



International  
Education:  
Building  
Collaboration  
Here and Abroad

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MCCBOA: November 2, 2017



# Appropriate Acknowledgements

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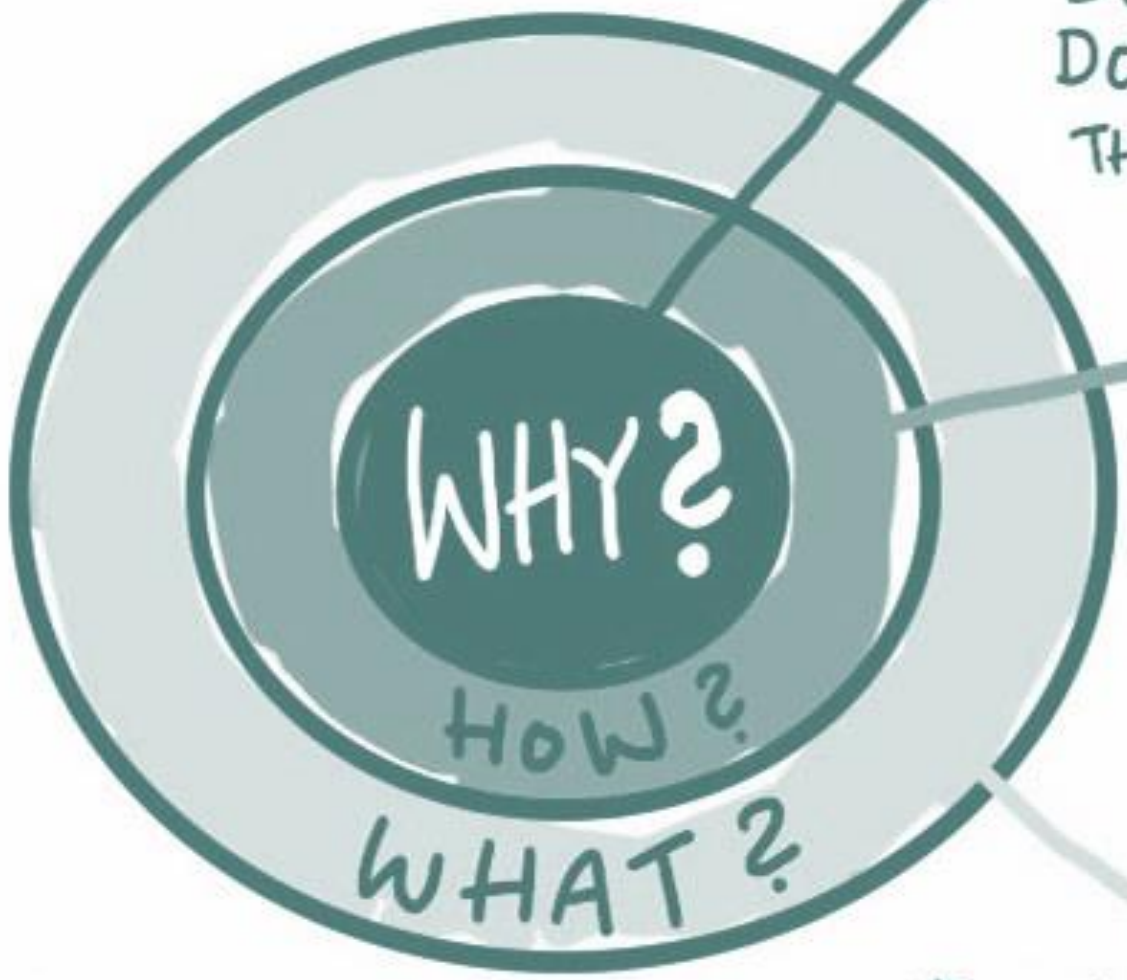
- Sarah Singer  
Assistant Director, MSU International Business Center
- Tunga Kiyak  
Outreach Coordinator, MSU International Business Center  
Managing Director, Academy of International Business
- TeamUp Grant
- Michigan-Shiga Sister State Goodwill Delegation
- Martin Stack, Director of International Programs - MMCC
- Lillian Frick – VP for Finance and Administration - MMCC

# And Congratulations!



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- Gogebic Community College
  - Kalamazoo Valley Community College
  - Lansing Community College
  - Mott Community College
  - Wayne County Community College District

# GOLDEN CIRCLE



WHY DO YOU DO WHAT YOU DO? WHAT'S THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

