國 立 臺 北 教 育 大 學
National Taipei University of Education

2017 年美洲教育者年會工作報告

業務單位:研發處國際組

2017 年 6 月

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壹、摘要

近年來隨著全球化的腳步加快，世界的競爭日益激烈，如何培養出高素質之人力資本並轉變為國家競爭優勢為各國刻不容緩的重點目標。有此可見，高等教育的經營在對於國家長期發展方面上扮演了一個極為重要的角色。臺灣地理位置處在已先進開發的東北亞及正在快速發展的東南亞之間，四周的鄰居皆為本國的強勁競爭對手。有鑑於此，在培植高等教育上我國更是不遺餘力，希望能讓台灣的各大專院校與全球各國接軌，發展成完整的優質學府。同樣地，如何提升校園國際化，並致力爭取與世界各高教機構的合作交流也是本校目前努力的方向。臺北教育大學創校至今已超過一百載，作育英才無數，期盼未來能持續打造國際化校園學習環境、加強本校國際能見度、訓練出本校學生的國際移動力，希望能讓本校學生在校園中累積國際視野與實力，培養出國際競爭力，畢業時才能從容昂然地邁向人生新階段，不論在國內外工作都得以發揮出即戰力，並且在各項職業領域上皆能發光發熱，綻放出亮麗的色彩。

美洲國際教育者協會(NAFSA：Association of International Educators)成立於 1948 年，為目前北美地區最重要的高等教育國際組織。該協會每年 5 月底辦理一場全球性年會並於每年 10 月及 11 月在美國境內舉辦 11 場區域性會議，提供會員專業發展與訓練的機會、協助會員設計國際教育與交流計畫，並推動學術交流國際化。NAFSA 目前已發展為全球規模最大的國際教育者年會。
今年為第六十九屆美洲教育者年會(全球性年會)，於 2017 年 5 月 28 日至 6 月 2 日於美國加州洛杉磯(Los Angeles, CA, USA)舉辦，國際組希望藉由參與這次的美洲教育者年會，可與世界各國之國際事務人員進行面對面的意見交流，達到推廣臺北教育大學校的目的，並希望能建立與美洲國際學術交流與長期實質合作的機制，以強化我校在美洲地區之招生宣傳及宣揚臺灣文化與環境，增加臺北教育大學的國際曝光率，並致力於世界高等教育接軌，進而推展本校國際化實力。

貳、行前準備工作

在前往 NAFSA 2017 年會之前，本校國際組同仁展開了一連串的行前準備工作，準備工作項目如下:

1.拍攝國際宣傳影片:

為讓本校國際宣傳影片更具青春活力的風格，國際組邀請來充滿創新理念的高導演為臺北教育大學量身規劃，以新穎、有活力的動態輕盈方式重新拍攝

學校國際宣傳短片，影片散發出一種年輕世代充滿抱負的氛圍，在拍攝過程中，導演多次使用空拍機鳥瞰取景(圖 1 所示)，運用各種不同角度及觀點呈現出校園的美麗及位置的便利性；此外，高導演也重新錄製校長以英語介紹本校的片段(如圖 2 所示)，並將這內容嵌入宣傳短片中，讓影片頭尾前後呼應，達到成功表達出致力推動國際接軌之學校願景與目標。

圖 1　台北教育大學國際宣傳影片空拍畫面

圖 2　影片中校長英文致詞片段

2.創立國際 Blog/更新 Facebook 雙語化

在這個資訊科技全面普及化的時代，網路社群和媒體在生活中扮演著極重要的角色。現今不論公家部門或是私人企業，成立官方網路平台與眾多網路使用者線上互動，進一步建立民眾之認同度，以此提升單位組織之形象已是時勢所趨。本校國際組也持續推動網路社群的長期經營，像是在出訪美國 NAFSA 之前，特別成立了國際 Blog(如下圖 3 所示)，採用的平台是 Wordpress，該系統可以做介面配置上的客製優化調整，讓頁面看起來更亮麗清晰，最重要的是 Wordpress 為世界通用的主流開設網站系統，全球的使用率極高，因此決定選用此平台成立本組國際 Blog。

由於目標在於擴展本校在世界的知名度，國際官方 Blog 內文部分皆是以英文呈現，負責管理網站的助理每天都會登錄後台維護及更新內容，除了上傳活動照片和轉貼學校資訊之外，也會在上面不定期分享關於台灣之情況與新聞大小事，讓有興趣來台求學的異國莘莘學子們多一個初步認識寶島的管道。

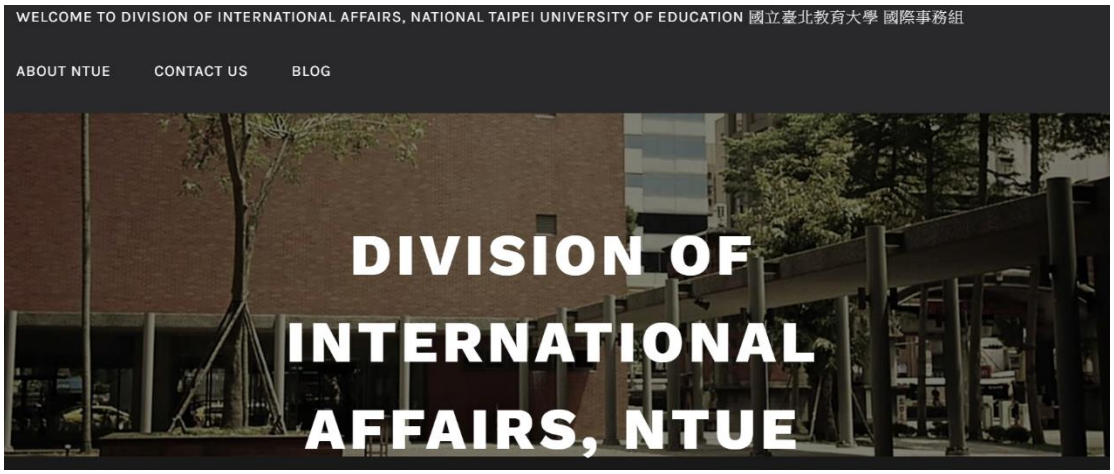


圖 3　國立臺北教育大學國際組國際官方 Blog

臉書方面，由於先前國際組已經建立了粉絲專業(如圖 4 所示)，助理也會每天登錄帳號管理，除了公告學校最新消息之外，有時也會在上面舉辦小活動與學生們互動。

圖 4　國立臺北教育大學國際組臉書粉絲專業

此外，由於希冀能提升本校國際能見度，國際組這幾個月開始陸續將部分貼文雙語化(詳見圖 5)，未來也計畫繼續推動下去，讓造訪該粉絲專業的外國人士就算不諳中文也能看懂並了解到目前國立臺北教育大學所執行的活動內容與最新招生資訊等。值得一提的是，在實施貼文雙語化之後，根據臉書管理系統的洞察報告統計數據顯示:本組粉絲專頁之貼文觸及人數與點擊率均有顯著之上升，代表這項措施確實收到效果，未來將會評估加入第三語言(日文或是韓文)的可能。

圖 5　臉書粉絲專業貼文雙語化

3.製作學校特色書籤:

