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**International Education Council**

Minutes of 19 January 2023

**Call to Order**

The regular meeting of the Western Michigan University Faculty Senate International Education Council was called to order at 3:01 p.m. on 19 January 2023, via Webex video conferencing by David Huffman, chair.

**Members in Attendance:** Fathima Bachilee, Ellen Breakfield-Glick, Charles Bruce, Joan Conway, Bradford Dennis, Jessica Gladden, David Huffman, Elena Lisovskaya, Michelle Metro-Roland, Joseph Milostan, Chasy Somwhang, Abby Wang, Jim Whittles, Paulo Zagalo-Melo, German Zarate-Sandez (substitute for Anna Popkova).

**Member Absent:** Jun-Seok Oh

**Ex Officio in Attendance:** Zeljka Vidic

**Guest:** Vuvu Antonio, Graduate Student Association; Tony Proudfoot, Vice President for Marketing and Strategic Communications

**Quorum**

A quorum was present.

**Acceptance of the Agenda**

**[MOTION]** It was moved by Whittles, seconded by Gladden, to accept the 19 January 2023 agenda as presented. The motion carried unanimously.

**Approval of the Minutes**

**[MOTION]** It was moved by Zagalo-Melo, seconded by Conway, to approve the minutes of 8 December 2022 as presented. The motion carried unanimously.

**Reports of Officers**

Chair Huffman highlighted items from WMU President Edward Montgomery's year-end message and stressed the importance of international colleagues and students.

Ex Officio Vidic did not provide a report but welcomed questions from IEC members.

**Reports of University Representatives**

Zagalo-Melo reported that the Haenicke Institute for Global Education (HIGE) is preparing for college visits and finalizing hiring processes. HIGE has been reaching out to colleges and is included in agendas of dean councils and college meetings. Zagalo-Melo reported that HIGE has been working on global communication initiatives that will be presented to IEC when completed. HIGE is also working on redesigning international orientation. Onboarding staff will be completed first, and the organization will be improved for new international students. Orientation will take place closer to the start of classes in Sangren Hall and will be more consistent with orientation for all students. Zagalo-Melo announced the Lantern Festival Gala on 4 February in Chenery Auditorium and the Fulbright reception on 3 February at the Richmond Center in the College of Fine Arts.

**Reports of Councils/Committees Standing Committees**

Whittles reported that the College of Aviation International Committee had not met. Faculty have been planning orientation and discussing welcoming international students and incorporating globalization in all courses. Metro-Roland reported that the Global Engagement Award Working Group met earlier this week to solidify language for the website. Metro-Roland considered how to promote the award and asked for feedback.

Metro-Roland reported that the Fulbright Working Group is developing a set of questions for a survey in Qualtrics.

Dennis reported that the Welcoming International Students workgroup met on 15 December 2022. The working group created a Microsoft Teams folder and reviewed the charges. The focus will be on a report for the IEC with the goal of bridging the gap between international and domestic students and assisting faculty in creating a welcoming environment for international students. Preliminary ideas were:

1. Mentor program, like the College of Health and Human Services mentor program
2. Lunches hosted by colleges
3. Coffee or tea hours at the colleges
4. Orientation like First Year Experience orientation
5. Assist in transportation issues for international students
6. Coordination with Registered Student Organizations (RSO) social events
7. More information provided at faculty orientation regarding international student activities and services for students. Examples: Kanley Chapel lunches one-on-one consultation appointments with librarians, and updating the HIGE social events page.

### **Unfinished Business**

Huffman asked that the IEC assess progress made on Charges 3, 4, 5, and 6. Huffman reported that many were discussed today, and some will be addressed in the University Strategic Plan. Huffman displayed the charges in question and asked for comments and suggestions.

### **New Business**

Proudfoot presented WMU Marketing and Strategic Communications (MSC) responsibilities. MSC continuously looks for opportunities to connect with faculty and staff on campus. Proudfoot presented a PowerPoint overview and discussion. The mission of MSC is to strengthen WMU's competitive advantage in one of the nation's fiercest markets. Fewer students are going to college, driven by the cost of college. It is now \$5000 to \$8000 per semester for tuition. WMU Marketing and Strategic Communications is responsible for:

1. Brand development
2. Marketing campaigns
3. Strategic communication
4. Trademarks and Licensing
5. Digital strategy

Proudfoot discussed the "Think Big" campaign and how it evolved into "Rethink Smart." Students are facing anxiety and need to be prepared to experience a lifetime of change. Great grades are important, but not enough to be successful. WMU is built around purpose, well-being, and career. Proudfoot described the core activities of what MSC does and provided examples. WMU ranks third in Michigan universities in producing student applications. WMU is gaining in market share for the first time in five years, and social media metrics have increased. The IEC and Proudfoot discussed where globalization and internationalization fit in with WMU Marketing and Strategic Communications.

### **Announcements**

Chair Huffman announced that Provost Julian Vasquez Heilig will be the IEC guest at the 16 February 2023 meeting.

### **Adjournment**

**[MOTION]** It was moved by Zagalo-Melo, seconded by Bruce, to adjourn the meeting at 5 p.m. The motion was carried unanimously. The International Education Council meets next on 16 February 2023, via Webex video conferencing.

### **Approval**

Submitted by Bradford Dennis, Secretary

Minutes approved on 16 February 2023