IDEA: SIMON SINEK

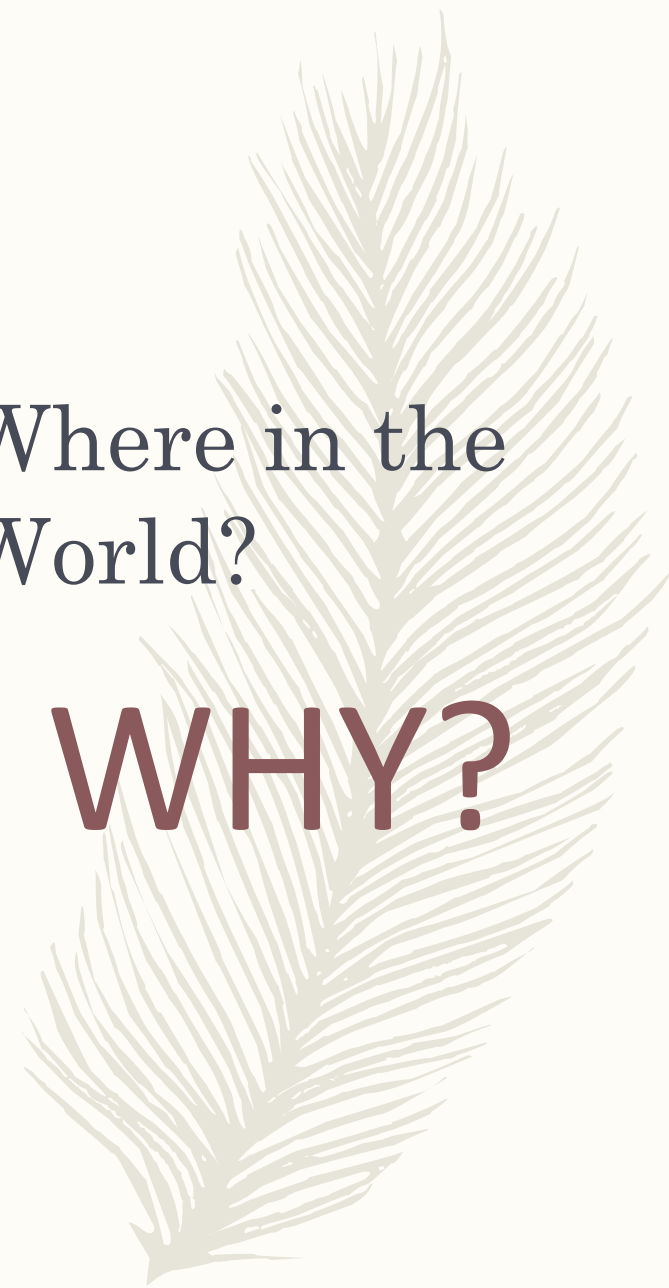
Start with Why...  
The Golden Circle

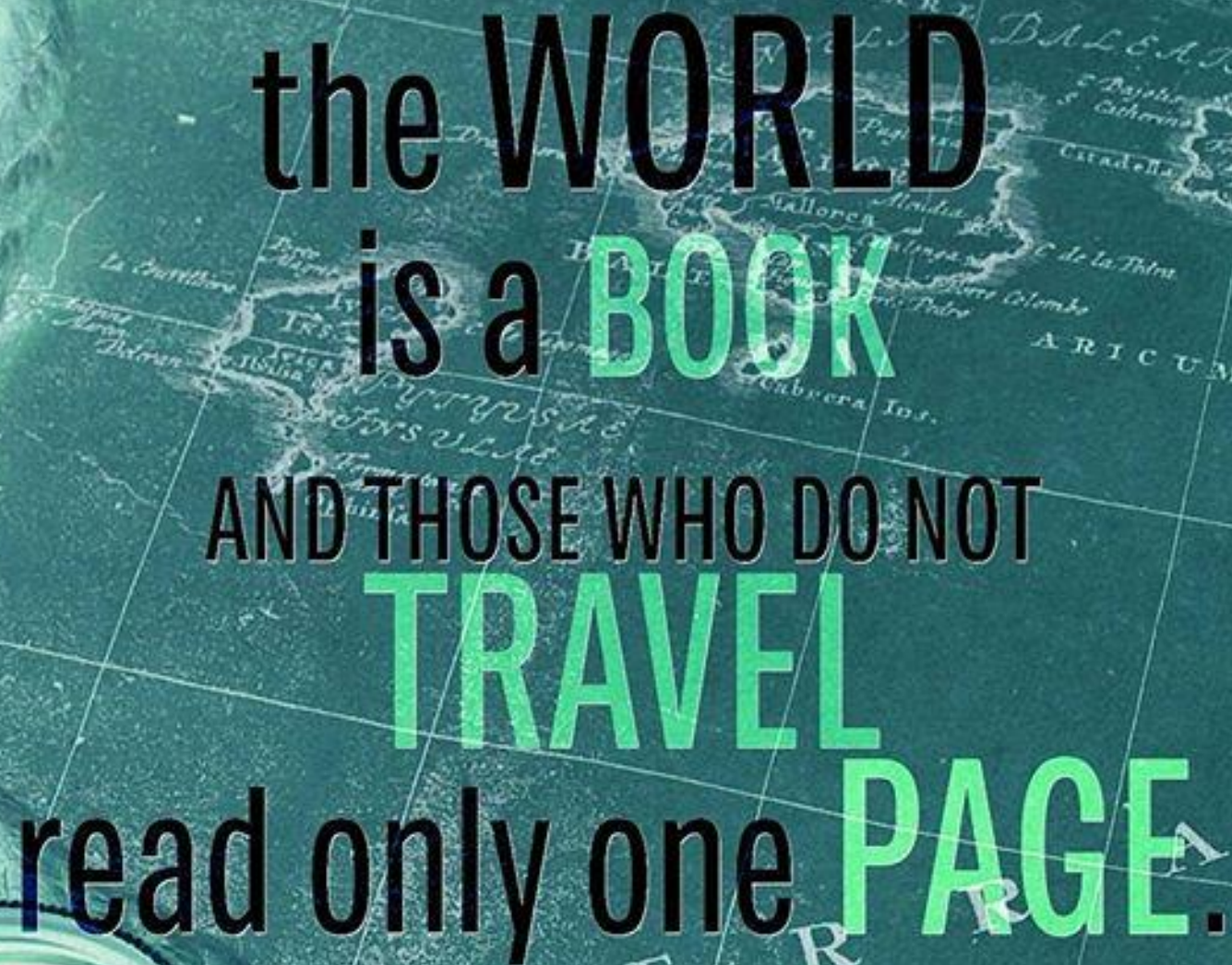
*Why support international education?*



Where in the  
World?

**WHY?**





the **WORLD**  
is a **BOOK**  
AND THOSE WHO DO NOT  
**TRAVEL**  
read only one **PAGE.**

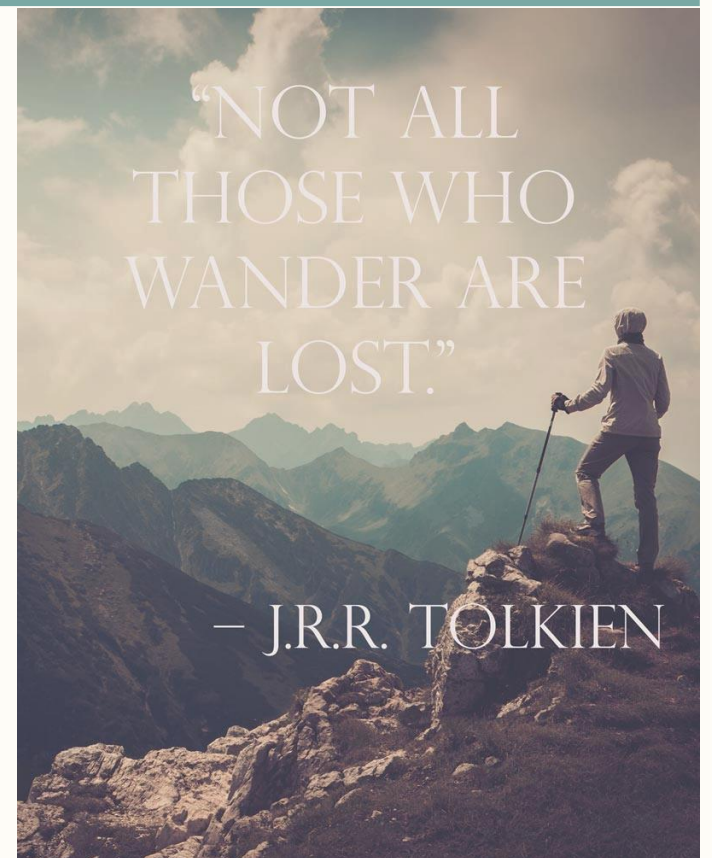
ST. AUGUSTINE

What chapters  
have you read?

