



The State University  
of New York



## SUNY Global Online

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## From the Vice Chancellor: Leveraging 'Systemness' Globally



Welcome to *SUNY Global News*.

It's about all of us.

Dedicating 2012 to leveraging SUNY's "systemness," Chancellor Nancy Zimpher said: "Beyond the individual strengths that each of our 64 campuses possess, there is a powerful and unmatched capacity to reach our most ambitious goals together."

Certainly every SUNY campus has a stake in these efforts. Systemness requires – demands – shared understanding, common goals, a united sense of purpose. *SUNY Global News* will endeavor to bridge understanding and catalyze our greatest potential as a *team* by bringing SUNY's international goals into focus.

To that end, our first issue is fortuitously timed. The chancellor and I were part of a SUNY delegation that has just returned from an historic visit to East Asia, where SUNY is expanding its presence.

The highlight of the visit was a ceremony marking the opening of **SUNY Korea**, the public unveiling of a remarkable collaboration between the Songdo Global University in South Korea and SUNY Stony Brook – a terrific example of how SUNY is solidifying its status as a first-rank international university, highly competitive and enhanced by innovative partnerships. SUNY Korea also represents the caliber of opportunity "systemness" presents in the arena of global affairs.

You'll find more examples in this and future issues. But beyond merely an information source, *Global News* is an open invitation to SUNY's 64 campuses and their stakeholders to connect and engage fully in the internationalization of the world's largest comprehensive public university system. As a system, and as individual institutions,

SUNY is embracing transformations in our world and working to prepare the new generation for a future that will be unlike our past – a future where success in academia, in business, and in just about every career field, will be enhanced by the ability to transcend borders and collaborate on the global stage. I believe *Global News* will help us light our path into that future. And through its mix of information, insight, and message of a shared sense of purpose, it will help get us there.

I hope you enjoy our first issue. We welcome your submissions on topics related to single or multi-campus initiatives or programs that are relevant to the SUNY Global network. We look forward to sharing with all of you in this space. We also look forward to receiving your comments and suggestions for future editions.

## Upcoming Events

Event/Opportunities for  
SUNY faculty/staff

**May 29:** [SUNY-MLA Collaboration for Language and Culture Education](#): Exploring New Structures for a Changing World, SUNY Plaza, Albany, NY

**June 7-8:** [Moving from Me to We: Breaking Boundaries and Building Bridges with Globally Networked Learning Partnerships](#) 4<sup>th</sup> Annual COIL Conference, SUNY Global Center, New York, NY.



**'Helping SUNY campuses learn from each other' at 4<sup>th</sup> annual COIL conference**

## **Moving SUNY Global Learning from Me to We**

Collaboration is a central theme of next month's COIL conference -- ***Moving from Me to We: Breaking Boundaries and Building Bridges with Globally Networked Learning Partnerships*** – to be held June 7-8 at the SUNY Global Center in New York City.

From its inception in 2006, COIL - the Center for Collaborative Online International Learning - has worked to use the international reach and broad accessibility of online communication to enhance learning by bringing the world to SUNY and SUNY to the world. In doing so, COIL has also fostered dialogue and collaboration among the SUNY campuses that participate.

COIL's director Jon Rubin: "COIL was at the lead of 'systemness' as it developed inter-campus linkages. Today, globally networked learning creates opportunities for SUNY campuses to reinforce a culture of systemness by changing how institutions teach and how students learn all over the world."

This is COIL's 4<sup>th</sup> annual conference, bringing together faculty, international programs staff, instructional technology staff, and university and college administrators from throughout the SUNY system, across the US, and around the world to share experiences and innovative models and best practices for online instruction across cultural and language borders.

Innovative and cost-effective, the potential of Globally Networked Learning (GNL) becomes clearer with each new day, according to Rubin. "Only about 2 percent of US students travel abroad as part of a study abroad program. While there is no duplicating that experience, GNL offers students a viable means for global engagement and the development of intercultural awareness."

For many campuses both within and outside the SUNY system, building capacity for GNL requires understanding and applying new approaches to teaching and learning – a situation next month's conference is set to address. Presentations will include:

- Empowering Faculty in the Globally-Networked Classroom
- Assessing Globally Networked Learning: Some Discoveries and First Steps
- Understanding Foreign Policy through COIL: Student to Student Learning
- Creating a Global Classroom with Technology and Social Media in a Time of Budget Restrictions
- Globally Networked Courses and Student Mobility: Correlation or Causation?

