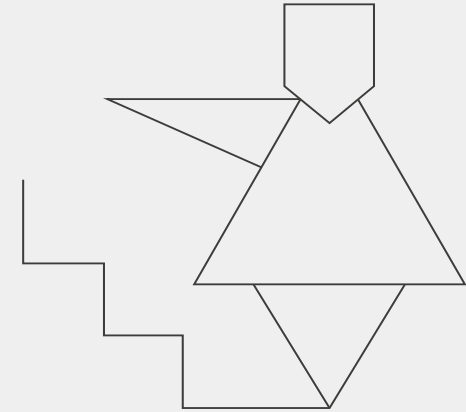


# VIA University College

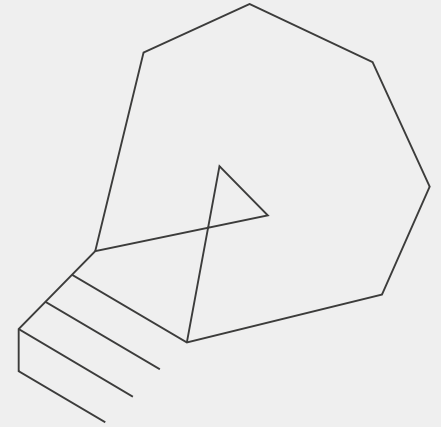
a University of Applied Sciences



## Development and Implementation of a Strategic Model for Academic Partnerships

Tina Lisberg Bundgaard  
Senior International Adviser

# Presentation agenda



- The Danish educational system – brief overview
- VIA in brief
- KPU in brief
- VIA's model for Internationalisation
- KPU's Internationalisation strategy and partnership model
- The internationalisation strategies of Canada and Denmark: The importance of political alliance
- The road to strategic academic partnerships in British Columbia
- Questions?

# The Danish educational system

## **Universities**

Bachelor, Master and PhD degrees

## **University Colleges**

Bachelor and AP degrees (180-240 ECTS)

- Including work placements (30+ ECTS)

## **Academies of professional higher education**

Academy Profession (AP) degrees (90-150 ECTS)



# Modern Danish welfare

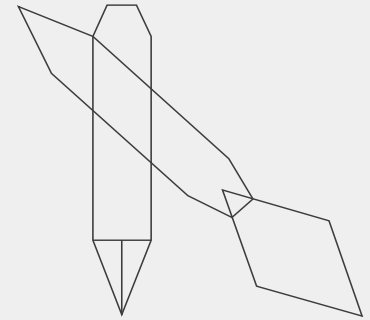
## Denmark has:

- Universal health care
- Free education
- Generous social benefits
- A high level of social equality
- One of the world's highest tax rates
- The happiest people in the world (!)

*VIA educates 1 in 4 teachers, nurses, engineers and social educators in Denmark*

