Office of International Initiatives
Strategic Plan 2018-2021

OII Mission, Vision, and 2021 Goal

**Mission:**
OII’s mission is to promote global awareness and drive engagement to ensure GSU achieves distinction in globalizing the entire university community.

**Vision:**
GSU is the model for comprehensive internationalization* in an urban public research university.

**Overall Goal:**
By 2021, win a major national award recognizing the best university international program.

2018 -2021 Strategic Priorities

1. Enhance the global awareness and competence of the university community.
2. Expand GSU’s global reach by establishing new and strengthening existing strategic international collaborations regardless of geographic areas.
3. Communicate and increase the visibility of GSU's global profile.
4. Become a national model within higher education for excellence in international program support, development, implementation, and delivery.

* Comprehensive internationalization, as defined by the American Council on Education’s Center for Internationalization and Global Engagement, is “a strategic, coordinated process that seeks to align and integrate policies, programs, and initiatives to position colleges and universities as more globally oriented and internationally connected institutions.”
Strategic Priority I: Enhance the global awareness and competence of the university community.

**Key Performance Indicator:** The number of GSU seniors who indicate they had a global experience in the annual senior survey will go from X in 2018 to Y in 2021

**Major Initiatives:**
1. Formulate student success pathways encouraging international student experiences that maintain progress to graduation and increase retention in collaboration with relevant units across campus.
2. Work with administrative leadership to take into account the international impact of faculty members’ research, teaching, and engagement for promotion and tenure and annual review.
3. Develop a promotional strategy for all global learning opportunities for students, faculty and staff (study and teaching abroad, international research opportunities, signature experiences, virtual exchange, fellowships, internships).
4. Revitalize, redesign, and deploy the university-wide Global Scholars Distinction program.

Strategic Priority II: Expand GSU’s global reach by establishing new and strengthening existing strategic international collaborations regardless of geographic areas.

**Key Performance Indicator:** Double the number of significant strategic partnerships by 2021.

**Major Initiatives:**
1. Create criteria for identifying and evaluating potential new strategic partnerships
2. Evaluate recent and ongoing international collaborations which have the potential to be transformed into strategic partnerships.
3. Work with key stakeholders to establish mechanisms to support increased activity in identified strategic partnerships.
Strategic Priority III: Communicate and increase the visibility of GSU’s global profile

**Key Performance Indicator:** Achieve local, regional, and national recognition for excellence in internationalization

**Major Initiatives:**
1. Facilitate the creation of GSU’s unique global brand.
2. Increase the visibility of GSU’s global brand internally and externally
3. Facilitate and promote communication and collaboration with all colleges and departments on international initiatives.
4. Form partnerships with colleges and other campus units to create an International Digital Hub.

Strategic Priority IV: Become a national model within higher education for excellence in international program support, development, implementation, and delivery

**Key Performance Indicator:** Stakeholder satisfaction and engagement will increase from \(X\)% in 2017-2018 to \(Y\)% in 2021-2022.

**Major Initiatives:**
1. Identify benchmarks and develop tools to assess stakeholder satisfaction with OII programs and services.
2. Establish a framework for evaluating the effectiveness and efficiency of OII programs and services and align resources with programmatic needs.
3. Establish comprehensive training for OII staff to increase service excellence.