**WHY?**

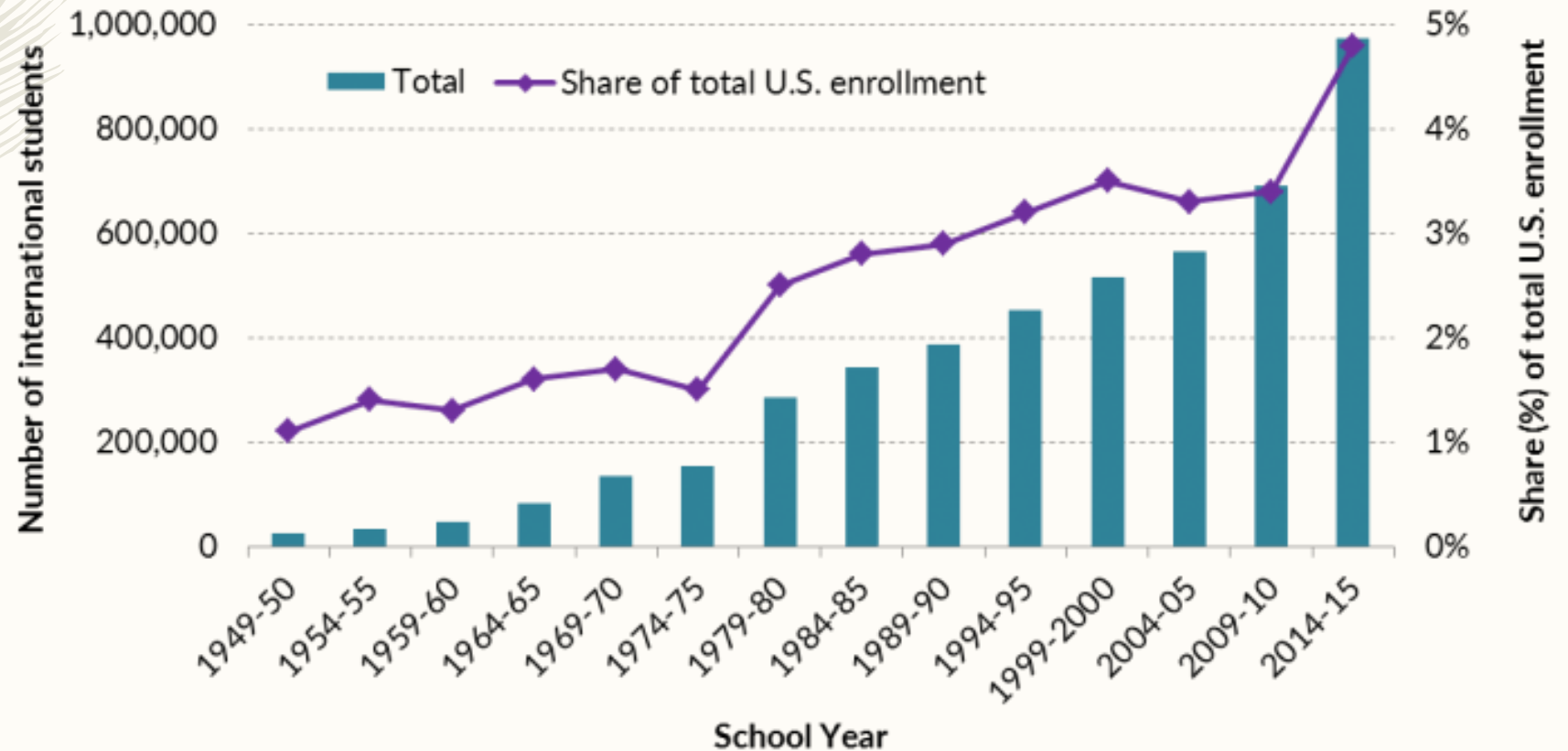
# For Today ...

- Dimensions of International Education
- An update on international education in Michigan community colleges
- A brief visit to the east – MMCC in Japan



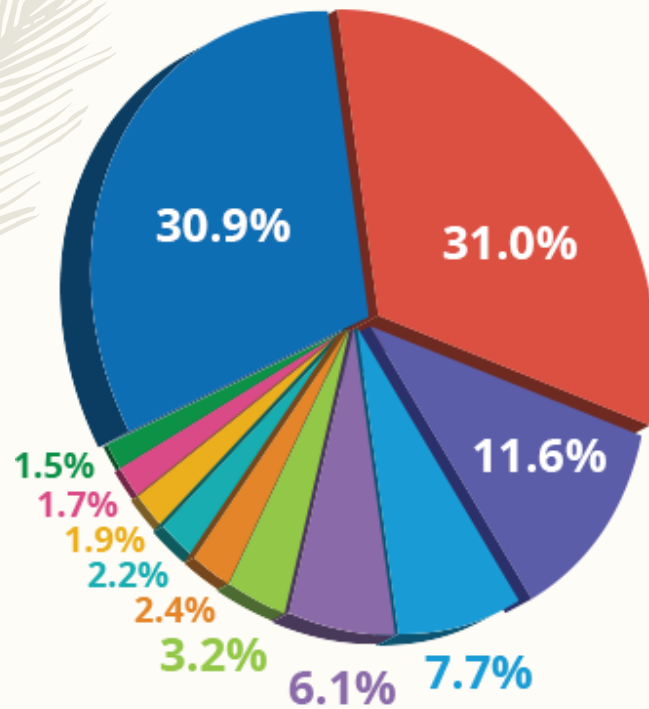
# Start with Why... Why engage internationally?

Student Recruitment: International students are a growing part of the higher education landscape.