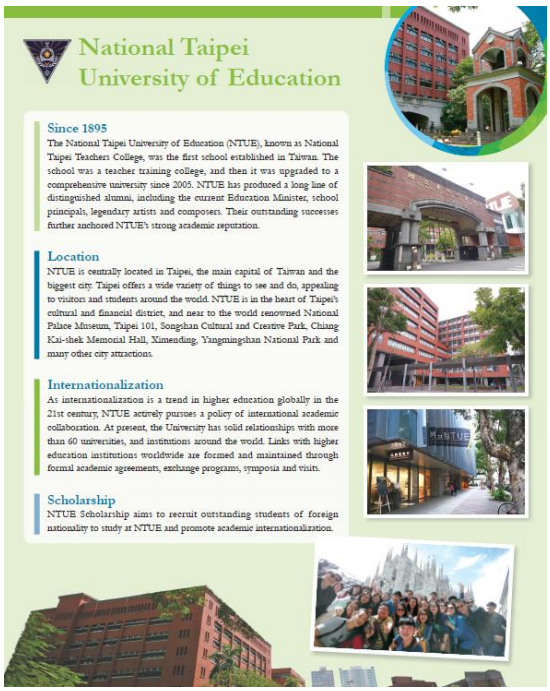
由於 NAFSA 為全球規模最大的國際教育者年會，參加出席的學校教育單位數量非常龐大，為了能夠在眾多學校中脫穎而出成功吸引他人注意與興趣，國際組在出發前特別製作了精美的學校宣傳書籤(詳見圖 6)，將於 NAFSA 現場時發放給來自世界各國的學術教育單位出席代表們，由於教育者年會發放許多相關參考文件及紙本資料，因此預期書籤屆時可發揮出立竿見影的實用效果，達到讓現場與會的來賓耳目一新的吸睛行銷目的；由於在海外點閱本校網站時，經常無法順利瀏覽，下載速度緩慢，因次，書籤宣傳以本校國際組的臉書及 Blog 為主，並巧思地加入了 QR Code，讓外國的教育單位代表們可以用智慧型手機掃瞄條碼，直接進入臺北教育大學的國際組官方 Blog，用最便利及有效的方式成功增加本校之曝光度，相信這樣新穎的宣傳行銷手段能使世界各國的與會人員對臺北教育大學留下極為深刻的優質第一印象。

正面

圖 6　國立臺北教育大學特色書籤

4.設計本校海外招生文宣:

在出發 NAFSA 前，國際組重新設計及印製本校海外招生文宣(圖 7)，內容包含了學校的歷史簡介、地點及相關獎學金等資訊外，也列出各系所的招生名額和項目，於與會時發放給各國參展學校之代表人員。



Available Openings for International and Overseas Chinese Students

College	Department	International Students			Overseas Chinese Students*		
		BA	MA	PHD	BA	MA	PHD
Education	Department of Education (Undergraduate Program/Master Program in Educational Innovation and Evaluation/Master Program in Life Education)	3	✓	–	4	3	–
	Department of Educational Management (Undergraduate Program/Master Program in Educational Policy and Management/ Master Program in Culture and Education Law/Doctoral Program in Educational Policy and Management)	3	✓	✓	4	3	1
	Department of Early Childhood and Family Education (Undergraduate Program/Master Program in Early Childhood and Family Education)	–	–	–	4	2	–
	Department of Special Education (Undergraduate Program/Master Program in Special Education/Master Program in Early Intervention Services)	4	✓	–	2	3	–
	Department of Social and Regional Development (Undergraduate Program/Master Program in Social and Educational Development/ Master Program in Regional Development)	5	✓	–	5	2	–
	Graduate School of Curriculum and Instructional Communications Technology (Master Program in Curriculum and Instruction/Master Program in Educational Communications and Technology/Doctoral Program in Curriculum and Instructional Communications Technology)	–	✓	✓	–	3	1
	Department of Psychology and Counseling (Undergraduate Program)	1	✓	–	2	1	–
Humanities and Arts	Department of Arts and Design (Undergraduate Program in Arts/Undergraduate Program in Design/Master Program/Doctoral Program in Inter-disciplinary Study of Art)	8	✓	✓	8	3	1
	Department of Language and Creative Writing (Undergraduate Program in Language/Undergraduate Program in Education/ Undergraduate Program in Creative/Undergraduate Program in Writing/Master Program in Language and Creative Writing/Master Program in Teaching Chinese as a Second Language)	8	✓	–	8	4	–
	Graduate School of Taiwanese Culture (Master Program)	–	✓	–	–	2	–
	Department of Music (Undergraduate Program/Master Program)	4	✓	–	4	3	–
	Department of Cultural and Creative Industries Management (Undergraduate Program/Master Program)	4	✓	–	4	1	–
Science	Department of Science Education (Undergraduate Program/Master Program in Science Education/Master Program in Applied Science/Doctoral Program in Science Education)	5	✓	✓	5	2	–
	Department of Mathematics and Information Education (Undergraduate Program in Mathematics Education/Undergraduate Program in Information Education/Master Program)	2	✓	–	4	1	–
	Department of Computer Science (Undergraduate Program/Master Program)	4	✓	–	4	2	–
	Department of Digital Technology Design (Undergraduate Program/Master Program in Toy and Game Design)	4	✓	–	4	3	–
	Department of Physical Education (Undergraduate Program/Master Program)	1	✓	–	2	2	–
International Master's Program	Master's Program of Business Administration in South East Asia	–	✓	–	–	–	–
	International Master's Program of Learning and Instruction (Taught In English)	–	✓	–	–	–	–
	MA in Critical and Curatorial Studies of Contemporary Art (Taught in English)	–	✓	–	–	–	–

Contact information (Division of International Affairs)
www.ntue.edu.tw
Phone: +886-2-2732-1104 ext. 82019/82020/82021
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Address: No.134, Sec.2, Heping E. Rd, Da-an District, Taipei City 10671, Taiwan (R.O.C)
* University Entrance Committee For Overseas Chinese Students (www.overseas.nonu.edu.tw)

圖 7　臺北教育大學海外招生宣傳單

5.製作研習團宣傳單:

本校持續積極爭取與世界各國優質大學簽定交流合作，姐妹校簽約中條文規定，每年雙方學校學生的來往數量必須達到平衡，為了補足本校與姐妹校的名額落差之問題，國際組以舉辦語文文化研習團的方式做為補償機制，讓更多的外國學生可以來到臺灣交流學習，進而增加本校出訪姐妹校的學生名額，達到雙贏的互惠局面。國際組製作了語文文化研習團的宣傳單(詳見圖 8 與圖 9)，於往後參訪國際教育展與拜會姐妹校代表時發放。

圖 8　臺北教育大學語文文化研習團宣傳單

圖 9　臺北教育大學語文文化研習團宣傳單

6.更新本校英文簡介手冊:

本校原先之英文簡介手冊內容迄今已逾四年未翻新改版，鑒於學校相關規範法條、科系狀況及國際合作對象等資訊會隨著時間有些許的變動，因此國際組這次在參加 NAFSA 前，將英文簡介手冊(圖 10)做了不小幅度的更新調整，使內容能更貼近本校最新資訊與實際情況。

圖 10　臺北教育大學英文簡介手冊

7.升級學校英文網站:

英文網站是展示學校國際形象的網絡名片，是推進學校國際交流與合作、提升學校國際影響力的重要網絡宣傳途徑。為進一步提高本校英文網站建設水平，提升國際化辦學能見度與知名度，台北教育大學近來開始對英文網站進行改版及升級，除了將國際組的連結放置到學校英文版網站之首頁(圖 11)，讓外國的學生進入本校網站時，得以快速有效率地找到相關國際事務與國際學程的資訊，此外，在出發 NAFSA 前，本校優先陸續更新部分英文介面，如將校長室網頁(詳見圖 12)等重要行政組織已優化完成，未來將持續推動校內各部門單位網頁英語化。