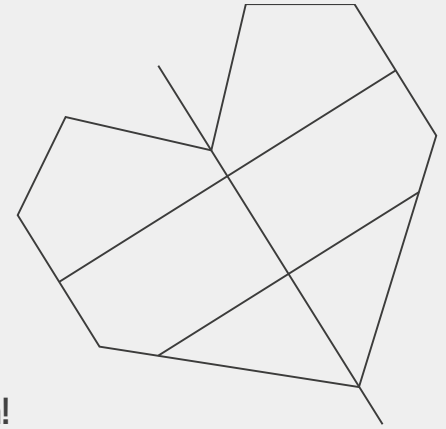


# VIA in brief



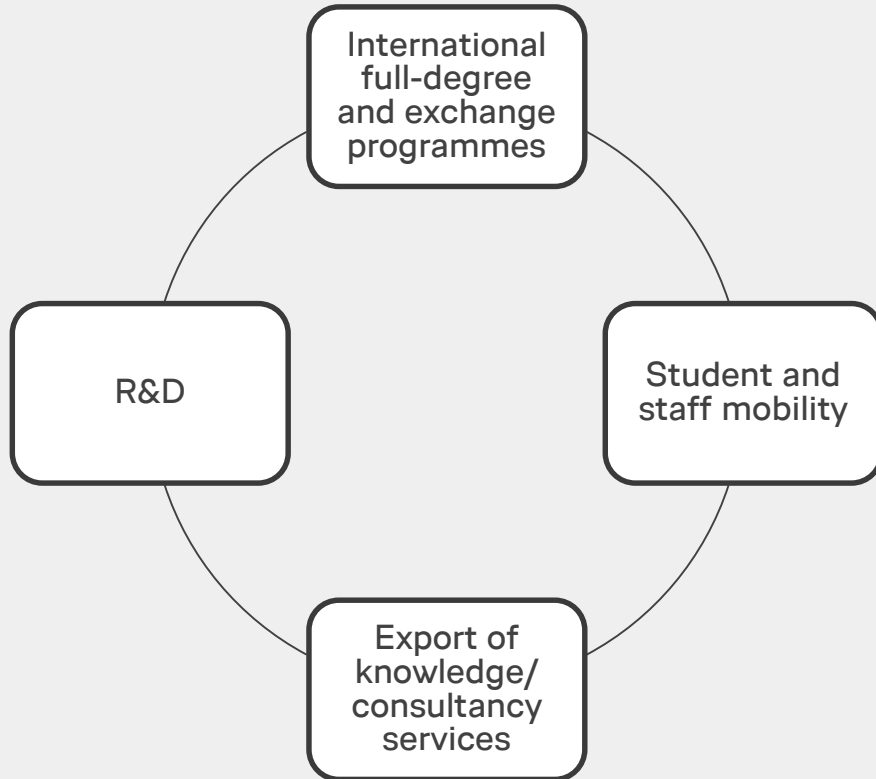
- ❑ Denmark's largest university of applied sciences – a total of 7 in Denmark
- ❑ Campuses: 8 multi-disciplinary campuses across the Central Denmark Region
- ❑ Students: 18,500 (of which 3,500 international) + 20,000 in continuing education
- ❑ Staff: 2,200
- ❑ Faculties and schools:
  - Faculty of Health Sciences
  - Faculty of Education and Social Studies
  - School of Business, Technology and Creative Industries
  - School of Continuing Education
  
- ❑ Programmes: 42 bachelor degree programmes (18 in English)
- ❑ International Master's degrees, joint- and double degrees
- ❑ R & D: 20 research centres + 7 student entrepreneurship centres + PhD projects
- ❑ Accreditation:
  - Certified holder of the ERASMUS+ charter
  - member of the European Association for Quality Assurance in Higher Education (ENQA);
  - Qualification Certificate from the People's Republic of China.

# KPU in brief

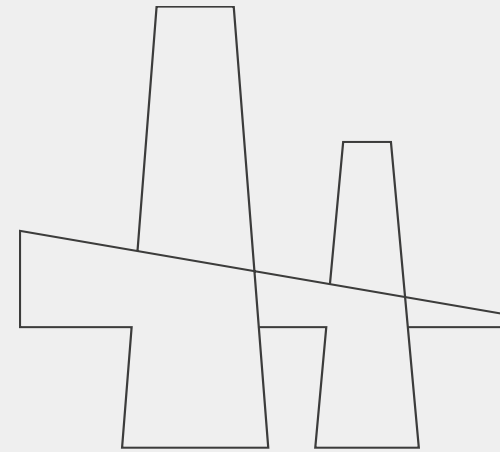


- ❑ British Columbia's leading polytechnic university
- ❑ Campuses: 4 across the Metro Vancouver region with a 5<sup>th</sup> campus coming soon!
- ❑ Students: 20,000 (2,000 (10%) international students)
- ❑ Faculties: 7
  - Faculty of Health
  - Faculty of Arts
  - Faculty of Science and Horticulture
  - Faculty of Academic and Career Advancement
  - Faculty of Trades & Technology
  - School of Business
  - Chip & Shannon Wilson School of Design
  
- ❑ Over 120 diverse programs!