"Whether the possible roadblocks facing campuses are technical or are a matter of their developing a new perspective to internationalizing the curriculum – COIL is focused on helping participating campuses turn the corner by learning from one another," Rubin said.

Please visit [COIL](#) for more info.

## SUNY and Turkish Dual Diploma Coordinators Meet in New York

On March 5, 2012, the SUNY Global Center hosted the annual gathering of coordinators for the Turkish Dual Diploma Program, an international partnership in which students spend half of their studies at SUNY campuses and half at Turkish institutions while earning their degrees. Nearly 60 coordinators representing 11 SUNY campuses and seven Turkish institutions attended.

SUNY and the Turkish Higher Education Council established the partnership in 2003, resulting in 27 degree programs. To date, 2,700 Turkish students have enrolled, including 1,000 graduates. The program is the first of its kind in Turkey, and other U.S. universities have followed the model to develop similar programs.



**Nearly 60 coordinators representing 11 SUNY schools attend Turkish program gathering**

Each year, the Turkish and SUNY coordinators meet to discuss critical issues related to the programs, as well as areas of development. In attendance at this year's meeting were the Turkish Consul General, M. Levent Bilgen, and the President of the Turkish Higher Education Council, Dr. Gökhan Çetinsaya, both of whom gave opening remarks emphasizing the global nature and importance of the programs.

Following the meeting, participants were hosted for dinner by the Fashion Institute of Technology. SUNY campuses involved in the Turkish dual diploma programs are: Binghamton, Brockport, Buffalo (University at), Cobleskill, Cortland, Empire State College, Fashion Institute of Technology, Fredonia, Geneseo, Maritime and New Paltz.

## [SUNY's Confucius Institute Presents: Frank Newman](#)



**Frank Newman on what China can teach the U.S.:** *"One of the disadvantages of convincing ourselves in America that we can't afford to do anything is that not only do we have high unemployment, but [we're missing] the opportunity to keep our infrastructure competitive with China. This is not the American way. We are not a 'can't do' nation. We are traditionally a 'can do' nation. We can return to the American way but first we have to get these myths off our backs."*

## **Former U.S. Treasury Deputy Looks to China to Debunk Myths Hurting U.S. Competitiveness**

Frank Newman, former deputy U.S. Treasury Secretary and author of *Six Myths that Hold America Back – and What America Can Learn from the Growth of China's Economy*, delivered his provocative thesis at a well-attended April 25 lecture at the SUNY Global Center, hosted by the Confucius Institute for Business. The SUNY Confucius Institute for Business, through educational programs and guest events like this one, integrates the study of language, business, and culture to help support successful business development with and in China.

## Campuses 'Opt In' for Recruitment Success

On April 18, SUNY's Office of International Recruitment (OIR) hosted its 2<sup>nd</sup> annual "opt-in" campus workshop for interested SUNY campuses at the SUNY Global Center in Manhattan. Thirty-eight professionals from 28 SUNY institutions participated.

OIR provides centralized support to SUNY campuses as they strive to increase student enrollment from abroad, a new approach for SUNY. "Historically, each SUNY campus developed and implemented its own strategy," said OIR's Krista Northup. To date, 31 campuses have 'opted-in' to the agency recruitment plan, which means:

- Overseas agents are vetted and contracted by OIR;
- Each campus agrees to pay 18% of the first year's tuition for each student recruited through an agency;
- 10% of what each campus pays goes to the agent directly as commission;
- 8% goes to a central Global Reinvestment Fund (this fund will be used to partially support the recruitment infrastructure, as well as for study abroad scholarships, faculty travel grants, and funding for scholar rescue).

Mitch Leventhal, who made this centralized approach in international recruitment a priority when he took on the role of SUNY's vice chancellor for global affairs, said that sharing strategies and resources will help keep campus recruitment efforts alive and healthy. "It's especially important during this period of stretched budgets for internationalization that we have a Global Reinvestment mechanism to support overseas research and scholarships that are essential to a globally engaged campus," said Leventhal.