# Start with Why... Why engage internationally? Because international students are a window into other nations and cultures.



Rank	Place of Origin	# of Students	% of Total
#1	China	247,439	31.0%
#2	India	102,673	11.6%
#3	South Korea	68,047	7.7%
#4	Saudi Arabia	53,919	6.1%
#5	Canada	28,304	3.2%
#6	Taiwan	21,266	2.4%
#7	Japan	19,334	2.2%
#8	Vietnam	16,579	1.9%
#9	Mexico	14,779	1.7%
#10	Turkey	13,286	1.5%
	All Others	273,426	30.9%

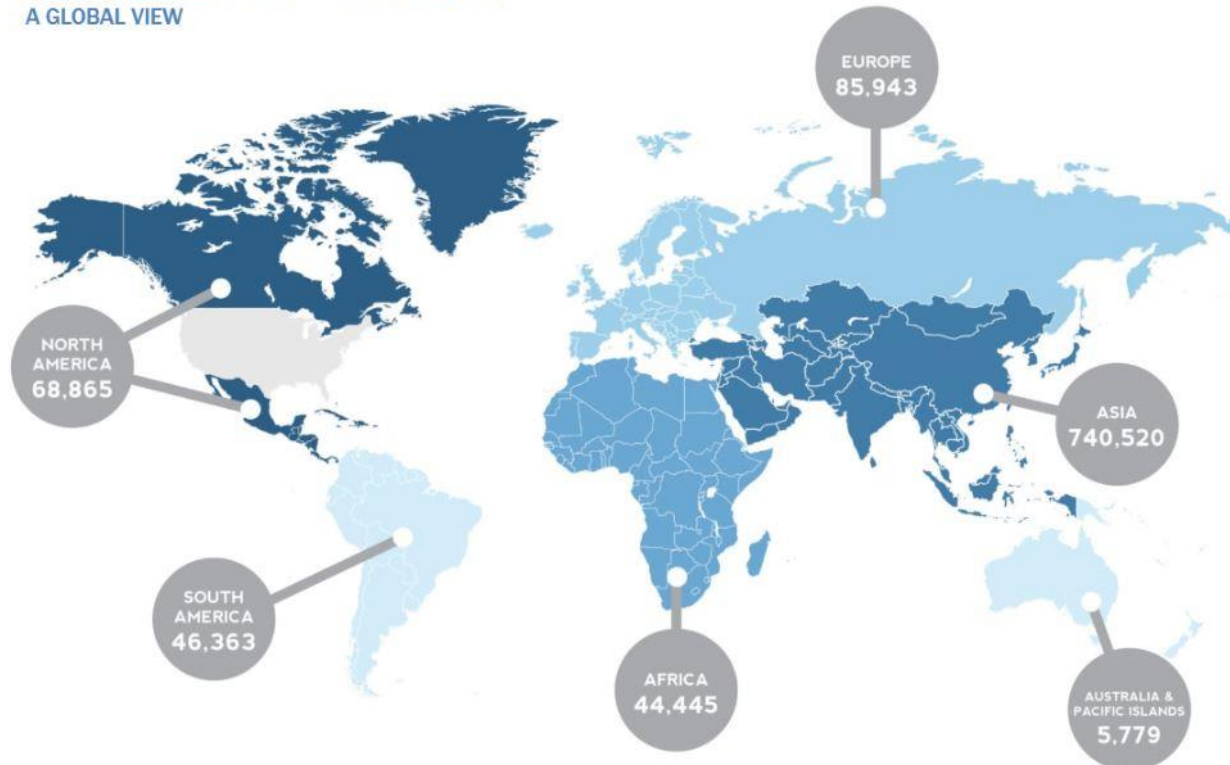
Start with Why... Why engage internationally?  
Because it helps us remember to keep our place in the world in perspective. All of us.

