

**“Mapping Study Abroad to the Major”  
Curriculum Integration Initiative  
Strategic Plan 2014-15 (Year 1 of 5)**

Office of Study Abroad  
11.07.2014

**Overview of the “Mapping Study Abroad to the Major” Initiative**

In Fall 2013, the Office of Study Abroad received funding from the Office of the Provost to launch the “Mapping Study Abroad to the Major” comprehensive curriculum integration initiative. Study Abroad Curriculum Integration (CI) is a collaborative initiative between the KU academic departments; key faculty, staff, and administrators across the campus; and the Office of Study Abroad (OSA) to fully integrate study abroad experiences (to include international study, internship, research or service-learning) into the college experience and academic curricula for students in all degree programs. The end “product” of these efforts is the identification, approval and promotion of key international institutions or programs which fit well within the curriculum of a given department, thus ensuring that study abroad (and specifically semester-length programs) is accessible to and accessed by a greater percentage of the institution’s undergraduate students. Successful curriculum integration efforts grow student participation in Study Abroad across all majors at an institution while ensuring on-time degree completion.

Growth in student participation in study abroad through the intentional coupling of international activities with major and core coursework supports *Bold Aspirations* Goal 1: Energizing the Educational Environment. Those metrics which directly capture the progress of the Office of Study Abroad in meeting our Bold Aspirations goals also serve as a measure of the overarching success of the CI initiative. They are listed below, along with our five-year targets.

	AY2013 (last available year)	TARGETS (AY2019)
Total number of undergraduate and graduate student participants in Study Abroad ( <i>Includes Int’l KU Degree Seeking students on study abroad programs outside of the U.S.</i> )	1280	1580*
Undergraduate participation rate in Study Abroad ( <i>as reported by the Institute for International Education (IIE) Open Doors report</i> )	21.1%**	30%
Of those undergraduates who participated in study abroad, the percentage involved in an experience of a semester or longer	31.9%**	40%

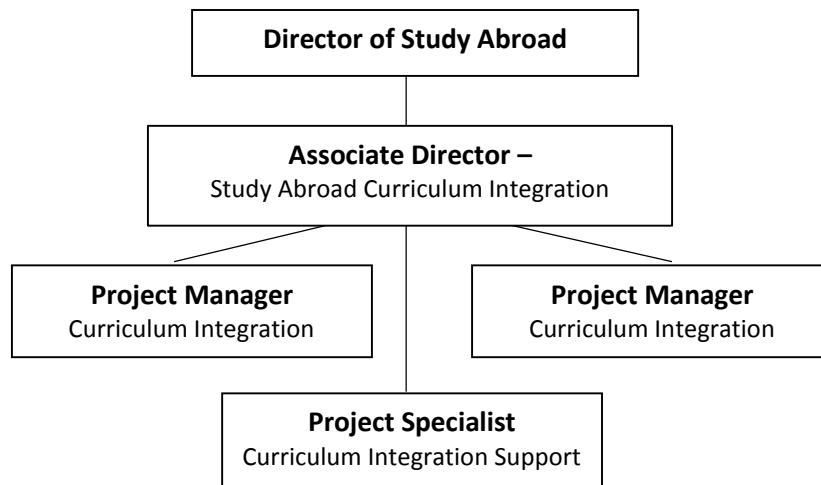
\* target participant number to achieve a 30% UG participation rate

\*\* projected values. Confirmed data released by IIE in November 2014.

### Key Accomplishments in 2013-14

During the 2013-14 academic year, the OSA directed its efforts at building the infrastructure to support the launch of the CI initiative at KU, introducing CI to faculty and staff across the KU campus, identifying academic units for engagement with the OSA during Year 1, and linking our campus-based efforts to national initiatives aimed at growth in undergraduate study abroad participation. Key accomplishments of the past year are listed below.

1. Human and physical infrastructure was developed within the OSA to support the “Mapping Study Abroad to the Major” initiative.
  - a. One regional search and two national searches were conducted to fill three newly created positions. Three individuals were hired and began employment at KU during the Spring/Summer 2014. These individuals join Angela Perryman, Director of Study Abroad, and Nathan Bremer, Project Manager – Curriculum Integration in the implementation of comprehensive curriculum integration at KU.
    - Alexis Jones, Associate Director- Curriculum Integration
    - Lauren McEnaney, Project Manager – Curriculum Integration
    - Holly Presnell, Project Specialist



- b. Existing space within the Office of Study Abroad was reconfigured to accommodate three additional staff members. New cubicles were constructed in rooms 102 and 107.
2. Multiple training activities with faculty/staff were held to build the study abroad knowledge base across the campus and develop advocates for international education. These included the Fall Seminar Series; a “Big Share” event with CCSR; individualized training with departmental study abroad credit approvers; group trainings with the UAC, CLAS Graduation Advisors, and the MRC staff; and 30 individual meetings between Deans/department chairs and the OSA Director.
3. During Spring 2014, the CI Team successfully collaborated with faculty from the Department of Humanities and Western Civilization, the School of Business, and the School of Education in curriculum integration activities.

