

Link to Strategic Plan	Outcome	Assessment/ Measures and Target Performance Levels	Strategies to Achieve Target Performance Level	Result: Data results	Analysis	Action Plan
2	<u>Outcome 1</u> Increase number of students who study abroad by 25%	Track number of students who go abroad through exchange, faculty led and other programs 25% increase	Held 2 major and 4 smaller events during the year, including tabling sessions and classroom visits, to promote study abroad opportunities	Exceeded Target Participation in "optional" trips (not Honors or other University-sponsored programs) increased 50% from AY 2015-2016	Increased outreach positively impacts participation. More students who study abroad translate to the graduation of more globally educated citizens. Students act as brand ambassadors abroad, thereby encouraging international students to study at NJCU	Work with faculty to promote interdisciplinary collaborations centered around destinations and topics to improve viability, affordability, and cost efficiency of programs offered Solicit the efforts of a faculty member dedicated to assisting with study abroad on a volunteer basis for one year.
3	<u>Outcome 2</u> Increase international student enrollment by 30%	International student enrollment data 30% increase	Detailed analysis of undergraduate and graduate application samples focusing on processing times, applicant compliance with requirements, follow up processes, deadlines, etc to identify areas for improvement	Exceeded Target The number of enrolled international students increased by 100% from AY 2015-16. The growth is entirely due to non-degree visiting students. There has been no measurable increase in matriculated international enrollments as international recruitment efforts have just begun to ramp up.	Exchange students continue to make up the bulk of the international population. This does not include students in the joint-degree programs abroad. The goal is to enroll more international degree-seeking students to ensure the University retains international students for at least four academic years, and not just one or two semesters.	In order to ramp up on international student enrollment and ensure its sustainability, the University needs to invest in international marketing and the Department of University Admissions and the Global Initiatives Unit must work together to streamline admission processes for international students.
3, 4	<u>Outcome 3</u> Develop at least 3 new additional revenue-generating activities with international partners	Track new international partnerships and revenue through MoUs and budgets Target: 3	Collaborated with the Office of the Provost, the academic deans and the faculty to identify international revenue-generating initiatives	Met Target The University secured the following revenue-generating international activities in the 2016-2017 academic year: Hebei Delegation Training Program (China) Assumption University Training Program (China) CCIEEE 121 Sino-American Student Recruitment Program	Hebei committed to two training programs and paid per person for each Assumption University committed to one training program, 12 people at \$520 per person. CCIEEE committed to send at least 15 students in the 2018-2019 fiscal year for two years at full out of state resident tuition and fees. Students must also reside in on-campus housing	The annual renewal of delegation training programs rely on the success of the training and the expertise of the faculty involved. The University should encourage faculty to continue to provide service to the campus community by offering training sessions in their respective areas of expertise. In addition,
3	<u>Outcome 4</u> Increase faculty participation in	Track number of faculty who actively participate in international initiatives,	Worked with the academic deans to encourage faculty participation in international.	Exceeded Target Thirty-four (34) faculty participated in the ACE Internationalization	Faculty are an integral part of the internationalization plan at the institution. They are the drivers and they contribute	The Global Initiatives unit will continue to consult the academic arms of the institution: the office of the provost, the