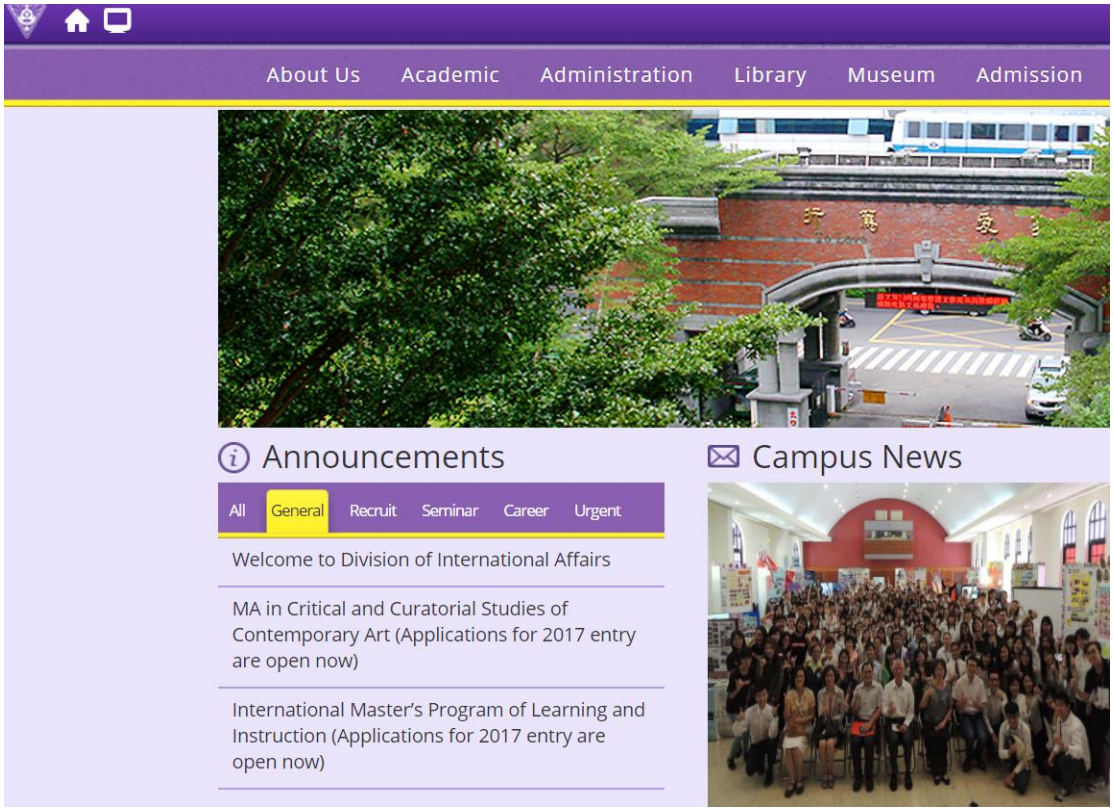

圖 11　國立臺北教育大學網站英文版首頁

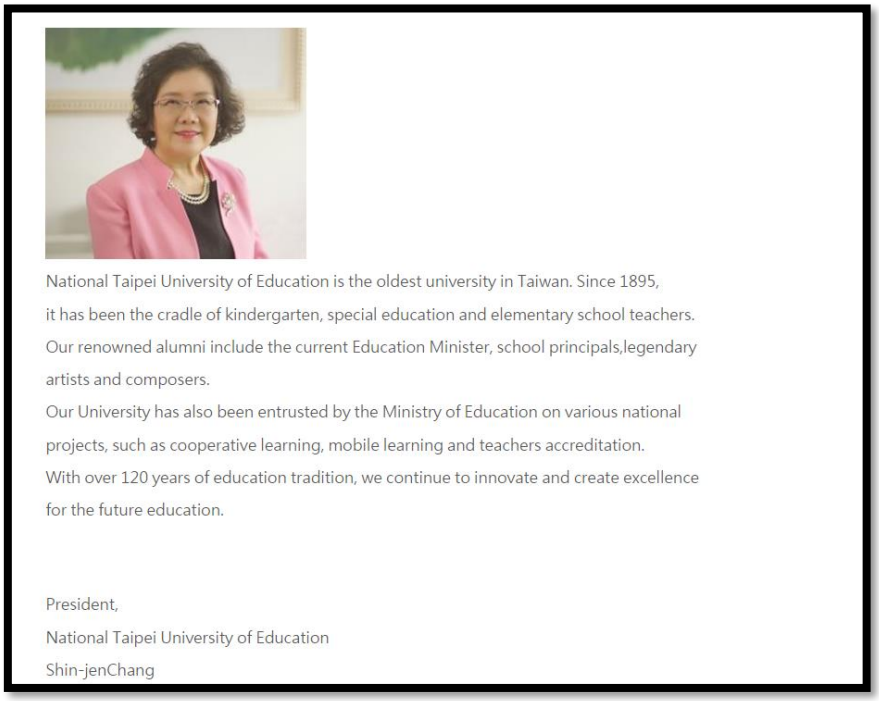

圖 12　國立臺北教育大學網站英文化

8.購買國際禮品/設計學校紙袋、名片

原先學校裝禮品的紙袋過大，不利貴賓攜帶，國際組在行前特別聯絡廠商，重新設計紙袋規格及樣式(見圖 13.14)，讓紙袋的大小適中，可以恰好放入本校英文簡介手冊、相關文宣及禮品，不僅設計具有質感，樣式清新典雅，散發出教育的書卷氣息之外，新的紙袋版型更是輕巧，未來與校外訪客會晤完畢後連同禮品和資料一起發放給，方便貴賓們攜帶。

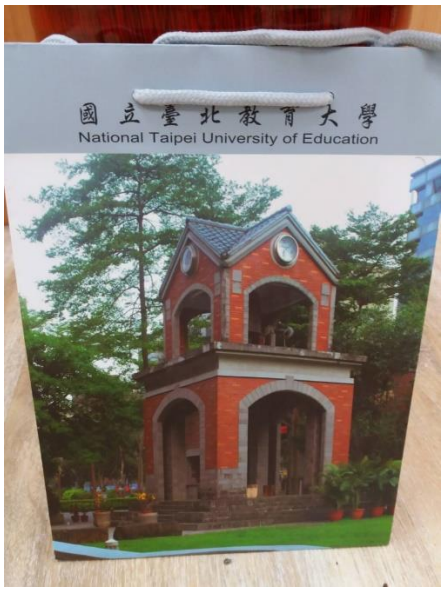

圖 13　台北教育大學紙袋(正面)

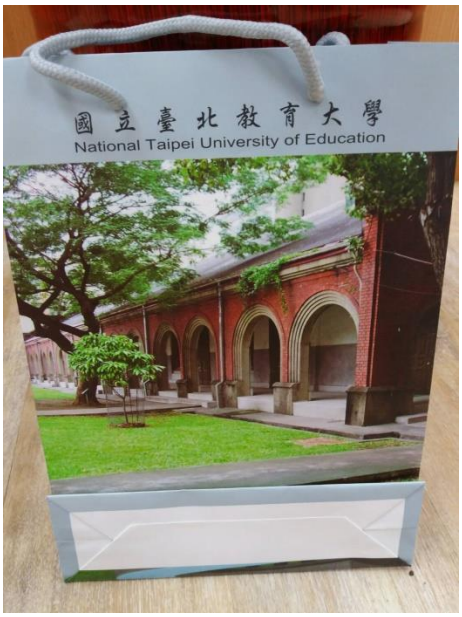

圖 14　台北教育大學紙袋(反面)