- a. Peace and Conflict studies completed the program research, course vetting and approval, and curriculum mapping activities. Major-specific advising materials are in development.
  - b. With the hire of a Director of Student International Experiences in the College of Business, CI activities were re-launched. Strategic planning meetings were held with Center for Global Business Studies staff, key aspirational partners were identified internationally, and two new exchange agreements were implemented. Information tables and meetings were held in Summerfield Hall for Business students. Program research is ongoing as new partnerships are being explored.
  - c. An introductory CI meeting was held with the Associate Dean and Director of Advising Services in the School of Education and support was garnered for CI engagement. Curricular opportunities and constraints have been identified and program research is ongoing. General training on Study Abroad was conducted with School advisors and staff.
4. Through funds committed by the Office of International Programs in support of Curriculum Integration as well as endowed scholarships, the Office of Study Abroad awarded nearly \$205,000.00 in student support for Spring 2014 study abroad. 40 students received scholarships ranging from \$1,000 - \$10,000, with the average award size being \$4,550.
  5. The University of Kansas was selected as one of 156 charter members to partner with the Institute of International Education's Generation Study Abroad initiative aimed at significantly expanding participation in study abroad within U.S. higher education institutions.

### **Priorities for 2014-15**

Building on the foundational work conducted in AY14, the OSA has established the following goals for the current academic year:

**Goal 1:** *Incorporate Curriculum Integration processes within the existing structures of the KU Office of Study Abroad.*

**Goal 2:** *Implement a campus-wide communications plan to promote the "Mapping Study Abroad to the Major" initiative; solicit academic units for engagement with the OSA; and update students, staff and faculty on CI successes.*

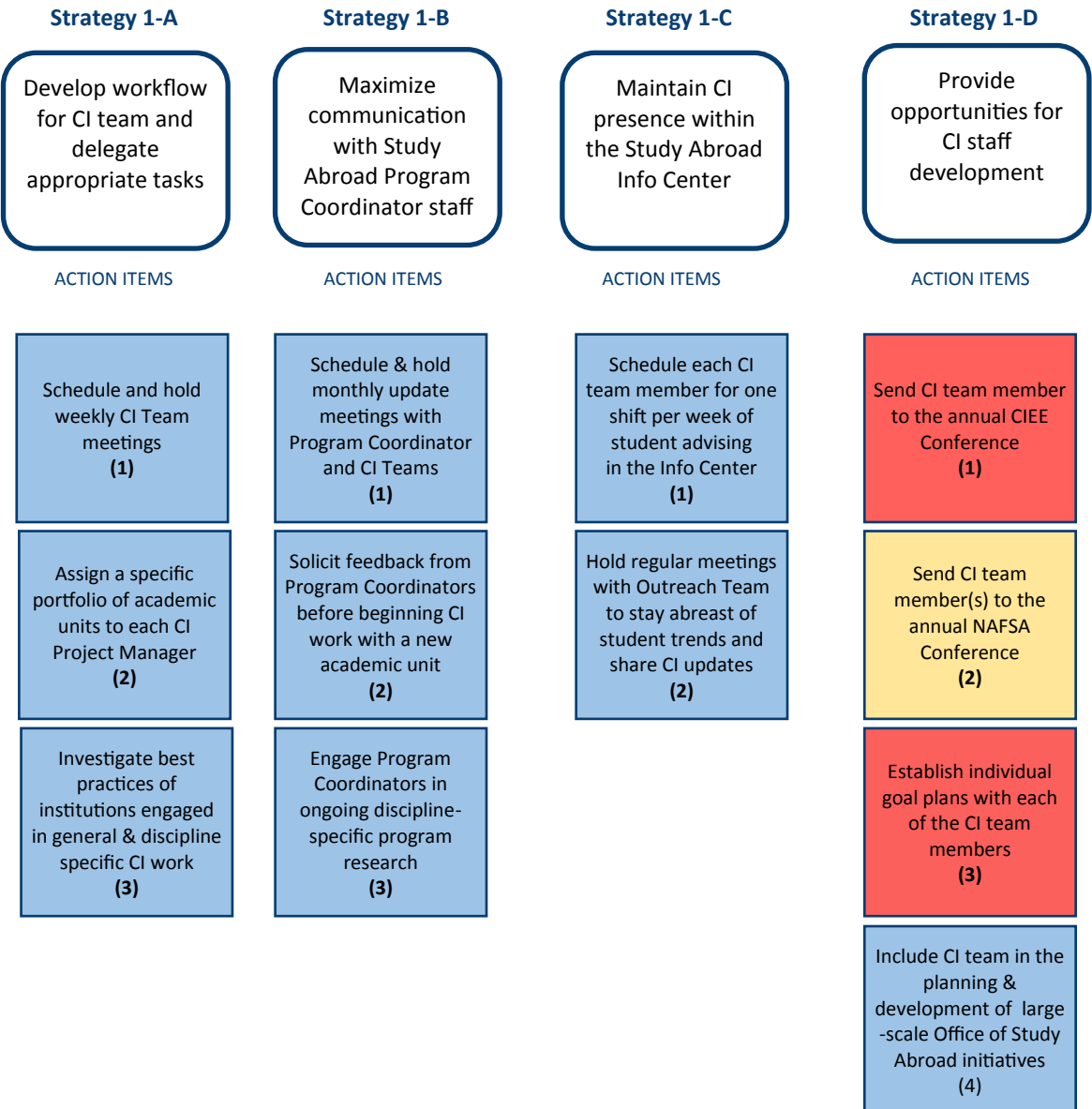
**Goal 3:** *Engage 20 academic units in the "Mapping Study Abroad to the Major" initiative.*

