

# **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.

# Means and tools for internationalization

- Implementation of the Bologna process.
- Promoting teaching in English in major academic programs (e.g., in graduate studies).
- Expanding distance/e-learning (also in English).
- Encouraging collaborative research with and teaching at institutions abroad.
- Promoting student exchange.
- Strengthening links with institutions representing foreign cultures (British Council, Institut Français, Goethe Institute, DAAD, Casa Italiana, etc.).
- 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.
- Carrying out international/intercultural campus events and conferences.
- Developing a multilingual website for the College.

# 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

**Increase /reaching pre-determined targets in the number of**

- Courses taught in English.
- Faculty and student exchanges.
- International conferences and seminars.
- Publications in foreign languages.
- Joint publications with international colleagues.
- Participation in international collaborative R&D projects.
- Cooperation agreements with other institutions.