9.設計學校文件夾、名片

本校特別製作了文件夾(圖 15)，可以將英文簡介手冊、宣傳單為等相關文宣有條理地整理配置成一套資料(詳見圖 16)，如此發放給來賓更具便利及體面度。

此外，在國際社交場合上，發放名片是相當重要的一環，好的名片設計能夠馬上吸引到對方的目光，提升單位的第一印象。因此，國際組組長與同仁們設計印製嶄新的雙語名片，不僅在這次 NAFSA 馬上發揮即戰力的效果，往後若是有國外賓客拜訪，或是參加任何國際性活動都能派上用場。

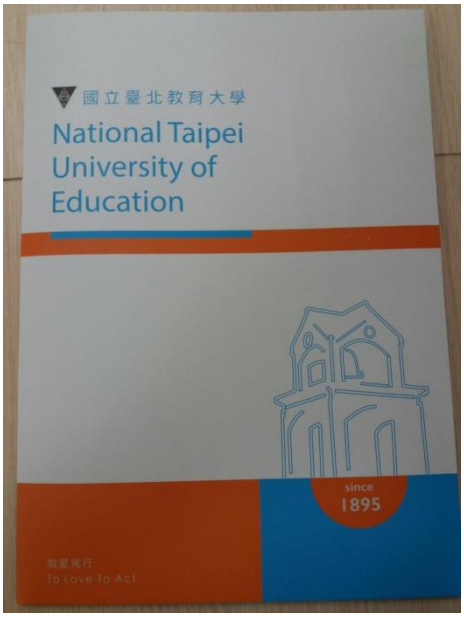

圖 15　台北教育大學文件夾

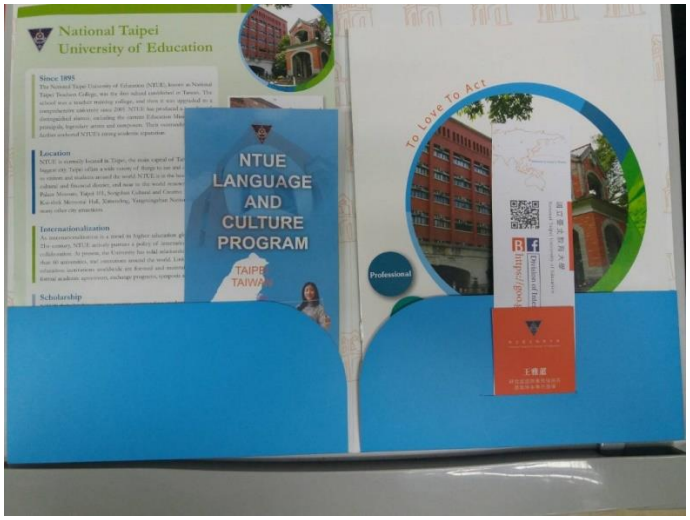

圖 16　配置整套文宣品之文件夾內頁

10.設計兩校合作項目選單

在出訪美國前，國際組同仁編輯了姊妹校國際交流合作項目的選單問卷(見圖 17)，表單上條列了各種合作的模式及性質，可以讓國外的學校代表清楚了解本校尋求的推動目標和可交流選擇，簡單清晰的問卷設計也可以降低屆時的雙方溝通成本。

National Taipei University of Education

The Cooperation Projects of Sister-School Partnership

Willingness	Cooperation Project	Scheduled Date
□	Short-term Study for International Students (within 1 year) □ Student Exchange Program □ Visiting Student Program □ Language & Cultural Program during Summer/Winter Vacation □ Chinese Language Center	
□	Scholar Visit & Lecture (Short-term)	
□	Academic & Research Cooperation: □ Co-teach □ Co-develop Curriculum & Teaching □ Host Seminars & Conference □ Co-journal □ Co-curating	
□	Joint Dual-degree □ Dual Bachelor's Degree (2+2) □ Dual Master's Degree (2+1) □ Dual Bachelor's Master's Degree (3+2) □ Dual Doctor Degree	
□	Overseas Credit Course (curriculum by NTUE teachers)	
□	Entrusted Training Program (conducted in Mandarin): （1）Types of Training □ Elementary School Principal □ Kindergarten Director □ Faculty of Early Childhood & Special Education □ Professional Teacher Program （2）Training Program □ 3-day Intensive Course □ 10-day Course □ Others	

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圖 17　姊妹校合作項目選單問卷

11.行前拜會三院院長

為了更深入了解目前學校所有系所與國外學校個別簽訂合作與交流之情形和項目，國際組組長與同仁在出訪 NAFSA 前，專程拜會本校教育學院、人文

藝術學院與理學院三位院長，請教目前各院有希望國際交流的項目、有合作意願或者有聯絡管道之海外聯絡人。經過這樣的流程，能讓參加 NAFSA 跟外國學術機構洽談合作可能性時，能夠更切中要點，掌握到目前本校的需求和適合度。

