

Beyond numbers: informing change in the internationalization process

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Internationalization Plans are increasingly being implemented by Higher Education Institutions with various aims: gaining relevance in the international arena, recruiting students abroad and setting joint academic or research activities with partners from other countries, among others. Rankings or analysis of growth rate over a number of years are two of the usual resources which are used to quantitatively assess the degree of success of these plans. However, beyond numbers, should university policy makers also highlight the real qualitative impact of the internationalization policies on community members? This session will present the methodology of focus groups as a useful tool to find out the extent to which the university community has committed to take on board the goals of the Internationalization Plan and how this information can be used to inform change.