course to international students as well as community members
- International Programs promoted cultural outreach with table at Sucarnochee Festival where international students wrote names in Chinese and demonstrated use of chopsticks
- International Programs provided networking opportunities for local international students with international businessmen
- International students provided music monthly for York Presbyterian Church.
Department or Division: Office of International Programs
Chair or Director: John Key
Dean or Vice President: Provost Taylor

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<th>Item</th>
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<td><strong>Goals</strong></td>
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<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
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<td><strong>Outcomes/Objectives</strong></td>
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<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
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<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</td>
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<td><strong>Measures</strong></td>
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<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
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<td><strong>Achievement Targets</strong></td>
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<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
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<td><strong>Findings</strong></td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
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<td><strong>Action Plans</strong></td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
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<td>Action plans created in previous cycles have been updated with implementation notes.</td>
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<td><strong>Annual Report</strong></td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
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<td><strong>Analysis Report</strong></td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
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Approved by: ___________________________ Date: 7/27/12

Signature of Dean or Vice President

Received by OIE: ___________________________ Date: 8-10-12

Signature of Coordinator of Planning and Assessment