Internationalization & Accreditation

One Program from Many Angles

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Overview

- Internationalization
- Accreditation
- Funding
- Economic Impact

Internationalization National Level

Starting point of discussion:

- Netherlands as a **small country**
- Dutch as a **non-dominant language**
- Need for **scale advantages** to fund universities
- Desire to **attract high-skilled labor**

- *At the time:* EU as ever-growing union…

Internationalization National Level

- Education system highly subsidized
  - Tuition EU/EEA: €2’006, non-EEA: €13’000
  - Avg. gov. contribution: €14’300 per student
- Equal Treatment Directive of 1976 76/207/EEC
- **Why spend money educating foreigners?**
- Retention **38%** for 5 yrs; **25%** for life
- Economic contribution: €1.5 bn/yr

Internationalization University Level

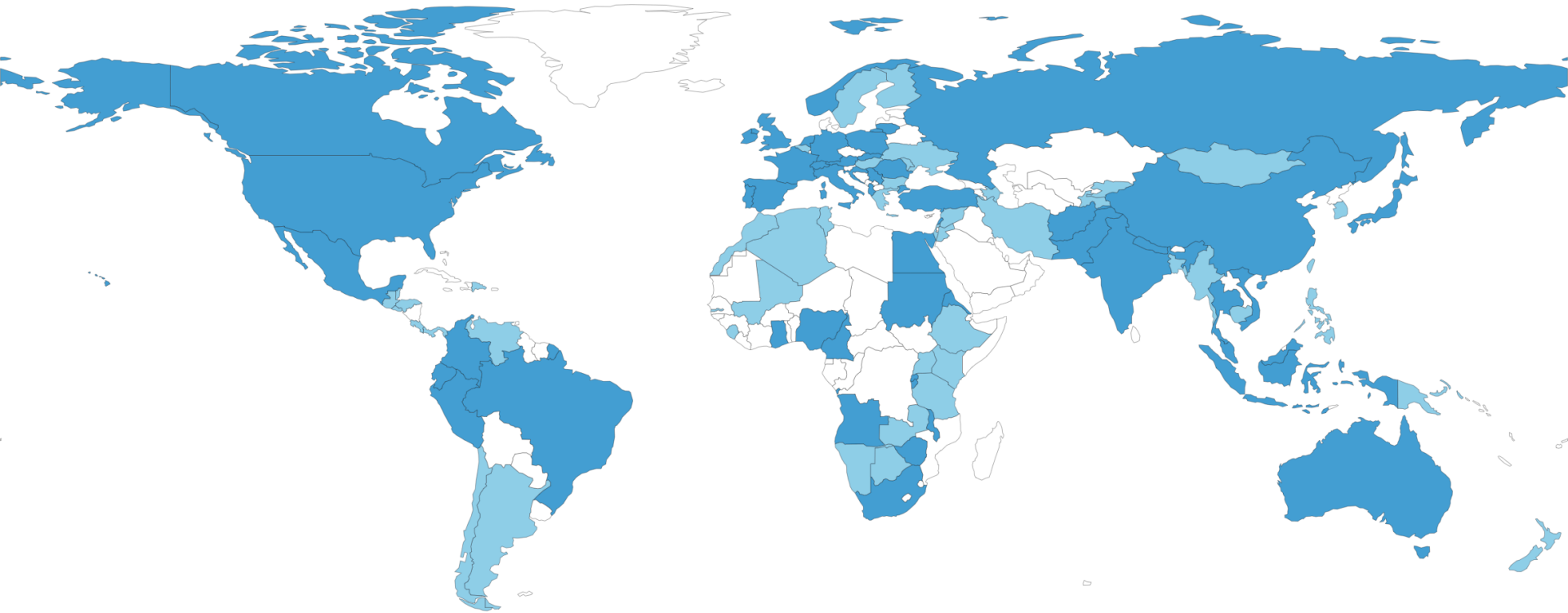
- **Proximity** to international borders
- **Strong domestic competition** (more students abroad)
- Creating **niche programs**
- Attracting **high-quality staff** from abroad
- Predisposition towards **cross-border solutions**

- *At the time:* first-mover advantage…

Internationalization Program Level

- Economies of **scale**
- **Heterogeneity** (quality?) of debate
- **Profiling** opportunity
- **Recruitment** opportunity
- **Networking** opportunity

Internationalization Program Level



Maastricht University

Applications M.Sc. Public Policy & Human Development, as of 16 June 2017

Internationalization Introduction

Occasional bumps in the road:

- “Just do everything in English”
  - But staff and students need to have the right level
- Availability of relevant material
- Ability to make students feel “at home”
- Retaining students (region structurally weak)

Internationalization Status Quo

- **Bologna**: stability, easy of use
- Highly internationalized sector
- Dutch academic sector ranked 3rd after US, UK
- UM ranked 7 (50u50), 88 (THE), 173 (QS)
- Secondary schools: “higher quality” input
- **Stronger expectations**

Internationalization Approaches

- Single degree: *easy*
  - with international perspective
  - with exchanges
- Double degree: *more replication, lower risk*
- Joint degree: *higher up-front cost*

- Short courses, exchanges and fellowships

Accreditation National v International

- **National accreditation**
  - Safe-guards value of diploma
  - Steer education market towards future needs
  - Helps students choose (country-specific)
- **International accreditation**
  - Safe-guards value of diploma
  - Reassuring international candidates

Funding National

- **Basic funding** (fixed cost, per student?)
- **Incentives as steering mechanism**
  - Reward early adopters
  - Reward graduation (combined with quality control!)
  - Select programs for economic development
- Room for individual initiatives

Funding Institutional

- **Additional funds** due to internationalization:
  - Full-fee paying students
  - Scholarship providers
  - Made-to-order courses

- But this **cannot** cover the cost of the transition

Economic Impact Retention

- **Foreign students as contributors:**
  - 2016/17: 81’000 fulltime, 31’000 exchange students
  - Origin: DE, CN, IT, BE, UK, GR, BG, ES, FR, RO
- Direct income from consumption, taxes
- **Active retention:** NL4Talent, university hiring
- Retention strengthens key sectors
- Retention can compensate for out-migration
- **Facilitating return migration:** alumni network

Thank you!

Any questions?