



Leveraging Online Education to Promote International Student Mobility

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About Jones International University

*Founded in 1993 and the first fully online university to
receive regional accreditation in the U.S. in 1999.*

- Degrees in business, communication, and education
- Courses designed for web-based delivery
- Asynchronous, online format facilitates global student/faculty interaction
- Students learn global and virtual competencies






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International Programs

Current students in 44 countries with alumni in over 140

- **Dual degree or co-branded alliances**

-  Argentina – Universidad Abierta Interamericana
-  Mexico – Universidad Iberoamericana Laguna
-  Nicaragua – Universidad Centroamericana
-  Peru – Universidad del Pacífico
-  Spain – Universidad de Deusto

- **Mexican Federal Government**

- @Campus México



- **United Nations Development Programme (UNDP)**

- Virtual Development Academy



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Student Mobility – Does Online Count?

Education abroad without leaving home

Cross-Cultural Benefits

- Global access – time/space independent
- Vastly different contexts present in one classroom
- Asynchronous model allows all to participate equally
- Exposes students to range of problem-solving approaches and communication styles

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Higher Ed Partnership Continuum

Establishing a common understanding

- Student initiated course transfers
- Branch campuses
- Articulation agreements
- Twinning programs
- Co-branded programs
- Dual-degree programs

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Universidad Iberoamericana Laguna

Torreón, México

Dual MBA Program

- Administrative and academic support
- Trust and frequent communication
- Recruiting plan ready
- Sizeable target market



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Universidad Centroamericana Managua, Nicaragua

Adapting to changing circumstances – Dual MBA degree becomes a “Postgrado” in eCommerce

- Challenges within academic hierarchy
- Tuition cost
- Limited potential student pool



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Components of a Successful Partnership

Elements required for all agreements

- Program addresses an unmet need
- Sizeable potential student pool
- Marketing / recruitment plan
- Scholarship / financial aid options
- Admission policy is concise and understandable
- Language proficiency options
- Student advising
- Determine method for credit transfer

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Components of a Successful Partnership

Additional items to consider for online agreements

- Computer and Internet access
- Distribution of course materials
- Technical support

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Increasing Mobility with Online Partnerships

Opportunities to internationalize curriculum and alternatives to traditional study abroad programs

- Supplemental courses
- 1+3 or 2+2 undergrad agreements
- Bridge program for 3 year Bachelor degree
- Remedial support

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Resources

- Fundación Universitaria Iberoamericana (FUNIBER)
<http://www.funiber.org/>
- IIE Open Doors – Report on Int'l Ed Exchange
<http://opendoors.iienetwork.org/>
- Montana State University Partner Institutions Directory
<http://www.montana.edu/international/pitransfer.htm>
- Oregon State University Degree Partnership Programs
<http://oregonstate.edu/partnerships/>

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