**SEVP**  
STUDENT AND EXCHANGE VISITOR PROGRAM

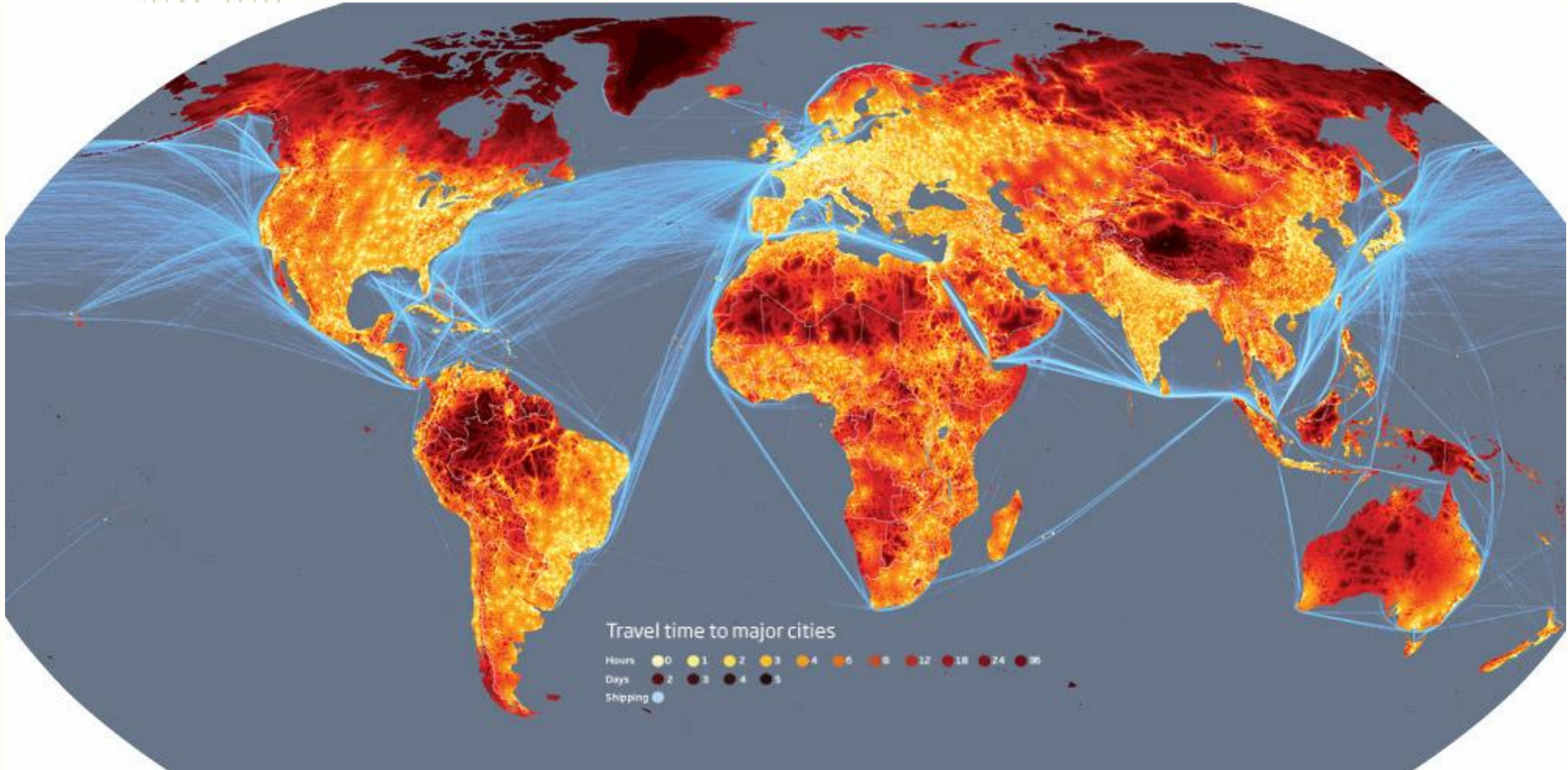


U.S. Immigration  
and Customs  
Enforcement

**PLACES OF ORIGIN**  
A GLOBAL VIEW



Because we are increasingly more urban and interconnected



# Our Perspectives Have Changed



In 2013, only 7% of college students were enrolled in foreign language courses – most commonly western.

Chinese is the world's most spoken language – 1B speak Mandarin.

Only 10% of American undergraduates study abroad or experience another culture.

Start with Why... Why engage internationally?  
Because international students are good for our economy.

