

## Canadian & Mexican Institutions Work Together to Help Their Faculty & Students Gain an International Perspective

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## Agenda for Presentation

- Cultural awareness and reflection **exercise**
- A look at Nova Scotia & Guadalajara
- A look at NSCC and UNIVA
- An **exercise** to see what you would do in our place
- What NSCC and UNIVA did
- Results
- An **exercise** to start you on your internationalization journey



## Different Nations Share the Same Two Dimensional Elements

- Similar types of institutions
- Similar structures of government
- Similar business models
- Similar infrastructure elements
- Similar International challenges



## The Third Dimension of Nations: Culture

- Different languages
- Different cultural mores
- Local, regional and national customs



Let's take a few moments to  
see what we mean



Case Study #1

Harold Mariani



Case Study #2

Harold Josephson



Case Study #3

Bill Nugent



Case Study #4

Randy Hightower



These cultural differences compounded by working often in different languages are the most intimidating and discouraging elements when two different cultures come together in social, business or political situations



Now let us take a look at the two cultures and their respective institutions to see what objectives we hoped to achieve and the obstacles we faced when we first began to consider a partnership



Where is Nova Scotia?



## Nova Scotia Facts

- Small province with only 1 million people
- 35 minutes to the sea from anywhere
- Annual immigration in 2006 just over 2500
- 75% increase over previous 4 years
- Atlantic Canada only 2 million people (since 1971)
- Poorest exporting province in Canada
- Mainly export wood, fish, tires, and gas
- Canada is a large exporter but over 80% to US



## Nova Scotia Culture

- Warm, friendly people
- Largely white of Anglo-Saxon origin and Christian religion
- 3% of population First Nations
- 3% of population African Nova Scotian
- History of trade with US eastern seaboard & Caribbean but not much since mid-1900s
- Halifax once a major trading port; re-emerging
- Tolerant but inward-looking
- Fiercely loyal to Atlantic Canada
- CFAs is a well-used term
- Recent history of poor economy drives sensitivity to CFAs coming and taking jobs from locals



## Where is Guadalajara?



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## Mexico-Jalisco-Guadalajara Facts

- Mexico is a partner of NAFTA with the US and Canada
- Jalisco is the third largest state in the Mexican economy
- Guadalajara, Mexico's second largest city, with 3 million people and 5 million in the Metropolitan area
- Cradle of the most representative folklore in the nation
- One of the country's main business centers
- Industrious and enterprising, traditional and modern
- A university city
- Located in western Mexico - only 300 Kms from Puerto Vallarta



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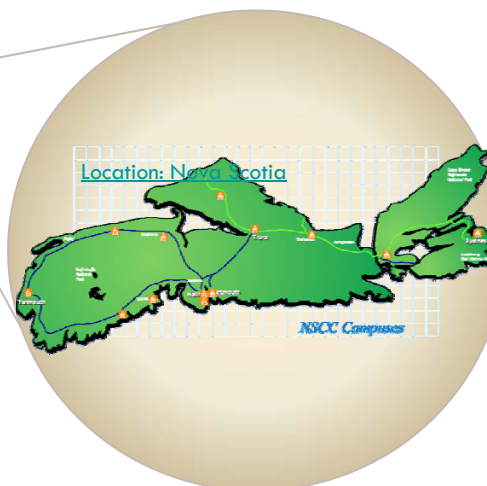


## Mexican – Jalisco -Guadalajara- Culture

- Warm and friendly people
- Jalisco is the land of Tequila and Mariachi
- Ethnic composition of Jalisco: European 40%; Mestizos 40%; 20% indigenous
- Guadalajara was founded in 1542 by 64 Spanish families (466 years of history)
- Known as having one of the best climates of the world
- Fil International Book Fair, the largest in the Americas is held in GDL
- Standard Spanish is spoken in GDL



Nova Scotia  
Community  
College  
(NSCC)



## Story of NSCC

<http://www.nsccl.ca>

- **NSCC Mission:** To build Nova Scotia's economy and quality of life through education and innovation
- Only 11 years old
- In midst of a \$123+ Million USD capital development
- 10,000 students enrolled in certificate and diploma programs
- 2,500 students enrolled in online courses
- More than 20,000+ learners annually when part-time, apprenticeship & customized training is included
- 90% of our graduates are employed
- 81% in their field of study
- 94% of our employed graduates are living and working in Nova Scotia
- NSCC: "*Canada's Portfolio College*"



## NSCC's International Challenge

- Mission is to help Nova Scotia grow
- Must look beyond local market to grow
- Low levels of diversity in Province and College
- Province's immigration record: poor
- Province's export record: poor
- Very few international students
- No international faculty
- Very few faculty members with international experience
- Graduates tend to stay in province