These goals and their associated outcomes, strategies, action steps and metrics are detailed in the pages that follow.

**Goal 1** *Incorporate Curriculum Integration processes within the existing structures of the KU Office of Study Abroad*

**Outcomes:**

- All staff members feel informed and involved in the curriculum integration process
- Duplication of efforts is mitigated and day-to-day workflow within the office is streamlined
- Opportunities for collaboration among study abroad staff are increased



**Metrics**

- CI staff participation in professional development activities
- Transparent workflow developed

■ = AY 2015  
■ = Fall 2014  
■ = Spring 2015

**Goal 2**

*Implement a campus-wide communications plan to promote the “Mapping Study Abroad to the Major” initiative; solicit academic units for engagement with the OSA; and update students, staff, and faculty on CI successes.*

**Outcomes:**

- Information regarding CI is readily available for students, staff, and faculty
- Staff and faculty are aware of and demonstrate support for the CI initiative and exhibit interest in engaging their academic unit in CI work
- Incoming and current KU students are aware of the international opportunities that exist within their respective majors

**Strategy 1-A**

Introduce the CI concept and goals to academic units

ACTION ITEMS

**Strategy 1-B**

Use media outlets to provide general CI updates to the KU community

ACTION ITEMS

**Strategy 1-D**

Host an introductory CI workshop in Spring 2015 for faculty and staff

ACTION ITEMS

**Strategy 1-C**

Develop CI resources for faculty and staff

ACTION ITEMS

**Strategy 1-E**

Develop CI materials for student use

ACTION ITEMS

Present at a Spring Deans’ meeting  
**(1)**

Request a write up in “KU Today” to introduce the CI initiative  
**(1)**

Invite targeted faculty and staff to a lunch workshop to learn about CI and engagement with the OSA  
**(1)**

Create step-by-step instructions online for how to get involved with CI work at KU  
**(1)**

Develop a bookmark template containing key steps for studying abroad in a given academic major  
**(1)**

Hold introductory CI meetings with dept. chairs and other designated faculty and/or staff  
**(2)**

Request a write-up in the Kansan newspaper  
**(2)**

Develop case studies for workshop attendees to practice “mapping” study abroad to degree  
**(2)**

Provide examples of academic units that have successfully completed the CI process  
**(2)**

Develop a major map template to outline vetted study abroad programs & courses for a given academic major

Schedule regular follow-up meetings with designated faculty and/or staff within the unit  
**(3)**

Use social media channels such as Facebook and Twitter to advertise CI efforts where appropriate  
**(3)**

Establish a follow up plan with workshop attendees to engage their departments in CI work  
**(3)**

Create web-based CI Support Grant information & application procedures  
**(3)**

Develop and launch a web-based course search tool to aid students in program selection  
**(3)**

