



Internationalization in North America: What Does the Future Hold?

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A Comparative View



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Population

- U.S.: 290 million
- Canada: 32 million
- Mexico: 109 million



GDP

- U.S.: \$ 10.4 trillion (89% of North American regional economy)
- Canada: \$715.7 billion
- Mexico: \$637 billion

Per Capita Income

- U.S.: \$35,060
- Canada: \$22,300
- Mexico: \$5,910



Higher Education in the U.S.

- 15 million students
- 6,636 institutions
 - › 2,117 public institutions
 - › 1,996 private not-for-profit institutions (1,732 accredited degree granting)
 - › 2,534 for-profit institutions (804 accredited degree granting): enrollment at for-profit institutions grew from 304,400 to 450,000 from 1996 to 2000

Higher Education in Canada

- 160 degree granting institutions
- 230 community colleges
- Hundreds of small private technical and trade colleges
- 3 private for-profit degree granting institutions



Higher Education in Mexico

- 1,250 institutions (1999)
 - › 515 public and 735 private (accounting for 30% of enrollments)
- 2 million students (up from 1.2 million a decade ago, or 66% growth)
- 136,240 graduate students (up from 44,000 in 1990)
- Projected increased enrollments: 2.8 million by 2006



The Faces of Internationalization

- Internationalization at home
 - › Curriculum, on campus activities, liaison with local cultural and ethnic groups.
- Cross-border education (linkages, development projects, exchanges and partnerships)
 - › Mobility of people (students/scholars/professors)
 - › Programs
 - › Providers
 - › Projects

Why Internationalize?

- Rationale depends on the stakeholder:
 - › Institutions
 - › Employers
 - › Governments
 - › Students
 - › Faculty

U.S. Actors and Rationales

- Institutions are the major actors
 - › Rationales vary according to institution type
 - › For most institutions, the major rationale is academic—teaching and learning, antidote to U.S. parochialism, increase quality and breadth of research
 - › The for-profit sector bears watching

U.S. Actors and Rationales (contd.)

- Federal government: a minor role
 - › Combined spending in major programs \$280 million, less than 1% of federal discretionary expenditure for higher education
 - › North American programs miniscule
 - › Historical evolution of rationale: Cold War, economic competitiveness, national security

Canadian Actors and Rationales

- No national policy like the U.S.: institutions are the major actors
- Academic rationale dominates—preparing students who are internationally knowledgeable and interculturally competent
- Development cooperation: build capacity in other countries (but a decline in the number of funded development cooperation projects)

Mexican Actors and Rationales

- Important role of SEP and national programs such as PROMEP, CONACYT
 - › Increase quality of Mexican higher education
 - › Enhance preparation of Mexican faculty
- Role of institutions developing

Activity

- More inter-regional activity than intra-regional
- Mobility lopsided
 - › 62% of 14,870 Mexicans studying abroad were in U.S.
 - › 49% of CONACYT recipients go to U.S.
 - › About 2,800 Mexicans studying in Canada in 2000 (growth in past few years)
 - › 8,360 U.S. students studying in Mexico (out of circa 158,000 total U.S. students studying abroad)
 - › 21,925 Canadians studying for degree in US (out of 29,326 total Canadian students studying abroad)

Internationalization of U.S. Higher Education (ACE Research)

- The BAD NEWS
 - › Not an institutional priority
 - › Not integrated into institutional strategy
 - › Student mobility plays a minor role
 - › Students don't act on their professed interests

Internationalization of U.S. Higher Education

- THE GOOD NEWS

- › Many institutional types can do it.
- › Half of all students surveyed took at least one course with an international focus.
- › Strong support for internationalization among public, students, faculty.
- › Multiculturalism and internationalization can be mutually reinforcing
- › Technology holds great promise



What Might the Future Hold?

- NAFTA and GATS: Be careful what you wish for.
- The education business is not the same as international cooperation (but the distinctions are blurry).
- The education business is growing.

What Might the Future Hold (2)

- Curricular joint ventures
 - › AllLearn
 - › Cardean
 - › Great Plains Interactive Distance Education Alliance
 - › OneMBA
 - › Universitas 21

What Might the Future Hold? (3)

- Is the U.S headed for a train wreck in internationalization?
 - › International students
 - › Attitudes: International students equal internationalization; we have built it, they will come.
 - › Visas
 - › Perceptions abroad
 - › Cost

What Might the Future Hold? (4)

- The U.S. train wreck
 - › Lack of federal funding
 - › States in budget crisis—internationalization is marginal
 - › Uneven commitment of institutions

To End with some Good News:

- Attitudes of young people
- Growing multiculturalism in US
- Favorable attitudes towards international education.