

# DETAILED PROCEDURE



## Tailored approach at national level and 'Bottom-up' approach

*National advisory service for strategy or policy: development for  
HE internationalization*

**Target audience: National governments, governmental agencies and organizations**

Results from recent studies, such as the 4<sup>th</sup> IAU survey, or the European Parliament study “Internationalisation of Higher Education”, demonstrate that **internationalization** of higher education is **on the rise everywhere in the world**; it is increasingly considered a **high-level priority** in all world regions, not only by HEIs, but also by national governments.

Many national governments, such as Canada, Spain, the United Kingdom, Malaysia and others, have adopted a **national strategy** for internationalization of higher education in recent years, some are planning on developing such a policy and others are already in the evaluation and revision phase.

National strategies have **different objectives and approaches** in different regions. Goals may include positioning the country on the global scene, improving economic standing or competitiveness for both short and long term, reforming the higher education system, linguistic and cultural enrichment and outreach, teaching and learning, improving the commercialization of research, etc.

IAU has significant **experience in helping national governments** and state organizations in the **development of national strategies** and policies for internationalization. In Romania, IAU worked with an

arms-length executive agency, to prepare a framework for a national strategy for internationalization of higher education in Romania, which was submitted to the Ministry of Education and Scientific Research (MECS) of Romania. In Malaysia, IAU was invited to offer expert advice on the overall revisions of the national higher education strategy (Malaysia Higher Education Blueprint 2015-2025), including with a particular emphasis on internationalization.

The **approach** is **flexible** and can be **tailored to the specific needs of the country**. It can focus exclusively on the national **policy level**, with IAU providing **international experts** to assist the government (or governmental organization) in **developing a proposal for a national strategy**. IAU is committed to a transparent and consultative process, offering advice and external expertise in support for a national dynamic in which national experts are fully engaged.

Alternatively, the process of designing and/or revising a national policy can also involve working 'bottom-up', namely working at the same time at the institutional level, assisting a **group of HEIs** in the country in revising and developing their institutional internationalization strategies. Working simultaneously at these two levels ensures that the recommendations for the national strategy or policy are based on an understanding of the status of internationalization of the HEIs, as well as an appreciation of their vision and goals for the future. The number, type and geographic distribution of participating HEIs can be decided on a **case-by-case basis**.

The **fee** for the national advisory service depends on the actions agreed upon and will be discussed with the interested national government/organization.