

Global BUzz Workshop: Taking Fusion Global

Summary of the Workshop Outputs

The purpose of the workshop was for me to share my emergent thinking on the next steps for global engagement at BU and *why* it is important to set the stage for this now. More importantly though I wanted to hear from staff about what they wanted these next steps to be. The session was intended to focus very much on the aspirations for BU in the next 3 to 5 years – the '*what*'. There will be another workshop in the early spring to focus on the '*how*'.

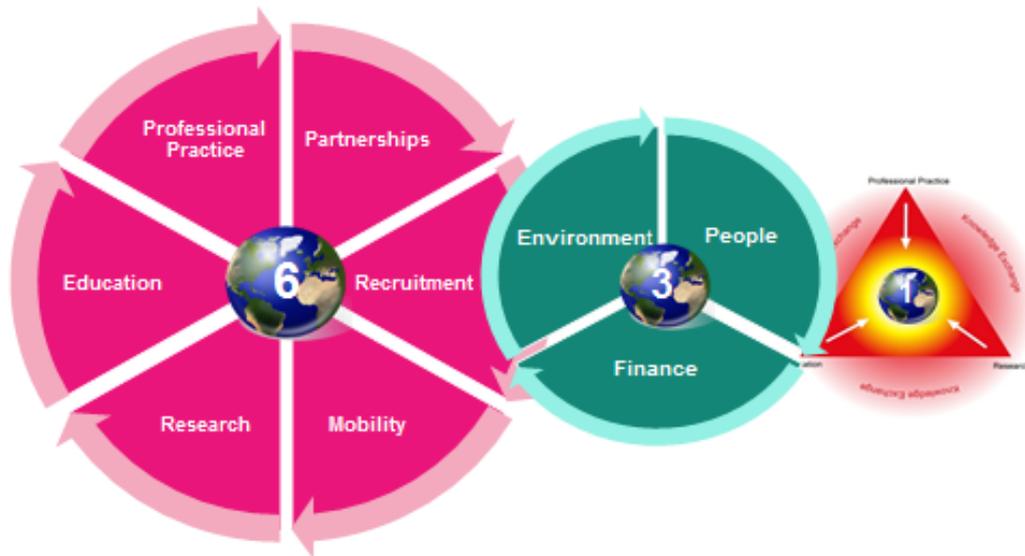
Initially, all participants were invited to consider the following: what does a Global BU mean to you? What would it look like in 3 years? 5 years? Four themes arose from this discussion:

1. A **systematic approach** to global engagement particularly partnerships development and management - identify what we are already doing well, share these successes, and coordinate activity so we can maximise opportunities. It was suggested that a systemic framework was needed for capturing partnership working but how to intelligently use such a system without stifling innovation was noted as a challenge.
2. A Global BU Identity - identify (and sell) BU's **distinctiveness**. There was debate amongst the group as to whether this could/should be enterprise, research, employability. Regardless of what our distinctiveness should be, participants agreed that 'globalisation' should be core to all aspects of our offer, whether it be UG, PG, curricular, extra-curricular and so on. Globalisation should not be an 'add-on'.
3. Create a '**global campus**'. There was a general consensus that the campus should '**feel**' and '**look**' more 'global' in its physical, virtual and intellectual environments.
4. Develop a **global reputation**. This included ensuring that all students had an excellent student experience and that international staff were attracted and retained. In turn, BU should draw more on our students, alumni and staff (both domestic and international) to sell BU and the local area. Staff also wanted to see BU operating more globally in respect of thought leadership (i.e. facilitating international conferences).

It is our intention that the content of the plan will be clustered around six key **objectives**, three **enablers** and one **goal as follows**:



Global Engagement Plan: 6-3-1



To enable discussion and debate participants were divided into six separate breakout groups to focus on one of these objectives: (i) partnerships; (ii) recruitment; (iii) mobility; (iv) research; (v) education; (vi) professional practice. Each group were asked to consider the following in relation to their objective:

- What should our key purpose be for the next 3-5 years?
- What should be our top five strategies for achieving this key purpose?
- What are the top three milestones we need to hit to achieve this purpose?
- How will we measure success? What are top three success factors?
- What are the top three challenges we face?

As a taster, here are some of the points raised:

On **partnerships**:

“Simpler ability to transact business between BU and overseas partners”

“Need to be clearer what is meant by international partnership, so one objective should be to define different types of partnership more clearly”

“Information is key, need to improve flow of information”

On **research**

“Attract and retain international scholars”

“Research institutes and centres as a vehicle to establish international delivery”

“Create time and space for allowing promising international research connections to develop and to become established”

On **education**

“Every student experiences a global curriculum that considers the world (global processes and issues) and the global context of their discipline and future career”

“More modular approach to curriculum”

“Curriculum review and curriculum development to embed BU's global agenda including an linguistics option.”

On **mobility**

“Making it core rather than a nice to have add-on”

“Widen the meaning of exchange”

“International managers to develop and support initiatives...supporting Associate Dean for Global Engagement within each Faculty. Make it so!”

“...have an international experience without going abroad”

On **recruitment**

“Identify BU's niche!”

“Stronger reputable business/ industry links and maximise on them”

“Coordinated aligned approach to go global”

“Promote BU expertise according to specific international market needs”

On **professional practice**

“Global vision global jobs”

“Positioning and branding, selling/marketing all 'offerings' - providing global excellence - to the professional world”

“Evaluation and data mining - I.e. Information about what works and what doesn't”

Where to from here?

So what will happen to the outputs from the workshop? What are the next steps? Well the Global BUzz workshop is only one mechanism through which I have been interacting with staff in the development of the global engagement proposition in my first six months here. To date, I have also had informal global engagement meetings, Faculty/School interactions, and led refocused IUPC meetings. There have also been regular discussions at UET/ULT/Senate alongside targeted external input including close liaison with the International Unit, Universities UK and University Alliance, vision visits to four Universities and input from Board members. The Global BUzz workshops are integral in this mix and the December workshop was not a one-off. In the short term, I will review all of the detailed outputs from Monday and they will inform the Global Engagement Plan that will go to UET in January; the plan will then go in draft form for input from the Board in February. Further BUzz workshops will be held between February and May to refine the proposition and develop the detailed three year operational plans to support its delivery.