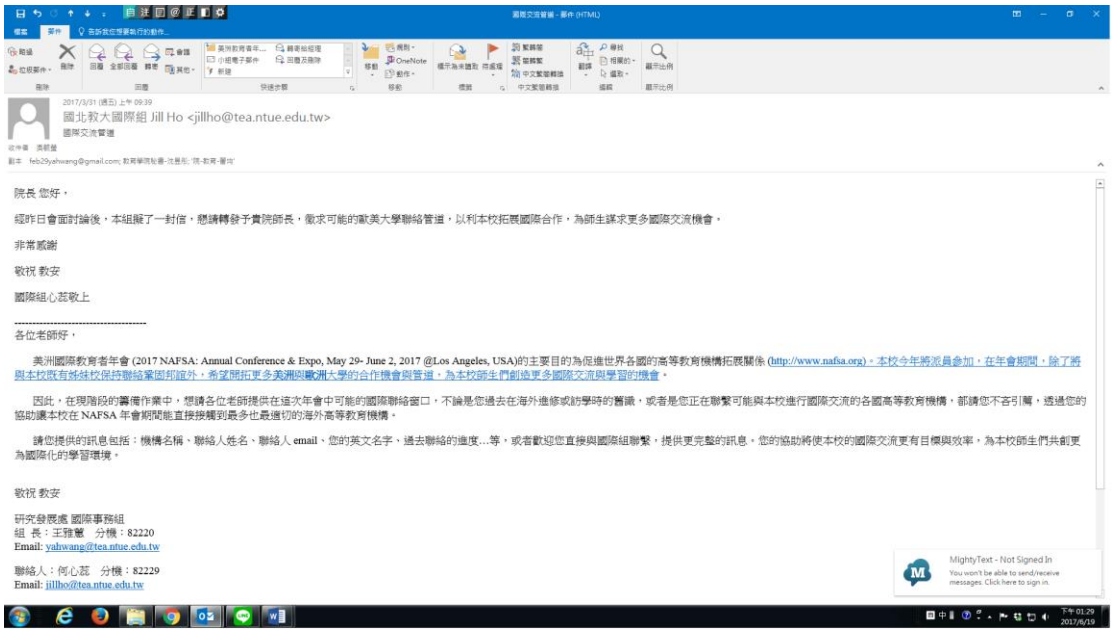


圖 18　向各院教師詢問國際交流聯絡人 email

Nation	orgnization	name	email	introducer
Japan	日本 山梨大學	石塚迅教授 ISHIZUKA Jin	jishizuka@yamanashi.ac.jp	徐筱菁(Chiao-Ching HSU)
Japan	日本 中部大學	于小薇講師 YU Xiaowei	yuxiaowei@isc.chubu.ac.jp	徐筱菁(Chiao-Ching HSU)
US	Department of Education Studies, College of Education, University of Oregon	Dr. Jerry Rosiek		吳毓瑩Wuyuhyin
UK	Moray House School of Education,University of Edinburgh	Dr. Mary Simpson		吳毓瑩Wuyuhyin
US	School of Education, University of Colorado at Boulder	Host--Dr. Lorrie Shepard		吳毓瑩Wuyuhyin
US	University of Maryland, College Park			YHW
US	Department of Special Education and Disability Policy, School of Education,Virginia Commonwealth University	Assistant Professor Chin-Chih Ch	1015 W. Main St., PO Box 842	特教系友
US	Derek Bok Center, Harvard University			Prez Chang
US	Oregon State University	Mark Hoffman, PhD, ATC Vice	University Plaza, Suite 130 16	盧明
Austria	Pädagogische Hochschule (Steiermark) Graz	校長Messner女士及國際組Mag. Linhofer女士		教育系周玉秀
Germany	魯爾大學 (Ruhr University Bochum)	法學院教授 Prof. Joerg Ennu	Joerg.Ennuschat@ruhr-uni-boc	徐筱菁(Chiao-Ching HSU)

圖 19　本校師長提供之國際交流聯絡人名單

12.行前聯絡海外大學

為了提升參與 NAFSA 時與其他學校的討論效率和爭取合作的成功率，國際組組長與同仁在出發前，特別寫信與世界各大學聯繫(下圖 18)，初步提及雙方潛在的可能合作項目與相關配套方案，並且闡述目前本校各科系所推動之國際業務情形。經過這樣的行前事先準備與打照面，得以使參加 NAFSA 跟外國學術機構洽談合作可能性時，有更高的成功機會和增加談判之效率。

Dear Partner,

Greetings from **National Taipei University of Education, Taiwan**.

We write to let you know that we will be attending NAFSA Los Angeles this month and would like very much to meet with you if you will also attend the conference and discuss a possible collaboration in the future and deepen the relationship between both institutions.

Please let us know if you'd be at NAFSA Los Angeles, so we can arrange a meeting. We should be in Los Angeles May 27 – June 2. You can also meet with us at our booth in "Study in Taiwan" booths.

*If you are not the one attending NAFSA but you know your institution will be participating, please forward this message to the person in charge of this matter.

We look forward to seeing you or your colleagues in Los Angeles!

Sincerely yours,

Jill Hsin-Jui Ho Ph.D.
International Cooperation
Division of International Affairs
National Taipei University of Education
No.134, Sec.2, Heping E. Rd., Da-an District,Taipei-City, 10671 Taiwan
TEL: 886-2-27321104 ext.82229
FAX: 886-2-27237785354
Website: www.ntue.edu.tw

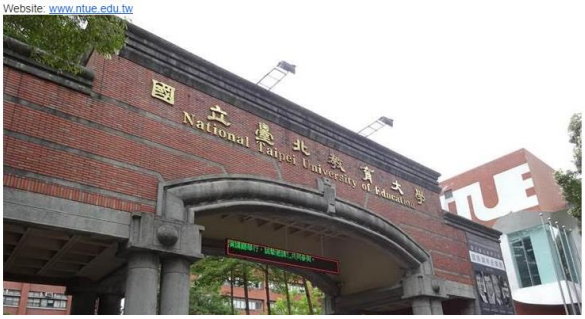


圖 20　美國行 3～4 周前與海外大學聯繫於 NAFSA 其間會面 Email

NAFSA 行前聯絡名單			
單位	聯絡人	Email	聯絡結果
UCLA	professor Torres	torres@gseis.ucla.edu	No reply
NYIT	Shiang-Kwei Wang	Shiang-Kwei.Wang@nyit.edu	Will not attend NAFSA, meet in Taipei last week of June till July 21.
Oregon State	Mark Hoffman	stacy.jeffries@oregonstate.edu	No reply, recommended by Lu Ming (Early Childhood and Family Education)
University of Oregon	Jerry Rosiek	jrosiek@uoregon.edu	Wrote 2x, recommended by Dean Wu of Education College. Jerry forwarded to his Department Head, Dr. Edward Olivos,
University of Washington	Ray Li	rayli@uw.edu	Rejected. Connected by Seattle TECO 姚
Universitat Tubingen	Wolfgang Mekle	Wolfgang.Mekle@uni-	Meet at NAFSA!
University of Northern	Teneisha Ellis	Teneisha.Ellis@unco.edu	Meet at NAFSA!
Appalachian University	Christopher Lytle	lytlect@appstate.edu	Meet at NAFSA!
University of Oregon	Paolo Daniele	pdaniele@uoregon.edu	Meet at NAFSA! Recommended by 語創
TECO Seattle	Vincent Yao 姚處長	chyao@mofa.gov.tw	Meet in Seattle! Recommended by 崔夢萍
TECO Los Angeles	梁琍玲組長	mary@mail.moe.gov.tw	Meet in LA! Connected by Director
School of Visual Arts, New	Yoko Anderson	iso@sva.edu	No reply
Brigham Young University	Ted Guildner	tedmg@byuh.edu	No reply
Utah State University	Monika Galvydis	monika.galvydis@usu.edu	No reply
The University of Utah	Eric Boscan	eboscan@sa.utah.edu	No reply
	Stephen Smith	stephen.s.smith@utah.edu	No reply
Lawrence Technological	Adam Berry	aberry@ltu.edu	No reply
	Jane Rohrback	jrohrback@ltu.edu	No reply
University of Leeds	Greg Miller	g.d.miller@adm.leeds.ac.uk	No reply
Queensland University of	Tze Ay Chuah	tzeay.chuah@qut.edu.au	No reply
	Deryn Vahl Meyer	deryn.vahlmeyer@qut.edu.au	No reply
School of Education, University of Colorado at	Mary Dando	mary.dando@colorado.edu	Meet at NAFSA! Recommended by 吳毓瑩院長
Virginia Commonwealth University	LaKisha Tillman	ldtillman@vcu.edu	No show. Recommended by 吳毓瑩院長 (特教系友陳錦織)

圖 21 出發前約定 NAFSA 會議期間會面行程

參、Pre-NAFSA "breaking the ice"

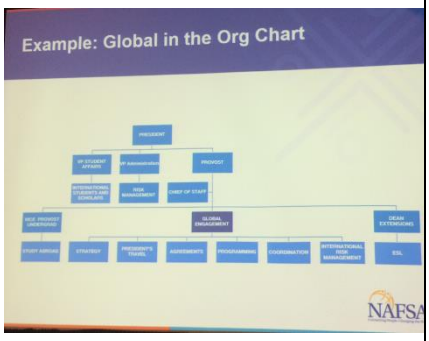
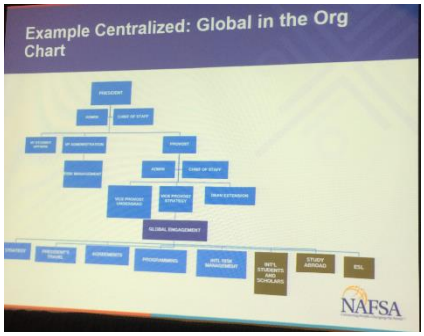
May 22-29, USA (Seattle, Los Angeles)