# Internationalisation strategy



# Internationalisation strategy – partnership model

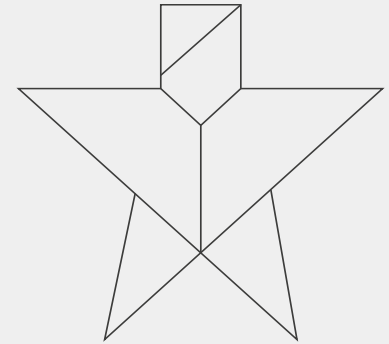


## VIA partnership philosophy

- Partnerships as living systems of knowledge-sharing and learning that evolve progressively and which open new doors for both partner institutions
- Partnerships generate value and we do it together
- Partnerships are chosen for their capacity to **positively** transform disciplines, students, faculty and institutions
- Partnerships function as a quality assurance tool for VIA international activities



# Internationalisation strategy – partnership model

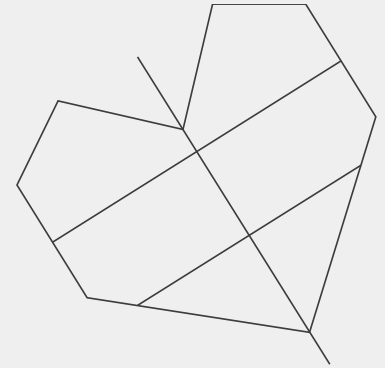


- European partnerships
  - Sustained and kept thriving on Erasmus+ student and staff exchange
  - Faculty owned bilateral agreements
  - Projects with Erasmus+ funding
  
- Overseas partnerships
  - Multi-disciplinary agreements to secure momentum and drive
  - University-wide agreements with faculty owned projects
  
- Strategic partnerships
  - Selected, and fully supported by VIA's Executive Board of Deans, including President, Vice President and University Director, department heads and institute directors
  - Strong internal commitment and dedication in VIA
  - Sustainable and multifaceted
  - Secured funding
  - Primary and long-term focus

# KPU's Internationalization Strategy



# Partnerships with KPU

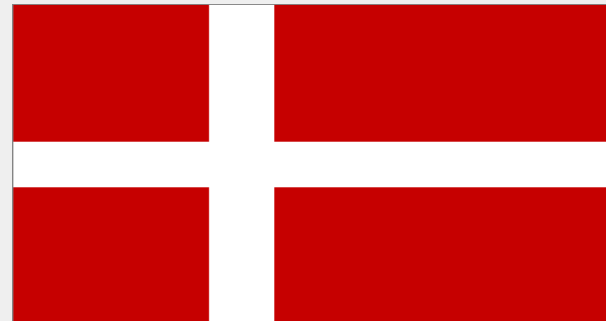


A comprehensive review is undertaken before signing any new partnership agreement. This allows KPU to assess the “institutional fit” of the prospective partner. The following questions showcase some of the issues taken into consideration:

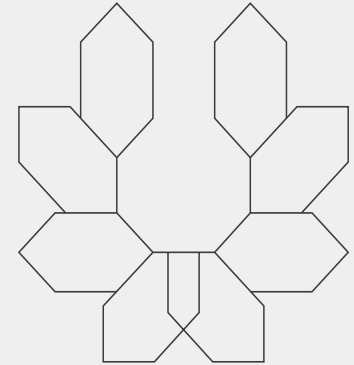
- ✓ What is the partner’s potential contribution to developing a global learning environment that directly impacts students’ learning at KPU?
- ✓ Will the partnership foster an ethos of mutuality that benefits both partners?
- ✓ Is there room to work with the partner in a number of different capacities – all directly tied to *KPU’s Academic Plan, Vision 2018, and CIZN Plan*?
- ✓ What is the opportunity cost for the potential partnership?
- ✓ Does the proposed partnership lend to any trends in industry/mandates from any of the governments?
- ✓ Will the partnership produce sufficient faculty interest and involvement?