Provide links to research and/or publications outlining the successes of CI at other institutions  
**(4)**

Create major-specific materials (bookmark & major map) as CI process is completed for that unit  
**(4)**

Create a CI advising piece to be utilized by faculty/staff advisors during students’ study abroad investigation  
**(5)**

**Metrics**

- Number of academic units engaged
- Number of visits to the CI webpage
- Number of workshop attendees
- Number of CI materials produced

■ = AY 2015  
■ = Fall 2014  
■ = Spring 2015

**Goal 3** Engage 20+\* academic units in the “Mapping Study Abroad to the Major” initiative.

**Outcomes:**

- Academic units are encouraged to develop, strengthen, and/or refine their strategic plan for international activities
- Study abroad program development is fostered among academic units, with a focus on program affordability
- Faculty and staff are empowered to promote study abroad activities within their respective units and to advise students in those activities
- Student participation in study abroad is increased, particularly in those academic units involved in CI

**Strategy 1-A**

Continue CI work with existing partners across campus

ACTION ITEMS

Research suitable program locations, timing options, and specific course articulations for each major (1)

Investigate opportunities for new program development (2)

Hold regular follow-up meetings with faculty/staff and schedule student outreach events for their dept. (3)

Develop/refine CI materials for students and advisors, including specific articulations with one or more foreign univs. (4)

**Strategy 1-B**

Engage new academic departments in CI work

ACTION ITEMS

Identify academic departments where students have historically struggled to go abroad (1)

Identify academic departments with a strong international portfolio but who lack a formal CI structure (2)

Identify & contact key stakeholders in each dept to schedule an introductory CI meeting (3)

**Strategy 1-C**

Expand KU Core-approved international experiences

ACTION ITEMS

Develop academic framework to include non-KU, short-term study abroad programs in Goal 4.2 (1)

With CCSR, craft plan for development of international service learning programs approved for Goal 5 (2)

With School of Languages & Area Studies Centers expand international internship programs (3)

With FYE, develop a plan for a First Year Seminar with an embedded int'l experience (4)

**Strategy 1-D**

Provide financial support for faculty/staff to explore int'l opportunities

ACTION ITEMS

Develop an application for faculty travel funds and establish a timeline for review (1)

Market the opportunity through web presence, targeted emails, and presentations (2)

Provide an opportunity for grant recipients to share their experience with others on campus (3)

Organize group site visit(s) to incentivize academic units to get involved with CI work (4)

**Strategy 1-E**

Provide financial support for students to explore semester int'l opportunities

ACTION ITEMS

Promote scholarship opportunities in all print and web materials (1)

Schedule & hold info sessions about study abroad funding for students (2)

Schedule & hold info sessions about study abroad funding for academic advisors (3)

Reevaluate the study abroad scholarship application rubric and award process (4)

**Metrics**







- Number of study abroad applications and participants for majors engaged in CI
- Number of new programs developed
- Number of new international partnerships
- Number of faculty/staff supported through CI grants

■ = AY 2015  
■ = Fall 2014  
■ = Spring 2015  
■ = Spring 2016

\*see attached page for list of targeted majors

**Timeline of CI Work for Targeted Academic Units  
AY 2014 - 2015**

School	Major	Initial Mtg. Scheduled	Assessment of Major Requirements & Sequencing	Program Research - Programs Options & Associated Courses	List of Potential Program Options Identified	Course Vetting Process	Creation of Advising Materials	Outreach to Students	Assessment & Evaluation
CLAS	Peace & Conflict Studies								ASSESSMENT IS CONDUCTED EACH YEAR FOR ALL ACADEMIC PROGRAMS
	Communication Studies								
ARCH & DESIGN	Visual Communication Design								
	Industrial Design								
SCHOOL OF BUSINESS	Supply Chain Management								
	Management & Leadership								
	Marketing								
SCHOOL OF EDUCATION	Unified Early Childhood								
	Elementary Education								
	Middle Math								
	Middle Science								
	Secondary English								
	Secondary Social Studies								
	Foreign Language Education - French								
	Foreign Language Education - Spanish								
	Foreign Language Education - German								
SCHOOL OF ENGINEERING	Mechanical Engineering								
	Electrical Engineering								
	Computer Engineering								
	Computer Science								
	Interdisciplinary Computing								
	Civil Engineering								
	Architectural Engineering								

-  : Completed
-  : Fall 2014
-  : Spring 2015
-  : Summer 2015
-  : Fall 2015
-  : Spring 2016