Date	Schedule	Matters discussed	Details
5/22	拜訪 TECO Seattle **Director General Vincent Yao,** **David Woodward and Rick Eigenbrood** 	1. Build possibilities for International Cooperation with West Coast Universities. 2. Met David Woodward (President of American Consortium of Universities) and Rick Eigenbrood, Dean, School of Education, Seattle Pacific University. 3. Arranged meeting with Director of Education Division, TECO, Los Angeles. 4. Arranged meeting with Boise State University Asst. Provost, Center for	Upon understanding our purpose of visit, **TECO Seattle Director-General Yao** arranged **David Woodward (President of American Consortium of Universities)** who in turn brought **Rick Eigenbrood, Dean, School of Education, Seattle Pacific University**. SPU has 125 years of history in education, added only nursing and business. Ranked #152 in the nation. Much of SPU is alike NTUE: situated in the city of Seattle, small, long history specializing in education. University goal is to have 50% of their students study abroad in the next 50 years. David Woodward is a board member of NAFSA, a further meeting in LA is scheduled. DG Yao helped

		Global Education Dr. Gonzalo Bruce, at NAFSA in LA.	secured a meeting with TECO Los Angeles Education Division. DG Yao says his territory also includes Idaho and Boise State University would be interested establishing partnerships with Taiwan. Using NAFSA's networking resource, we were able to track who from BSU was coming to NAFSA, and DG Yao further connected us to Gonzalo Bruce.
5/24	Visited Benaroya Hall 	NTUE hopes to perform here in May-June 2018	Renowned Taiwanese musicians have performed at this Heritage Week concerts in Seattle's famed cultural hall – Benaroya Hall in downtown Seattle.
5/26	拜訪 TECO Los Angeles, Education Division	Met with **Director Dr Li Ling Liang, and Joanna Lin**	1. Understand American students' wishes to study in Taiwan 2. Explore possibilities for exchange and

			international cooperation with US west coast universities. Dr Liang (who would be returning to Taiwan MOE) was very helpful. She suggests UC and Cal State schools (Long Beach, San Diego and LA). She offered to introduce these officials in person to Jill Ho on June 1st. In addition, it was suggested that our Chinese Language Director should visit TECO to discuss short term program opportunities for the West Coast students. Ideas for student recruitment/exchange strategy: through sister school, Chinese Language Cultural groups (teacher with students), through Taiwan Tourism Board, dual degrees (3+1 with study buddies), active projects. Schools can

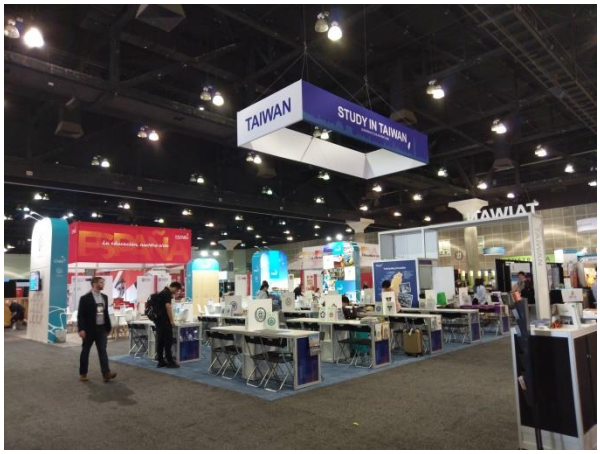
			also apply MOE grants (Taiwan Study Abroad or Fellowship) as incentives to attract students to study in their university.
5/28	NAFSA Pre-Conference session 13:00-17:00 	New Senior International Officers: Developing Competencies for Boundary Spanning Leadership	A total of 17 participants, with speakers from California State University, San Bernardino; University of Idaho and University of North Carolina at Charlotte. As Senior International Officers (SIO**), <u>we are the movers for comprehensive internationalization in the university. It is everyone's job, not just solely the International Office.</u>** The SIO requires people's skills to buy in from senior leadership, building collaborations across institutions, changing culture, defining key partners and to germinate ideas. There needs to be targets and measure

	   		to be held responsible. When it is not in the mission and values, it becomes very hard to join the "buy-in". **<u>International Office can bring collaborators and initiators together. It is not just an Operations office as the operations efforts are shared amongst inter-institutions.</u>** Several organization charts were shared. International Affairs works hand in hand with international enrollment. How to promote international enrollment? Tourism, internal infrastructure, etc. One must know the institutional culture and be a business officer. Unit Administrative Responsibilities include:

			✧ EDUCATION ABROAD ✧ INTERNATIONAL SCHOLARS & STUDENTS ✧ INTERNATIONAL ENROLLMENT ✧ INTENSIVE ENGLISH PROGRAM ✧ ON CAMPUS INTERNATIONALIZATION Education Abroad challenges – Partner don't have support services the way American universities have. The program needs to be value add for students, where the entire group with the teacher can get credits, a unique experience and to study. In Finland, there are 3 week summer programs In which the faculty brings the group.
	17:30-18:30	Meet with **Miami University (OH) Ms Ekaterina Gay**	Interested in exchange program where Language, Practicum and Philosophy is shared.

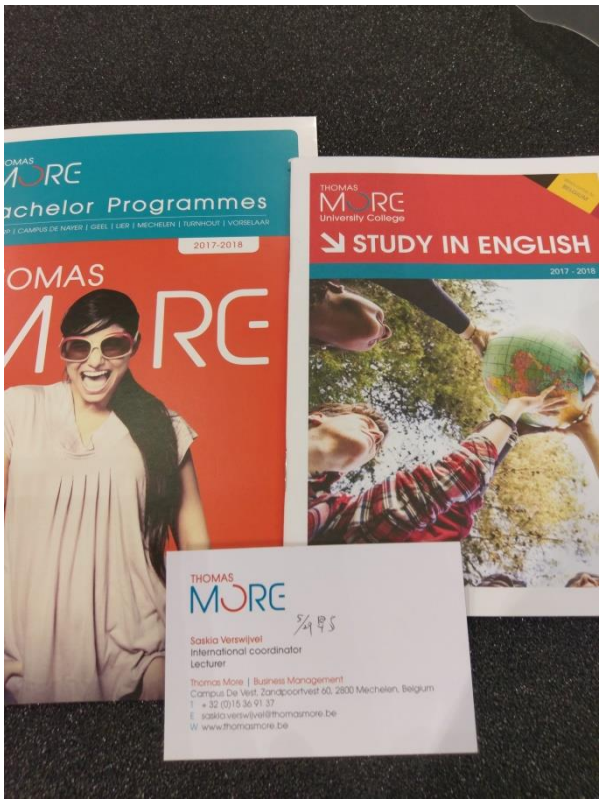
5/29	16:00 -	Exhibition Hall to see NTUE booth and meet with fellow Taiwanese NAFSA (NTU, NTNU) colleagues	
	17:00-17:20	Meet **with College of the Canyons (CA), Dr Jia-Yi Cheng-Levine**	Taiwanese Professor interested in exchange program
	17:30-19:30	Knowledge Community Networking Receptions	Met people in Education Abroad & International Education Leadership
	18:00	(Meet with **California State University San Bernardino, Dr. Anneli Adams**.)	One of the schools Dr Liang proposed interest to tie in with Taiwan and that the Taiwan NAFSA group will visit on June 5.
	20:00-20:30	Meet with **Boise State University Dr. Gonzalo Bruce**	Interested in dual degree (leading to a Teacher's Certificate to teach in Idaho) and student exchange. Will visit Taipei June 27th.