# The International Education Strategies of Canada and Denmark

- ❑ Simultaneous releases in 2014
- ❑ Common goals
  - ❑ Recruitment and retainment of talent
  - ❑ Encourage our students to study abroad
  - ❑ Build, expand and ensure strategic partnerships with international educational institutions
  - ❑ Expand the export of education services to emerging and key markets
  - ❑ Global community engagement as focus for innovation, research and development
  - ❑ Canada and Denmark as choice destinations for higher education

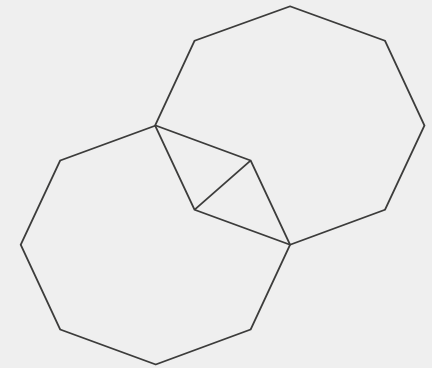


# British Columbia: A strategic choice



- One of the most attractive locations in the world
- A strong international education strategy (2012)
- Long tradition for international education
- A targeted approach to innovation, research and development in the field of applied sciences
- A welcoming mosaic of cultures
- Inclusive educational politics
- Focus on green technology and sustainability
- Focus on global perspectives in local international education

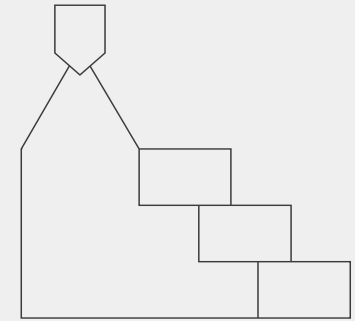
# Strong political partners



- Danish Council for International Education under the Ministry of Higher Education & Science
- University Colleges Denmark
- British Columbia Council for International Education



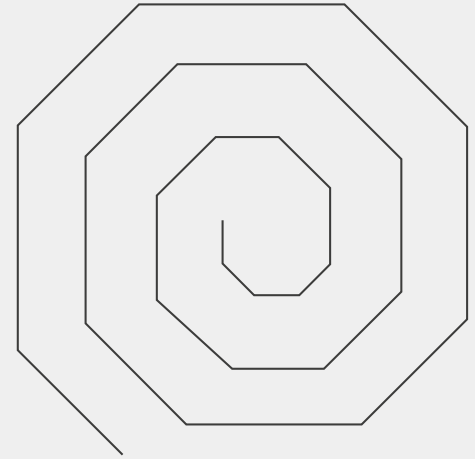
# The road to strategic academic partnerships in B.C.



## Preliminary initiatives 2014

- Briefing of Danish Council for International Education under the Ministry of Education and the Secretariat for the University Colleges Denmark
- Establishment of contact with BCCIE
- Introduction to VIA and VIA's goals for academic partnerships
- BCCIE introduction of VIA to contact persons at selected B.C institutions
- NAFSA and EAIE as good first-meeting platforms

# The road to strategic academic partnerships in B.C.

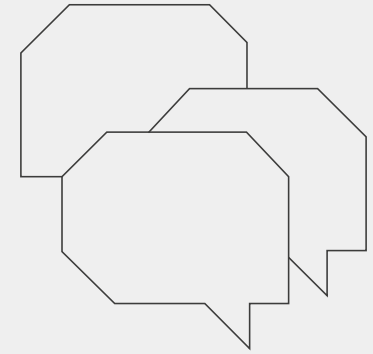


## Next steps 2015

- April 2015: VIP delegation visit to 7 B.C. institutions
- Transforming initial contact to commitment
- November 2015: Faculty delegation visit to identify areas of mutual interest and strengths
- Signing of MoUs and agreements begins



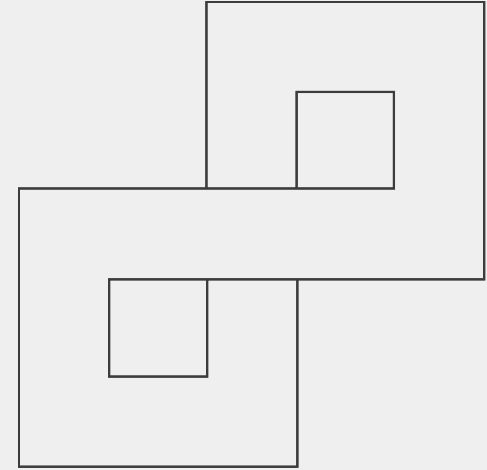
# The road to strategic academic partnerships in B.C.



