

## **Tracks for 2018**

### **Track 1 – Internationalizing the student body**

Illustrative topics:

- 1.1 Best practice in recruiting and supporting international students
- 1.2 Using alumni networks to enhance student recruitment
- 1.3 New initiatives to promote student mobility
- 1.4 International summer schools: new directions in short-term international student mobility
- 1.5 Managing an international office
- 1.6 Reaching a global student body through MOOCs
- 1.7 Global trends in student mobility
- 1.8 Developments in national higher education policies on international student recruitment
- 1.9 Panel discussion: international students share their experience of studying abroad

### **Track 2 – Promoting the global employability of graduates**

Illustrative topics:

- 2.1 Building a globalized curriculum
- 2.2 The role of language training in creating global citizens
- 2.3 Using international internships to enhance graduate employability
- 2.4 Best practices in dual and joint degrees
- 2.5 Leveraging alumni to enhance graduate employability
- 2.6 Panel discussion: multinational employers share their experiences of employing graduates

### **Track 3 – Internationalizing the faculty**

Illustrative topics:

- 3.1 Recruiting and retaining international faculty
- 3.2 Using executive search agencies for international faculty recruitment
- 3.3 The challenges of teaching in English for non-native speaking faculty
- 3.4 Overcoming student resistance to foreign faculty
- 3.5 Using international partnerships to promote faculty exchange
- 3.6 Trends in international faculty mobility
- 3.7 Developments in national visa policies for international faculty

### **Track 4 – Enhancing the global impact and reputation of research**

Illustrative topics:

- 4.1 Strategies for enhancing research capacity and capability
- 4.2 Co-tutelle and joint doctoral programs
- 4.3 Managing international research partnerships
- 4.4 Research strategies to maximize citations and impact
- 4.5 Publishing in English medium journals for non-native speakers
- 4.6 Leveraging international research funding
- 4.7 Case studies of universities that have raised research productivity

### **Track 5 – Building a global university brand**

Illustrative topics:

- 5.1 Social media and university brand awareness
- 5.2 The role of world university rankings in building world-class universities
- 5.3 Transnational education and university brand projection
- 5.4 Using international branch campuses to build global universities
- 5.5 Using international accreditation to enhance quality and brand awareness
- 5.6 International event management and brand recognition
- 5.7 The power of international alumni chapters to build brand profile