INTERNATIONAL STUDENTS' ECONOMIC IMPACT  
IN THE  
WELCOMING ECONOMIES GLOBAL NETWORK 10-STATE REGION



**384,000** INTERNATIONAL STUDENTS  
AS OF 2015

IN WE GLOBAL STATES COLLECTIVELY CONTRIBUTE



**\$12.35 BILLION**

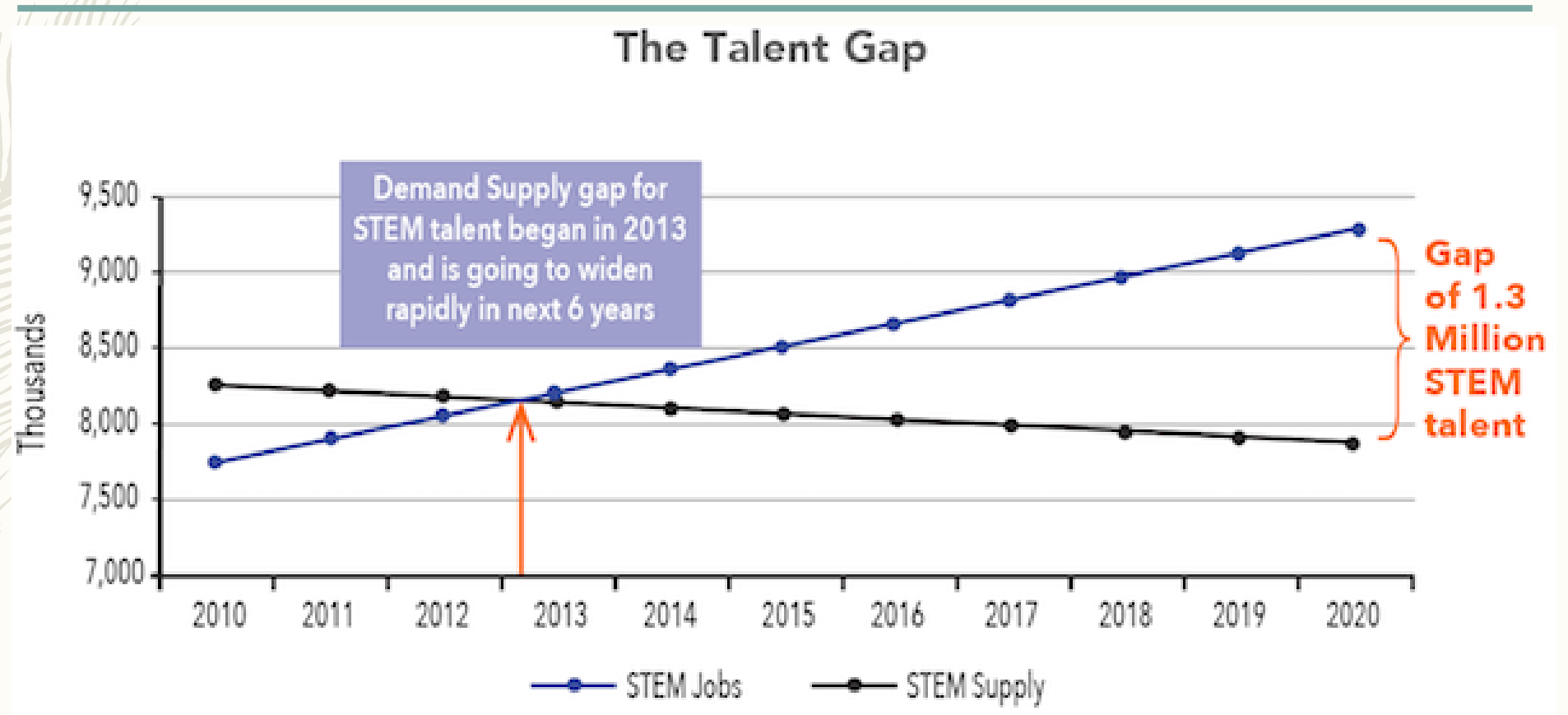
IN ANNUAL ECONOMIC IMPACT, SUPPORTING



**157,000 JOBS**

#IMMIGRANTIMPACT 

# Start with Why... Why engage internationally? Because the U.S. talent gap is widening.





# Start with Why... Why engage internationally? Because it's good for business.

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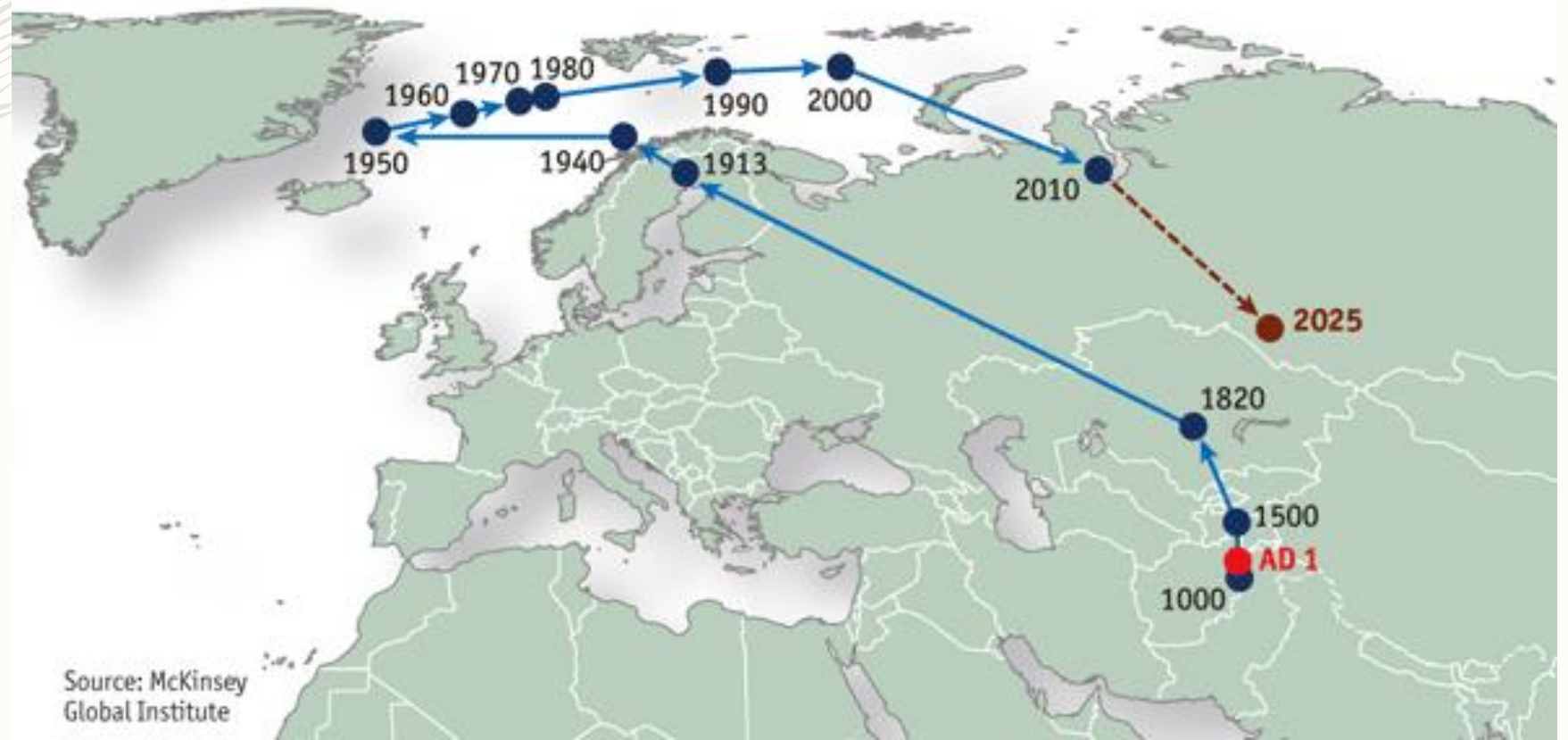
- 2014 U.S. Business Needs Survey
  - 80% believe their **business would increase if more staff had international expertise**
  - 39% have failed to fully exploit an international opportunity because of insufficient expertise on staff
  - What they need:
    - *Appreciation for cross cultural differences*
    - *Understanding of legalities, local market practices, global economic connectedness.*

- Outside our borders, markets represent:
  - 80% of the world's purchasing power
  - 92% of economic growth
  - 95% of consumers
  - **1-in-4 manufacturing jobs depends on exports**
  - 1-in-3 acres of farmland planted for exports
  - 1-in-5 jobs depends on trade: **38 million jobs**