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	international initiatives by 50%	including joint-degree programs, teaching abroad, faculty-led programs, ACE internationalization lab, etc. 50% increase	Held regular meetings with academic deans, chairs and faculty regarding joint-degree programs.	Implementation Retreat and have volunteered to be part of the Strategic Internationalization Plan compared to fifteen (14) last year who were part of the initial ACE Task Force Four (4) Faculty taught abroad through the institutions new international joint-degree programs in China compared to zero (0) last year. Three (3) faculty welcomed Confucius Institute teachers/volunteers into their classroom to co-teach compared to zero (0) last year.	to the decision-making process for many of the international initiatives, including joint-degree programs and faculty-lead study abroad travel. The faculty will continue to be the lead on these and other important initiatives like globalizing the curriculum.	school of business, the three academic colleges, and the academic deans about matters pertinent to international at the university. These relationships are critical to the implementation of the international strategic plan, the involvement of faculty, and the success of the international program.
3, 4	<u>Outcome 5</u> Establish criteria for international visiting scholars	Application, Handbook and budget for all international visiting scholars Completion goal, target = completion	Ten (10) faculty were charged to be part of the visiting scholar committee. The faculty provided feedback on the visiting scholar process.	Did Not Meet Target As a result of changes in the chair of the committee, the work for this initiative is still ongoing. Target date has not been met, and therefore the application and handbook are behind schedule.	The application will be finalized by September 2017. The handbook will be completed in phase 2 of the process, and the visiting scholar budget was submitted in the 2017-18 budget request	Committee work for international should always include a co-chair and a reasonable timeline to ensure the progress and productivity of the committee work.
3	<u>Outcome 6</u> Increase international student enrollment in American English Program by 30%	Track international student enrollment in AEP through PeopleSoft 30% increase	Focus on customer relationship management. Respond within one working day and assign a personal advisor, follow-up to "sell" the program over our competitors, make phone call to anyone local (sometimes Skype with those overseas)...set follow-up dates and follow-up 4 or 5 times.	Exceeded Target Intensive English students are up by more than 30% from 2015-2016	The University should continue to support the AEP because once student successfully complete the intensive English program, they are eligible to pursue their degrees at NJCU.	Momentum is there. Marketing dollars needed to take advantage of this momentum to promote the program

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3, 4	<u>Outcome 7</u> Increase opportunities for the Confucius Institute to partner with the community to promote Chinese Language and Culture	Track number of new opportunities and partnerships with community through agreements and contracts with the Confucius Institute Target 3	Establish new partnerships through Chinese language and cultural event activities	Met Target The Confucius Institute has partnered with the following: DTCC—Spring Festival, JP Morgan Chase—One World Women's Economic Forum, Africa Dream—Online Chinese Courses in Nigeria	One of the main goals of the CI is to partner with the community. This past year, we have done that with three organizations that celebrate the Chinese language and culture, which also enriches their business relations with China, and therefore strengthens U.S.-Sino relations.	The CI at NJCU will continue to cultivate these relationships and are offering Chinese language programs to these organizations.
3	<u>Outcome 8</u> Increase international student enrollment in international summer camps by 50%.	Track summer camp student enrollment Target 50%		Pending TBD: Data is pending upon successful completion of the 2017 summer camp. Data will be available by August 15.	TBD: Data is pending upon successful completion of the 2017 summer camp. Data will be available by August 15.	TBD: Data is pending upon successful completion of the 2017 summer camp. Data will be available by August 15.

Global Initiatives: 2016-2017 Data on International (updated 6/30/17)

Incoming Students

2014-15: 87 students

Exchange	Degree-Seeking Undergraduate	Degree-Seeking Graduate	Total
11	36	48	95

2015-16: 121 students

Exchange	Degree-Seeking Undergraduate	Degree-Seeking Graduate	Total
27	37	56	120

2016-17: 162 students

Exchange	Degree-Seeking Undergraduate	Degree-Seeking Graduate	Total
68	43	51	162

2016-17: 71 students (inaugural year since DHS approval)

American English Program	Total
71	71

Summer 2016: 16 students (inaugural year)

International Summer Camp	Total
16	16

Short term faculty led programs		
AY	Number of trips	Number of students
2014-2015	3	46
2015-2016	8	99
2016-2017	10	144

China Joint-Degree Programs: 151 Students

International Partner	Degree Program	# of Students	Students Expected to be at NJCU
Changzhou University	3+1 Degree Program in Chemistry	32 students	2019-2020
Jilin Huaqiao University of Foreign Languages	3+1 Degree Program in Finance	83 students	2019-2020
Beijing City University	3+1 Degree Program in Finance	36 students	2020-2021