肆、NAFSA 年會會談摘要

日期	時間	行程	備註
5 月 29 日 (星期一)	15:00-16:30	會場佈展  	Los Angeles Convention Center
	16:30-17:30	Meet with American Consortium of Universities, President David Woodward (connect with Seattle Pacific University) 非常具有經驗的國際教育合作者協助聯繫	Westin Hotel
	17:30-19:30	Knowledge Community Networking Receptions	Westin Hotel
	20:00-20:30	Meet with Boise State University Asst. Provost, Global Education Dr. Gonzalo Bruce	下榻旅館大廳

5 月 30 日 (星期二)	9:00	First-Timers Orientation	Room 151
	10:15	Open Meeting- Education Abroad Newcomers	Room515B
	11:00	Meet with Appalachian State University Director of Education Abroad Christopher Lytle 阿帕拉契大學為本校現有姊妹校，惟在過去三年只有本校學生前往，該校未有學生前來本校交換的情況下，只能暫停交換的合作，待該校有學生有意願前來本校，再重啟合作。	Taiwan Booth
	13:00	Meet with Université du Québec à Trois-Rivières Marie-Claude Trépanier(Ms) 魁北克大學為本校現有姊妹校，Marie 表示非歡迎本校學生繼續前往該校交換，但在法語程度未達標準時，會先拒絕，請學生準備妥當後即可接受。	Québec Booth 2223
	14:00	U.S. Higher Education Partnership Fair 在各美國大學攤位詢問校際合作和學生交換的合作可能，留下聯繫方式，回過後持續聯絡。	South Hall, Poster Fair Area

		 紐約布魯克林 Kingsborough College	
	16:00	Opening Plenary Address Isabel Wilkerson	West Hall A
5 月 31 日 (星期三)	07:45	臺灣早餐會 與 University of Oregon 的 Assistant Director Of International Student and Scholar Services Mr. Andrew Shiotani 會面，進行初步洽談，並約定 6 月 2 日上午續談。	Cleo LA Live
	10:00	Meet with Seattle Pacific University Ms. Sharleen Kato 介紹本校特色，並表達希望建立學生交換合作協議，他們會將合作意願帶回去討論。	Taiwan Booth

	11:00	Japan reception 與大阪教育大學會面	Japanese Booth
	12:00	拜訪比利時攤位洽談交換學生方案  	Belgium
	13:00	Meet with Gunma University Mr. Sylvain Bergeron	Taiwan Booth
	14:00	Meet with Stockton University Office of Global Engagement Director Ms. India P. Karavackas 為本校現有姊妹校，但尚未簽訂學生交換協議，雖然表示可以接受短期研習團的交換方式，但表示某一韓國的大學提供研習團提供他們 1 師 5 生含機票食宿及課程。	Taiwan Booth
	15:00	University of Ostrava, Czech Republic Vice-Dean for International Relations of the Faculty of Science Tomas Drobik 捷克的 Ostrava 大學對與本校建立合作交流很有興趣，帶後續聯繫合約內容。	Taiwan Booth
	16:00	聖多明哥教育部長 Dr. Rafael Cardenas 來訪	Taiwan Booth

6 月 1 日 (星期四)	9:00	Meet with University of Northern Colorado Director, Study Abroad and Exchange Programs Ms. Teneisha R. Ellis 兩校合約已於 2014 年截止，續約可談，回國後寄本校目前提供英語授課課程資訊給他們。	Taiwan Booth
	10:00	Country Fair 與駐洛杉磯臺北經濟文化辦事處梁琍玲組長及林雅婷主事及駐華府代表處遲耀宗參事會面 梁組長與遲參事瞭解本校目前所提供的課程與方案後，表示會積極協助本校與美國大學建立合作關係。	Poster Fair Area
	11:00	Meet with Universität Tübingen Mr. Wolfgang Mekle 接續王雅蕙組長早先的聯繫，洽談兩校簽訂 MOU 及學生交換的方案，回國接續聯繫合約內容後，應可達成。	Taiwan booth
	12:00	俄羅斯 Siberian Federal University 代表來訪，洽談國際合作方案 	Taiwan booth
	13：00	Meet with National University of Lanús Buenos Aires, Argentina Guillermo Tangelson	Taiwan Booth

	14：00	拜訪荷蘭攤位洽談交換學生方案 荷蘭大 Windesheim University 提供相當豐富的英語課程，學校代表表示回國後可協助與相關系所聯繫合作方式。 	
	15:00	Meet with Nottingham Trent University College International Manager Chris Crabot 諾丁漢特倫大學為本校姊妹校，但 MOU 今年到期，會中討論續約事宜，本校並提出學生交換協議提案，期能為本校學生爭取赴英國交換學習機會。 	Taiwan Booth

	16:00	宏都拉斯師範大學來訪台灣攤位，本校與台灣師範大學國際處共同介紹台灣師範教育 	Taiwan Booth
6 月 2 日 (星期五)	9:00	日本愛知淑德大學來訪洽談姐妹校與學生交換合作事宜	Taiwan Booth
	10:00	Meet with University of Oregon, Office of International Affairs, Paolo Daniele 瞭解本校希望建立學生交換合作協議，他們也希望國際學生 more diversity,所以會將合作計畫帶回去討論。 	Taiwan Booth

伍、駐組安排會後活動

<table>
<tr>
<td>6 月 3 日
(週六)</td>
<td>8:00-16:00</td>
<td>鮭魚返鄉教育展
臺灣團行程(續)
■ 鮭魚返鄉臺灣教育展
<table>
<tr><th>時間</th><th colspan="2">鮭魚返鄉招生展流程</th></tr>
<tr><td>8:50</td><td colspan="2">集合(因洛杉磯交通狀況不佳，難以預估，請務必準時，逾時不候)
集合地點：COURTYARD LOS ANGELES L.A. LIVE
901 W Olympic Blvd , Los Angeles , CA 90015 , UNITED STATES</td></tr>
<tr><td>9:00</td><td colspan="2">準時發車，前往洛杉磯華僑文教服務中心</td></tr>
<tr><td>10:00 – 11:00</td><td colspan="2">場佈(所有參展學校一同協助場佈，搬運桌椅、各校定位、文宣擺放等)</td></tr>
<tr><td>11:00 – 11:15</td><td colspan="2">開幕致詞
▪ 駐洛杉磯台北經濟文化辦事處 夏處長季昌
▪ 財團法人高等教育國際合作基金會 陳執行長貞夙</td></tr>
<tr><td>11:15 – 11:30</td><td>招</td><td>微電影
▪ 留學臺灣
▪ 學華語到台灣</td></tr>
<tr><td>11:30</td><td>生</td><td>午餐</td></tr>
<tr><td>12:00</td><td></td><td>贈書儀式</td></tr>
<tr><td>12:00 – 14:00</td><td></td><td>參展學校簡介</td></tr>
<tr><td>14:00 – 15:00</td><td>展</td><td>短片 - 與學生有約</td></tr>
<tr><td>15:00</td><td colspan="2">閉幕</td></tr>
<tr><td>15:00 – 16:00</td><td colspan="2">撤場(所有參展學校一同協助撤場，將桌椅歸原位、各校與私人物品自行帶走)</td></tr>
<tr><td>16:30</td><td colspan="2">啟程返回LA Downtown
下車地點：COURTYARD LOS ANGELES L.A. LIVE
901 W Olympic Blvd , Los Angeles , CA 90015 , UNITED STATES</td></tr>
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財團法人
高等教育國際合作基金會</td>
<td>洛杉磯華僑文教服務中心</td>
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6 月 5 日 (週一)	8:00-16:00	上午隨團拜訪加州大學河濱分校 	