### Recruitment Road Show 2012: Journey East

In March, OIR Director Krista Northup and representatives from several SUNY campuses conducted a spring recruitment 'road show' tour of Vietnam and China, presenting to hundreds of prospective SUNY students. Read Krista's blog posts [here](#)

## UCosmic® Receives Funding Boost from Santander Universities

Santander Universities has announced a \$290,000 grant to accelerate the development of the UCosmic® Consortium.

Originally developed at the University of Cincinnati where it is still in use, the UCosmic® Consortium is an *international* open-source software initiative that allows members to comprehensively map global activities taking place across participating institutions. The software consortium brings together international education administrators and information technology specialists from across SUNY and other university systems in a way that is unprecedented and low cost, enabling the institutions to more aggressively leverage resources to achieve their internationalization objectives.

SUNY Chancellor Nancy Zimpher said: "We see UCosmic® as an essential tool for the successful implementation of our system-wide strategic plan, *The Power of SUNY*. UCosmic allows us to be strategic quickly, and will create opportunities for our students, our faculty and our State. Santander's generous support will allow this to become a reality sooner, rather than later." To date, the UCosmic® Consortium has grown to 15 universities in 11 countries. As a consequence of the grant, an additional 20 Santander universities from around the world will join, and for a substantially reduced participation fee.

The UCosmic® Consortium can be found at [www.ucosmic.org](http://www.ucosmic.org).



Chancellor Zimpher addresses students and faculty at SUNY Korea opening ceremony

## SUNY Korea Rings in First Semester

### Zimpher Lauds Stony Brook-South Korea Project as ‘Model for Higher Education’ Worldwide

The newly opened [SUNY Korea](#) is the first American university with a physical presence within the Incheon Free Economic Zone (IFEZ) and a US delegation led by SUNY Chancellor Nancy L. Zimpher, SUNY Vice Chancellor Mitch Leventhal and Dennis N. Assanis, Provost and Senior Vice President for Academic Affairs at SUNY Stony Brook, were on hand to welcome the historic inaugural class.

The opening ceremony, held in Incheon on March 19, was greeted with tremendous enthusiasm from South Korean officials and local community members, as well as the Korean national and local press.

SUNY’s partnership with Songdo Global University in South Korea “serves as a model for higher education around the world,” said Zimpher.

“Today’s ceremony is the culmination of outstanding work by excellent faculty and staff at Stony Brook and Songdo. Together, we will create boundless new opportunities for cutting-edge research, business endeavors, and government affairs between our two nations,” she said.

SUNY Korea currently offers master’s programs in technology and computer science, although an expansion of degree curricula is planned. The first class of SUNY Korea, a total of 34 Stony Brook students – all residents of Korea -- began classes in March.

The SUNY Board of Trustees authorized the development and implementation of educational programs and research collaborations in the IFEZ in a 2009 resolution. SUNY Korea was subsequently funded by the South Korean government through its Ministry of Knowledge Economy, the Incheon Free Economic Zone, and the Metropolitan City of Incheon.

While attendees at the ceremony spoke of the wider implications of the SUNY Korea partnership and the potential for cross-national learning, Stony Brook Provost Assanis directly addressed the importance of the collaboration to his school.

“Stony Brook University will benefit from this partnership because it places the University on a world stage, and further builds upon our reputation as an ‘internationally’ renowned institution of higher learning,” added Assanis.

“This joint venture strategically positions us to develop cutting-edge research that will contribute new knowledge and new technologies to our global community. With its educational mission and the leadership that we have put in place, SUNY Korea is destined to grow and prosper.”



Coming together for global women's empowerment, from l. to r., UN Secretary-General Ban Ki-moon; UN Women Exec Michelle Bachelet and Güler Sabancı, chairman and managing director of Sabancı Holding

## **SUNY Global Hosts UN Women's Empowerment Event; Furthers Business Case for Gender Equality**

Best business practices that are expanding women's participation and empowerment worldwide were the focus of the SUNY Global hosted conference, **Gender Equality for Sustainable Business**. The event, which drew nearly 200 leaders from business, the United Nations and international governments, marked a milestone in the implementation of the Women's Empowerment Principles (WEPs) developed by UN Women and the UN Global Compact. To date, 400 CEOs have committed to the 10 tenets of the WEP, which were crafted to serve as a roadmap to guide organizations in empowering women in the workplace.