**How can NSCC fulfill its mission?**





## Story of UNIVA

- Founded in 1962 by Mons. Santiago Mendez
- Began as a private institution for workers
- Awarded university status in 1977 by Ministry of Education
- Officially became a Catholic Institution in 2003
- 14,000 students are currently enrolled
- 22 B.A, 20 MA, 2 PhD. Programs (2 high schools)
- Awarded Certification of Excellency by the Ministry of Education in 2007 (23 institutions have this distinction)
- UNIVA system has 10 satellite campuses
- Around 80% our graduates are employed



## UNIVA's International Challenge

- Mission: Contribute to the progress & development of society according to humanistic principles
- Curriculum development according to regional and international requirements
- Graduates with multicultural awareness
- Increasing international enrollment
- Growing number of faculty members with international profiles



## What would you do?

An exercise to discuss possible strategies and actions that presentation attendees might take if faced with a similar situation



## NSCC School of Business Strategy

- Understand the reasons for internationalizing
- Determine needs first
  - Give more experiences to faculty and students
  - They will stay behind and build expertise of province
- Have a 10-year outlook, but take the first step
- Find out who can help, both inside and outside of organization
- Start slowly, but don't be afraid to go forward
- Don't wait for organization to understand
- Low cost, low risk beginnings



## UNIVA Strategy

- Internationalisation of curriculum
- Students bilingual in Spanish & English
- Faculty members with international profile
- High % of subjects taught in English
- High % of visiting international professors
- International accreditation
- Development of good partnerships



## Chronology of Partnership

### March 2004

Bill Howse of NSCC attended the CONAHEC conference (*Consortium for North American Higher Education Collaboration*) in Guadalajara and met Raul Rodriguez, Director of International for UNIVA. Bill said to Raul "would you like an instructor from NSCC to visit UNIVA in May or June. All it will cost is living accommodations and \$100 a week"

### May 2004

Raul requested a culinary instructor and a Graphic Design instructor. Rodney Richards, NSCC chef instructor went to Guadalajara and taught for 5 weeks. He had about 5 days notice before he went.

### August 2004

Raul and the Rector of UNIVA visited Nova Scotia

### Sept 2004

Started planning for a student field school

### May 2005

First NSCC at UNIVA student field School. Led by two NSCC faculty

### January 2006

Helen Gromick, NSCC instructor taught Public Relations at UNIVA for 5 weeks

### February 2006

Raul Rodriguez visited NSCC



## Chronology of Partnership (cont.)

### May 2006

Second student field school and first faculty field school at UNIVA led by Brad MacDonald and Barrie Reid.

### May - June 2006

Bob Dowden, NSCC chef taught at UNIVA for 5 weeks

### October 2006

Francisco Santana UNIVA faculty visited NSCC for one month. Gave presentations at 12 NSCC campuses

### January 2007

Angelica Mozqueda spent 4 months as visiting Instructor at the Kingstec Campus NSCC.

### May 2007

Third student and second faculty field school at UNIVA led by Kirby Coolen and Helen Gromick

### October 2007

Flor Valdes, UNIVA faculty visited NSCC for one month and gave presentations at 12 campuses

### May 2008

Fourth NSCC at UNIVA student field School led by Kirby Coolen

### May-June 2008

Bob Dowden, NSCC chef taught at the La Piedad campus UNIVA for 4 weeks

### January 2008

Planning 5<sup>th</sup> student and 4<sup>th</sup> faculty field school at UNIVA.  
 Planning first UNIVA student at NSCC field school.  
 Planning UNIVA instructor visits to NSCC in January 2009  
 Management for first UNIVA student on an exchange to NSCC in near future  
 Follow up discussions for a Double Diploma Program in Business and Tourism



## Tangible Benefits

- # of students with international exposure
- # of faculty with international exposure
- Expanding international student presence
- More faculty jumping on board
- Foreign relationships established
- Organization now responding
- Long-term changes in the province



## Intangible Benefits

- Faculty now looking outward
- Image of College is changing
- Faculty and student pride increasing
- NSCC School of Business has come to life
- International students encouraging UNIVA students to look outward
- New international relations among students & faculty
- Host families' relations with NSCC students & faculty
- NSCC students & faculty have a place in the heart of UNIVA
- UNIVA being embraced by NSCC



## Obstacles

- Funding to expand activities
- Student involvement has been limited to date
- Processes and procedures have not yet caught up with the needs
- Risk aversion to these types of activities is still a factor
- Activities making up field schools must be enhanced
- Mexican exchange rate gap with Canada & other developed countries
- Cultural and developmental gaps
- Institutional misperceptions of exchanges and field schools



## Workshop to get presentation attendees started with their internationalization activities

- Mission: why do you want to internationalize?
- How can the mission be advanced?
- What is the institution's role?
- Outline the opportunities and challenges that are unique to your organization.
- Suggested first steps and/or share best practices

Initiate discussion and sharing at tables!