## Status 2016

- Delegation visits from B.C partners to VIA
  - Ongoing and close dialogue of next steps
  - Effective flow of information between institutions
  - Mutual commitment to high-performing partnership
  - Partnerships which open to include governmental agencies, businesses, community stakeholders as well as research and development initiatives across borders
- 
- 9 March: Signing of Memorandum of Understanding between BCCIE and University Colleges Denmark

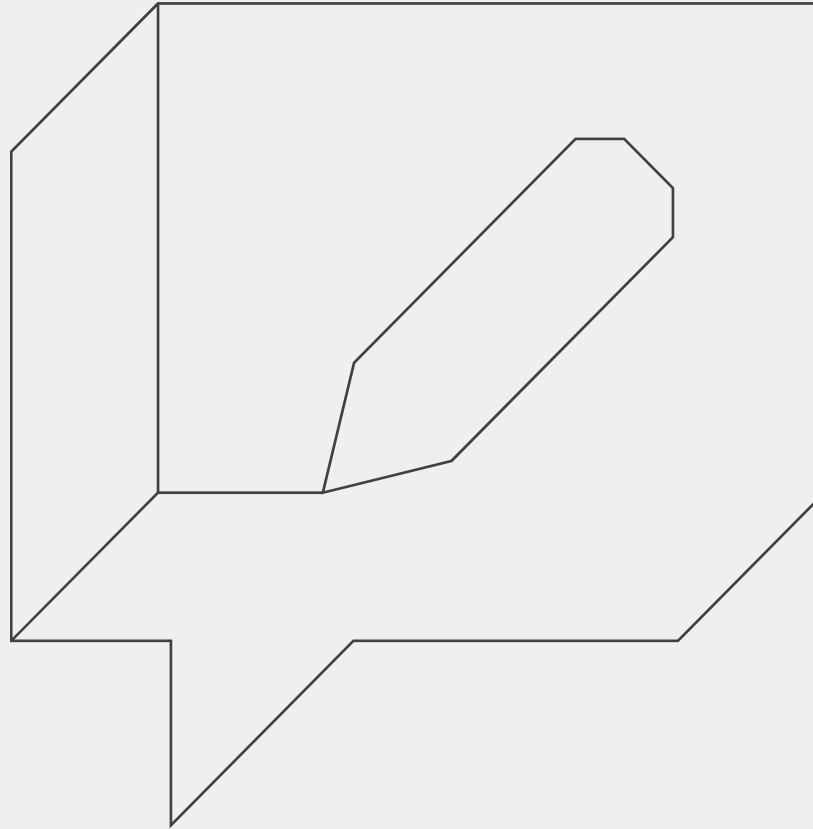
# The road to strategic academic partnerships in B.C.



How did we get here?

- Timing
- A well-prepared, fully committed VIA
- A kindred, Nordic spirit in the Province of British Columbia with shared focus on the importance of international education and global citizenship

# Questions?



# Contact

Tina Lisberg Bundgaard  
Senior International Adviser  
VIA International Affairs Office  
Tel: +45 8755 1504

Email: [TLB@via.dk](mailto:TLB@via.dk)  
[www.viauc.com](http://www.viauc.com)

Anita Hamm  
Director, Partnerships & Pathways  
KPU International  
Tel: + 1 604 599 2677

Email: [anita.hamm@kpu.ca](mailto:anita.hamm@kpu.ca)  
[www.kpu.ca](http://www.kpu.ca)