UC RIVERSIDE UNIVERSITY OF CALIFORNIA

WELCOME

JUNE 5, 2017

9:45AM	**Welcome to UCR** **Internationalization at UCR** **Student/Faculty Exchange and Dual Degree Programs** Kelechi A. Kalu, PhD Inaugural Vice Provost of International Affairs Professor, Political Science, University of California, Riverside
10:00	**Welcome, UCR overview, vision, role in the community** Cynthia K. Larive, PhD Interim Provost and Executive Vice Chancellor, University of California, Riverside
10:20	**History of UCR/Taiwan Connections** Anthony Huang, PhD Professor of Plant Cell & Molecular Biology, Botany and Plant Sciences College of Natural and Agricultural Sciences, University of California, Riverside
10:30	**Training the next generation of engineering leaders, international collaborations.** Chinya Ravishankar, PhD Associate Dean, Research and Graduate Education Professor, Computer Science and Engineering Bourns College of Engineering, University of California, Riverside
10:40	**International Affairs Student Programs & Services** Kimberly Gentile Interim Director of International Students and Scholars International Affairs, University of California, Riverside
10:45	**Delegation Invited to Discuss Their Interests for Future Collaborations**
11:25	**Q & A/Discussion**
11:35	Departure from Hinderaker Hall for lunch at the **Alumni and Visitors Center**
12:00PM	**Lunch** with Interim Provost and EVC Larive, students going to Taiwan, Taiwan Graduate Students, UCR students interested in Taiwan, postdoc, faculty, and staff.
12:45	**UCR/Taiwan Collaborations: Making Connections for the Future** • Welcome from Simpson (Kieu-Chiang) Chang, President, Taiwanese Graduate Student Assoc. – the international student experience at UCR and the City of Riverside • Welcome from Professor Ying-Hsuan Lin, UCR Assist. Prof. of Environmental Toxicology, College of Natural and Agricultural Sciences – the faculty experience at UCR • Study Abroad students going to Taiwan and/or students interested in travel to Taiwan universities have questions to ask the delegation. VPIA Kalu will moderate this Q & A. • Questions from the delegation to students, post doc/scholars, faculty, and staff.
1:30PM	Departure from the University of California, Riverside

Thank you for your visit to the University of California, Riverside campus today!

下午隨團拜訪加州州立大學聖貝納迪諾分校. 介紹本校特色、歷史、課程以及對海外招生之國際學位學程。

陸、心得與建議

心得

1. International Office/Officer is in charge of “Comprehensive Internationalization” of the University. We are the movers (move the University forward) and not just an administrative and operations unit.
2. In USA, Global Office includes the following units:
   a. EDUCATION ABROAD
   b. INTERNATIONAL SCHOLARS & STUDENTS
   c. INTERNATIONAL ENROLLMENT
   d. INTENSIVE ENGLISH PROGRAM
   e. ON CAMPUS INTERNATIONALIZATION
3. Global universities now have strategic goals of providing global education to their undergraduates, such as National University of Singapore wants 8 of 10 undergraduates to participate in study abroad programs, or, Seattle Pacific University has in their Strategic Plan that in 50 years, 50% of their students would have studied abroad.
4. Most Universities around the world now call their offices “Global Education” or “Global Engagement”.
5. 本次參與美洲教育者年會，主要希望能建立更多國際姊妹校關係，為接洽更多交換學生的合作方案，一方面讓本校學生有更多機會赴海外學習，另一方面，接待更多國際學生赴本校學習。然而，許多美國學校對於交換學生數比例不對等的 imbalance 情況非常在意，強調在美國學生沒有赴台交換意願的情況下，很難再與台灣的大學進行學生交換的簽約和合作。
6. 部分的美國大學表示，可以考慮本校提出短期研習團與交換學生的平衡方式，但部分美國大學表示兩項目無法流通，仍須待有美國學生赴本校後，才能解凍原訂交換學生的計畫。
7. 許多美國大學均推出各種收費的 program 接待外國學生赴美學習，包含英文的與專業的課程，若簽訂姊妹校關係，可以給予本校學生學費上的優惠，部分台灣的大學已有進行相關的合作。
8. 美國學生赴海外學習，除部分學生是以學習華語為目的外，許多學生還是以英語授課的課程才有辦法就讀，美國大學在洽談交換學生方案時，也會以本校提供多少英語授課的課程來衡量合作的可能。
9. 是否提供獎學金給姊妹校的學生赴本校就讀學位，也是簽訂美國姊妹校合作時會討論的項目。
10. 部分台灣大學的海外校友會運作積極，提供母校相當多的資源和支持。

建議

1. NTUE's International Affairs Division can/should become a Strategic unit of the University, and bring together the stakeholders for buy-in on campus. Currently, its role is fully an operational and a service center for Admissions, International Students and Scholars, Academic Affairs, and staff members (for English language) Perhaps, it is still in the after-effects of being the Division of Academic Development and Cooperation .
2. Internationalization should be a campus wide. Instead of top-bottom approach by the University President (and by her only), Colleges and Faculty need to embrace internationalization as the new education trend of the 21st century. To have complete "buy-in" from all stakeholders, it is best written into the University's mission and strategic plan.
3. NTUE's International Cooperation and Relations requires serious work to build and to maintain international friends and programs, so as to be recognized in the academic field – both locally and internationally.
4. All of NTUE's publicity, including social media, requires a serious branding exercise to bring out the school's uniqueness and value.
5. 除了以接待短期研習團方式作為對姊妹校 imbalance 的補償方式外，另積極開發歐洲的大學，因歐洲部分國家高等教育無學費問題，較不以成本為主要考量，比較有意願簽訂交換學生合作計畫。
6. 逐步增加本校英語授課的課程數，以提升外國學生赴本校就讀學位或短期交換的興趣。
7. 網站英文資訊的豐富度，對於海外學生與大學在認識本校的過程中，佔有絕對重要的角色，應儘速強化本校網站的英語資訊豐富度。
8. 在洽談國際合作及交換學生的方案時，美國大學強調，若有 faculty involve 的合作，比較能夠確實執行，也會比較有可能由教授帶著學生到台灣交流。因此，可鼓勵本校教授與國外學校教師進行交流，帶回交流的關係，由國際組協助後續接洽交換學生等的合作方案。
9. 駐華府代表處教育組遲耀宗參事建議，本校華語文中心的學生是一項寶貴的資源，本校除提供華語教學課程外，也應建立與華語生的密切連結，使學生成為本校的 student ambassador 成為本校開拓國際交流的種子。
10. 建立本校海外校友會聯繫管道，保持與海外校友會之積極互動，有助本校拓展國際化業務及招生宣傳工作。