# Because the Earth's Center of Economic Activity is Shifting East

## Evolution of the earth's economic centre of gravity AD 1 to 2025

AD 1 to 2025



Source: McKinsey  
Global Institute

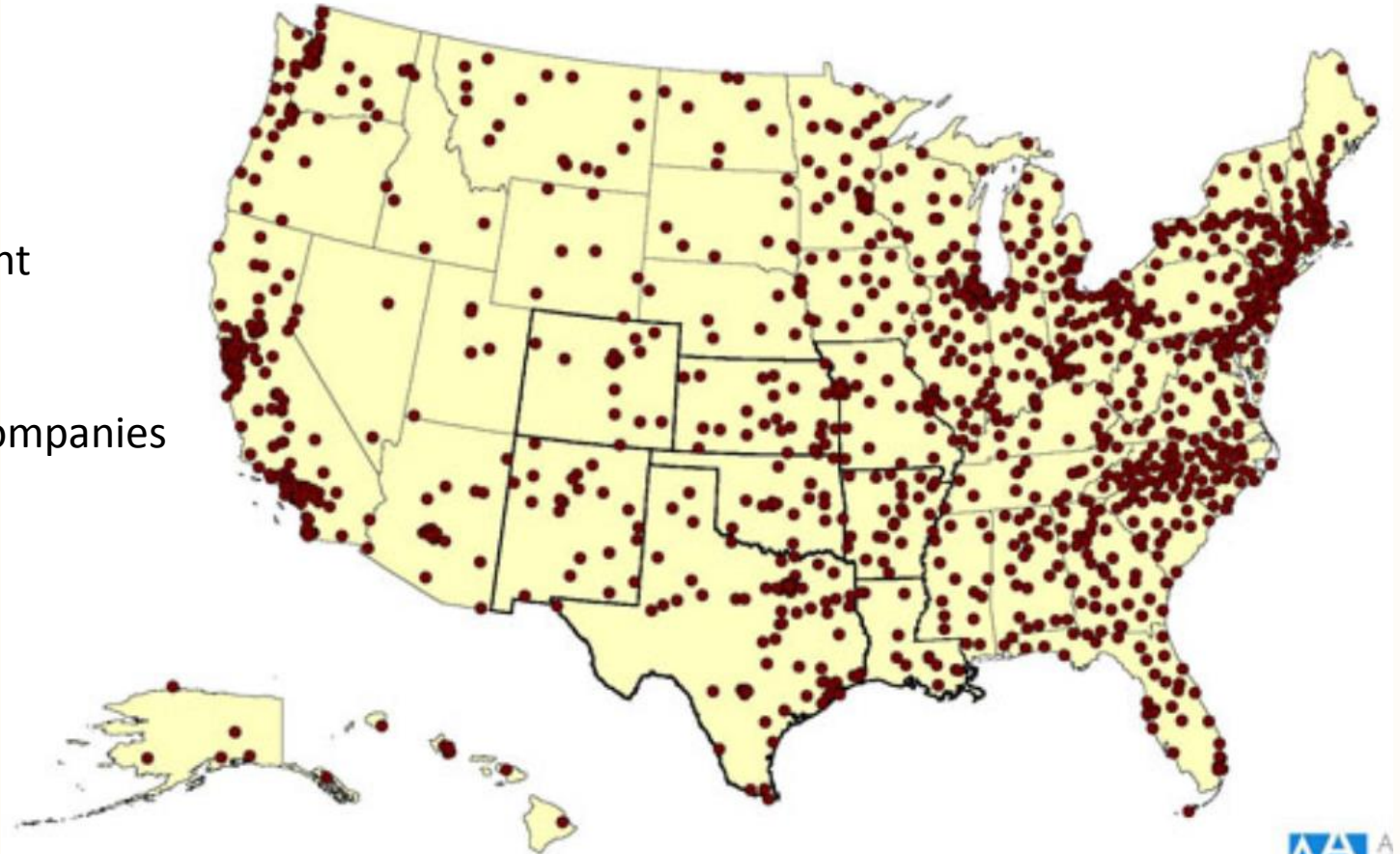


# 1,132 Community Colleges in the U.S. but Limited Global Outreach

(AACC)

Average international student population: **4%**

Average globally-engaged companies in each service area: **31%**

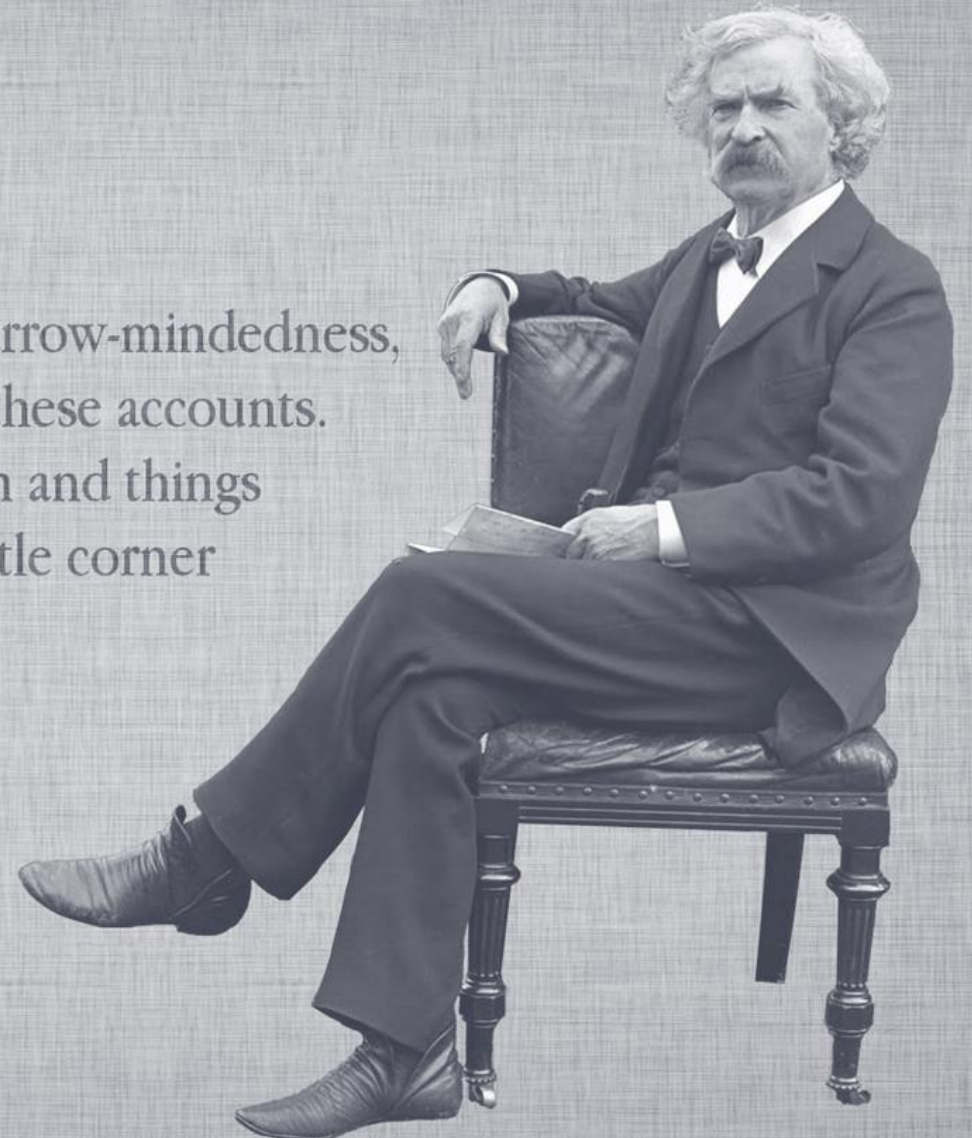


# Why?

## The Value of Global Awareness from an American Master

“Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.”

