Internationalizing a Campus: Opening Doors for Collaboration and Creating Better Services for All

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Introduction

In 2011, Colorado State University (CSU) partnered with INTO UK, an international student recruitment agency, to increase international student enrollment.

![Graph showing enrollment comparison between CSU and various institutions.]

**Goals of CSU-INTO Partnership**
- Provide “global awareness” opportunities for domestic students at CSU to prepare for global work world
- Increase the number of students paying full tuition/fees thereby increasing institutional revenue

**Why We Conducted This Study**

**To determine:**
- How the Libraries can be involved in the INTO initiative?
- How the Libraries can be proactive partners?
- How the Libraries can prepare for potential impacts?

Survey Results

At the beginning of the INTO initiative, some units began preparing immediately whereas others were much further behind (e.g. University Libraries). This research project connected the Libraries to other campus units involved in international student services. All units expected to be impacted by the INTO initiative.

**Challenges for the Libraries**

When student enrollment increases, Libraries do not receive an automatic budget increase.
- Increased traffic in/use of Libraries
- Increased faculty/staff workloads
- Need for more staff hires
- Language and cultural barriers
- Importance of faculty/staff diversity education

**Discovered Awareness Gap**

Many people on the CSU campus were not aware of how the Libraries served international students. Therefore, many suggestions that we received were for services that we already provided.

**Suggestions Given to the Libraries**

- Provide basic information research instruction through core lower-level classes
- Participate in orientation and new student programs
- Co-develop, co-market, and co-host workshops with affiliated departments to address student needs

Opportunities for the Libraries

We were able to better articulate what we can offer to campus and established numerous relationships where we could collaborate in the future.

Recommendations for Library Services

- Continue proactive outreach
- Modify instruction to address various learning styles and language gaps
- Commit to sustainable service models
- Closely monitor campus activities and priorities to provide effective, relevant services
- Survey international students to determine information needs
- Devote sufficient staffing to work with international students

Recommendations for Campus Services

- Create residential learning experiences that help develop English language skills and cultural competencies
- Promote collaboration between units who provide similar services
- Continually develop a climate of cultural awareness/diversity among students, faculty and staff
- Pay particular attention to assisting front-line/service staff
- Focus on good customer service: anticipate needs of non-domestic students

Conclusions

- Libraries serve an entire campus and have impact on every program and every student
- Reaching out to other units pays off: develops allies, creates collaboration, and reduces workload
- Many of the efforts that aid international students would also aid the overall user population
- INTO provides resources that benefit everyone across campus

References