

**Beit Berl College:
Strategic plan for
internationalization**

Tempus-IRIS, WP2

Internationalization - definition

“[Internationalization is] the process of integrating an international, intercultural or global dimension into the purpose, functions or delivery of higher education” (Jane Knight, 2004).

College Vision

- Beit Berl College is an academic center with a practical-social orientation for the training and development of professionals in education, arts and public service.
- We foster a multicultural climate of equality, tolerance and respect within all parts of Israeli society, especially cooperation between Jews and Arabs.

College goals

- To establish the College as a high quality leading academic institution in the fields of education, social sciences, art, and culture by providing a high-quality education to prepare professionals for careers in education, society, art and culture.
- To cultivate a unique multicultural environment catering to a broad and varied population of students and providing them with tools for success.
- To nurture an international, outward-looking attitude among the College's staff and students, ensuring academic and professional awareness to the latest developments in their fields worldwide.
- To contribute extensively to the professional development of teachers, educators and public service employees both within the College and abroad.
- To contribute to public discourse about education, society, and culture through research, social projects and initiatives, and art.

College strengths and opportunities

- A large academic centre with about 10,000 students, 6,000 of whom pursuing academic degrees.
- A multi-cultural setting, in which Jews and Arabs learn, teach, research and work together, interacting in all facets of the College's life in a climate of equality and respect.
- Expertise and excellence of academic faculty in all fields of education and teacher training, social policy and government.
- Nationally and internationally renowned artists teach at the Faculty of Arts and often exhibit their work at internationally reputable exhibitions.
- An active IRO already instituted in the College, promoting and maintaining some strategic alliances with institutions abroad.
- Strong connections and prolific involvement in social activism in surrounding communities.

Aims of Internationalization at Beit Berl College

Ideological:

- Fostering the acquisition of international collaboration skills, good practices in research and academic connections through the joint participation in international research projects and other endeavors.
- Advancing the principles of multiculturalism in order to bridge gaps within Israeli society and acquire multicultural practices (e.g., languages).

Academic and professional :

- Broadening academic horizons.
- Academic enrichment and improvement through faculty and student exchange.
- Development of professional capacities in education.
- Issuing joint degrees with reputable academic institutions.

Social and economic:

- Development of employment opportunities for College graduates.
- Access to increased resources – human, financial, academic and professional.
- Opportunities to increased scholastic and academic mobility for faculty.

Key strategic priorities [1]

- 1. Academic staff at the center.** Placing the faculty (academic staff) as first priority. This takes into account :
 - a. Constancy of faculty (vs. the changing body of students).
 - b. The specific condition of Israel and of teacher training institutions which are less attractive for student mobility.
- 2. Networking:** opening opportunities for faculty development through the participation in international collaborative R&D projects and curriculum development .
- 3. Reciprocity:** prioritizing relations with similar HE institutions (e.g., scope of academic interests , size, number of departments involved).
- 4. European orientation:** priority to connections with European HE institutions.

Key strategic priorities [2]

5. **Active internal dissemination**

(“internationalization at home”) emphasizing the importance of internationalization for all College populations, including administrative staff.

6. **Student mobility on a limited scale**, in order to expose students to other cultures and to enhance internationalization both internally and externally.

Means and tools for internationalization

I. Internally:

1. Promoting teaching in English in major academic programs (e.g., in graduate studies).
2. Expanding distance/e-learning (also in English).
3. Implementation of the Bologna process.
4. Carrying out international/intercultural campus events and conferences.
5. Developing a multilingual website for the College.

II. Externally:

1. Encouraging collaborative research with and teaching at institutions abroad.
2. Promoting student exchange.
3. Strengthening links with institutions representing foreign cultures (British Council, Institut Français, Goethe Institute, DAAD, Casa Italiana, etc.).
4. Instituting a common forum for the College and one or more foreign embassies in Israel, with the purpose of initiating and maintaining international academic partnerships.

Main internal stakeholders/partners for internationalization

- President, Vice President for Academic Affairs (Rector), Director, Board of Trustees
- Dept. of International Relations
- Steering Committee for International Relations
- Research Authority
- Heads of international projects
- Deans of faculties
- Dean of Students
- Student Union (or other representatives of students)
- Academic Secretary
- Dept. of Marketing and Public Relations
- Resource office (fundraising)

Main external stakeholders/partners for internationalization

- Mayors and city councils in surrounding towns and communities.
- College alumni.
- “College friends” associations.
- Professional associations and organizations in education, art, government and community service.
- Philanthropic associations and the community sector (“third sector”) organizations.

Communications strategy

Steps within BBC for an effective exposure to international audience

- Enhancing visibility by:
 - Expanding the College's English and Arabic website and social networks.
 - Issuing an English and Arabic version of the College's monthly newsletter.
 - Organizing seminars and academic conferences with international audiences.
 - Encouraging and supporting research faculty in participation and presentation of their work in diverse local and international platforms.
- Building on the community of alumni and Friends of Beit Berl College to promote and expand the College's academic interests in relevant environments.
- Ensuring an open channel communication between the Research Authority and the International Relations Office.

Success indicators [1]

I. Quantitative indicators

Increase /reaching pre-determined targets in the number of

1. Courses taught in English.
2. Faculty exchanges.
3. Participation in international collaborative R&D projects.
4. International conferences and seminars.
5. Publications in foreign languages.
6. Joint publications with international colleagues.
7. Cooperation agreements with other institutions.
8. Student mobility.

Success indicators [2]

II. Qualitative success indicators

1. Increased awareness among all actors (faculty, administrative staff and students) of the importance and centrality of internationalization.
2. Improvement of academic and social relations within the college's diverse population – enhancement of multiculturalism / “internationalization at home”.
3. Changes in attitudes and practices that support internationalization.

Timeline

Dates	Action / Activity
July 2013	Presentation of preliminary strategic plan to college's Steering Committee for International Relations.
August 2013	Presentation of preliminary strategic plan at Tempus-IRIS workshop.
January 2014	Presentation of preliminary strategic plan to college's management (President, CEO, deans of faculties), in order to set final priorities and emphases for the implementation of the plan.
February-June 2014	Steering Committee to incorporate management decisions into an operational working program.