"This is SUNY Global's second year hosting this event and we're excited that corporate commitment to the WEPs has doubled since 2011," said SUNY Global's Mitch Leventhal, who also serves as senior academic advisor on global affairs for the UN Global Compact and opened the day's session. "What made this year's conference especially compelling is that the participants were able to talk about the principles in practice. This was a discussion about the impacts of gender equality on women's lives and on business growth and development."

Since the launch of the WEPs in 2010, companies that have signed on have put gender empowerment policies such as STEM education for women and girls, maternity leave policies, and entrepreneurship training, to work in Brazil, South Africa, Turkey, Serbia, Japan, Australia, New Zealand and Iceland.

Among the day's speakers was Michelle Bachelet, the first woman to serve as president of Chile and executive director of UN Women, who described the connection between gender equality and higher levels of economic performance as unassailable. "And the growth is more inclusive, which benefits all of us," she said.

UN Secretary-General Ban Ki-moon delivered the keynote address, where he placed the gathering in the context of the upcoming [UN Conference on Sustainable Development](#) (Rio+20). The secretary-general also stressed the need for businesses not to isolate gender as a "human resource" problem.

"I urge you to apply a gender lens to all your company's activities and sustainability efforts. Recognize that each is an opportunity not just to support women's empowerment but to strengthen your operations," he said. The full text of the Secretary-General's remarks can be found [here](#).

More information on the conference, including photos and video, can be found [here](#).

## SUNY Chancellor's Award for Internationalization Winners Announced

On April 17, the Office of Global Affairs announced five recipients of the 2012-2013 Chancellor's Award for Internationalization (CAFI). CAFI encourages the establishment of new and innovative study abroad programs in less commonly traveled destinations, and the exploration of underrepresented academic disciplines in study abroad.

"SUNY and the World" is among the Six Big Ideas that comprise the strategic plan, the Power of SUNY, launched by Chancellor Nancy Zimpher. The plan identifies "building our global talent pool" as a key element in realizing the SUNY and the World goals, stating that: "to create a globally competent student body, we must increase the opportunities for international exposure throughout all courses and degrees."

"The Chancellor's Award for Internationalization is representative of SUNY's commitment to increasing opportunities for global exposure among our students and faculty," said SUNY Chancellor Nancy L. Zimpher.

"Congratulations to each of this year's recipients, whose contributions will enable SUNY to leverage the power of systemness to provide more high quality, innovative study abroad offerings in more places than any other university."

The recipients of the Chancellor's Award for Internationalization for 2012-13 are:

- Dale Tuggy, Assistant Professor, Department of Philosophy, SUNY Fredonia, for "Global Philosophy of Religion (India)"
- Jeremy van Blommestein, Associate Professor, Department of Sociology, SUNY Potsdam, for "Struggles of Change: South African and US Education in Global Times"
- Paula Moore, Associate Professor, Department of Nursing, Tompkins Cortland Community College, for "International Internship in Health Care Education in Nicaragua"
- Meredith Weiss, Associate Professor, Department of Political Science, University at Albany, for "Diversity and Development in Southeast Asia (Malaysia)"
- Peter F. Biehl, Associate Professor and Department Chair, Department of Anthropology, University at Buffalo, for "The Podgori Archaeological Field School in Albania"
- Coordinated by SUNY's Office of Global Affairs, the top proposals were selected by a committee of five SUNY campus representatives from a pool of 17 applications submitted by 14 campuses.

Thirty-seven projects have been selected as recipients of the Chancellor's Award for Internationalization over the course of four competitions to date. Award recipients receive funding of \$4,000 to support program development and to make the cost more affordable to students.

SUNY Global - the Office of Global Affairs – is a cabinet level department at System Administration, with reporting through the provostal line. Headed by the [Vice Chancellor for Global Affairs](#), SUNY Global is responsible for strategic planning, policy development, coordination and incubation of system-wide global initiatives. SUNY Global is profoundly focused on [access](#) and the affordability of opportunity for all students. SUNY Global is headquartered at the [SUNY Global Center](#) in New York City and has offices and staff in Albany, Moscow, St. Petersburg, Ankara and Mexico City. SUNY Global News is a recurring newsletter devoted to the activities of SUNY Global. Comments and story suggestions are welcome. Contact Sally Crimmins Villela with submissions or suggestions at [sally.crimmins@suny.edu](mailto:sally.crimmins@suny.edu).