-Mark Twain



# Shiga – Our sister State – and The Michigan Boat

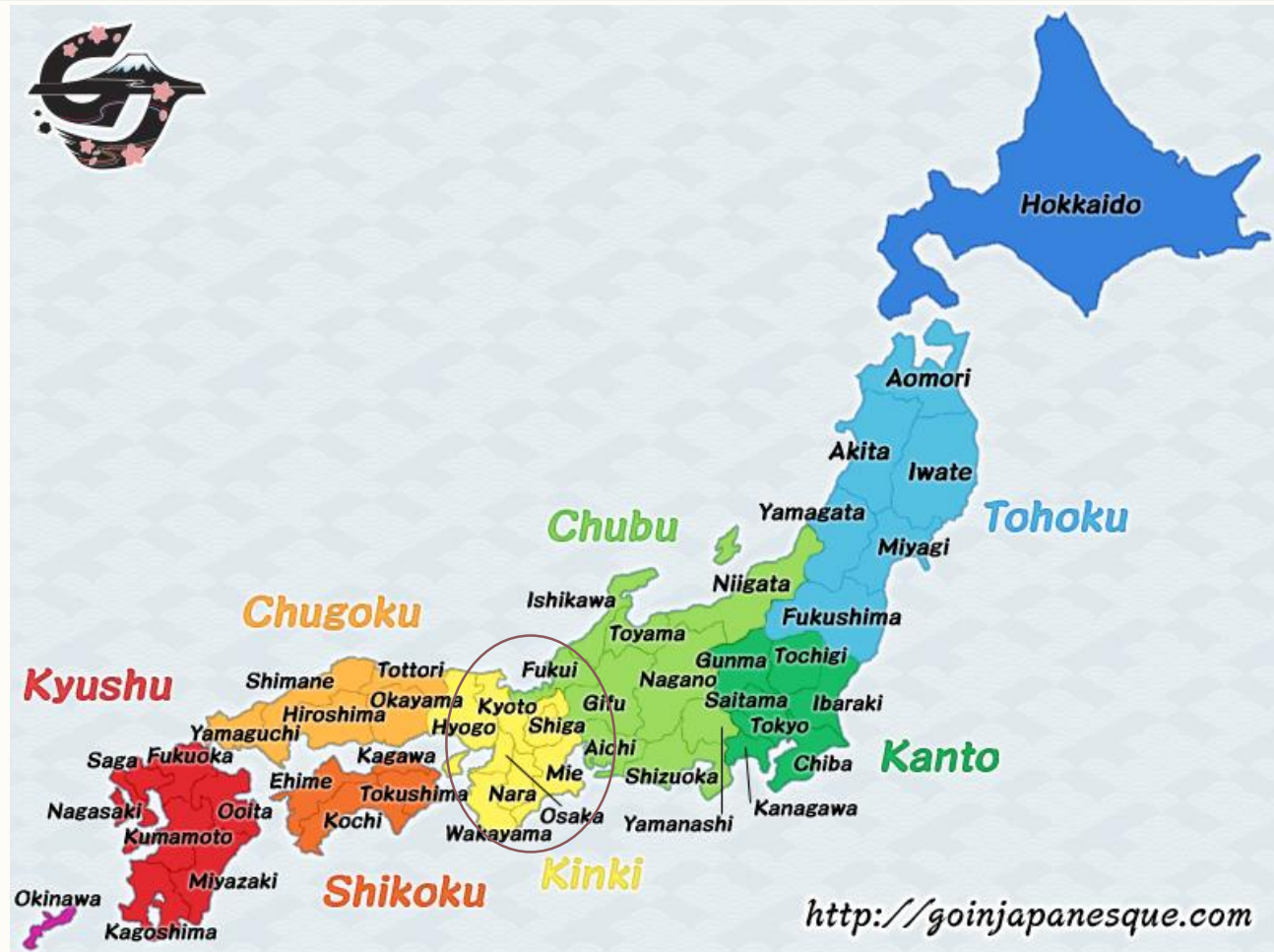
Mark Twain would have loved seeing this authentic American paddlewheel boat, *The Michigan*, on the waters of Lake Biwa.



The Michigan Boat is an important part of the Shiga Region. Here it is depicted on a manhole cover on a Otsu sidewalk.

# Shiga – Our Sister State

## Japan’s State with a “Mother Lake”

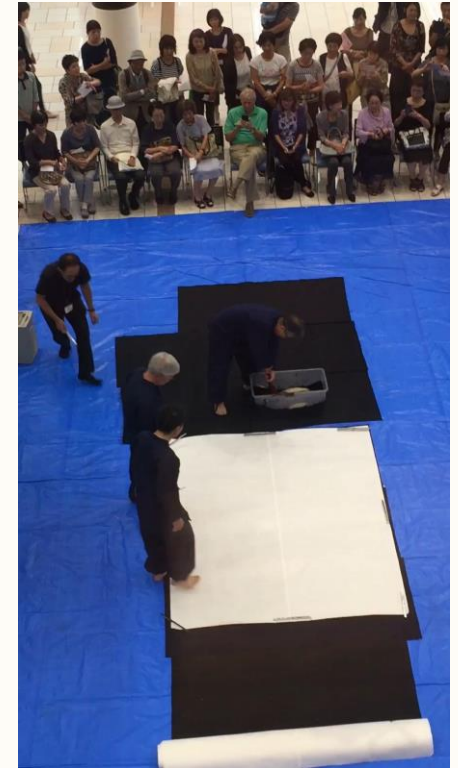



# Governor Snyder & the Goodwill Delegation Celebrate the 50<sup>th</sup> Anniversary of the Sister-State relationship



The Goodwill Delegation upon arrival in Nagoya on September 5. Great Michigan connections!

At right:  
Governors  
Snyder and  
Taizō Mikazuki  
(Shiga) assist a  
calligraphy  
master in  
writing the  
word “Lake” –  
our shared  
commitment  
to water.





# Why leads to How and to What .... Here is what can emerge

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- Student Exchanges
- Faculty Exchanges
- Virtual Learning Experiences (Augmented Reality?)
- Economic – Business to Business partnerships
- Study Abroad Options
- Fulbright Possibilities
- JCMU Options
- Michigan Boat Options

# Economic Development & Entrepreneurship in Shiga



# Collegiate Connections: Opportunities for Student Study Abroad



Hikone Castle.  
Hikone is home to JCMU and Sister City to Ann Arbor



MMCC at Ryukoku University



MMCC at U of Shiga Prefecture





# Updates? Questions? Comments?

Artwork created by University of Michigan students to commemorate the 50<sup>th</sup> Anniversary of the Sister-State relationship. Unveiled at the Japan Center for Michigan Universities on September 7, 2017.

