

The Internationalization Imperative - Introduction to Vision paper



It is, in a sense, a symbolically relevant coincidence that a project whose ambition is to provide a contribution to design the universities of the future starts from the country where universities themselves were invented eight centuries ago. In fact, the overall perception is that – beyond the complexity of the scenario analyses and the strategies – the future will look like the classical past. [...]

European Social Innovation Index



On **May 13th**, Vision will be at the **British School at Rome**, launching the project **"European Social Innovation Index"** together with **ResPublica**, a UK think tank. Among the speakers involved: **Jessica Asato** (Fabian Society), **Bill Emmott**, **Linda Lanzillotta** and **Andrea Romano** (ItaliaFutura).

The Politics and Economics of Happiness: a new approach to existing problems

What should societies – and policy makers – look for? Is "progress" still a valid notion towards which science and economy should be oriented? Can happiness be an effective alternative to GDP when it comes to measuring quantity of well being and the fairness of its distribution? These are some of the basic questions at the basis of Vision's [project](#).

Italy 150



Vision was in Naples for the 150th birthday of Italy, on March 17th, presenting the paper **"The old lady syndrome"** (in Italian). Speakers, agenda, photos and editorials from **Bill Emmott** and **Francesco Grillo** in the [project page](#).

Next Issue

Within the next issue of Vision's web magazine we will focus on the concepts of **Social Innovation** and **Big Society**. If you should like to write an article or know more, please write to big.society@vision-forum.org

Vision in Facebook



Now you can join the **VISION** on facebook and be constantly updated in real time on all projects and initiatives underway. The facebook group is **"Vision - The Italian Think Tank"**.

If you want to join Vision's projects or be author of Vision web magazine write to: info@vision-forum.org.

The future of Universities in the global market for ideas: Conference in Perugia



VISION newsletter presents the event **"The future of Universities in the global market of Ideas: Internationalization and new competitors"**. Our 5th annual conference will be held in **Perugia** on **April 14th**, at University for Foreign Students (**AGENDA**). At the conference Vision will release the paper **"The Internationalization Imperative"**, the ranking of **"the most international italian universities"** (in Italian) and the results of the pilot **"market research on international students motivations"**. The event is part of the **International Journalism Festival** in Perugia.

The broad, ambitious Vision project is to imagine (and design) the universities on the future focusing on issues like: the **marketing** and the **internationalization**; the methodologies for **ranking** universities; the impact of the **Internet**; the **new segments** of students. The objective will be pursued by an international network of deans, experts, journalists who have been participating to Vision initiatives.

Among the speakers of the conference: **John Hudzik** (Vicepresident of Michigan State University), **Fabrice Hénard** (OECD), **Bill Emmott** (former director of The Economist), **Gianni Riotta** (Journalist and former editor of *Il Sole 24 Ore*), **Uwe Brandenburg** (CHE Consult), **Giovanni Puglisi** (Rector of IULM and President of Italian Commission for UNESCO), **Francesco Profumo** (Rector of Politecnico of Turin), **Doreen Alusa** (USIU - Kenya).

What are the tools and strategies currently employed in the international students' market? How to assess and choose priorities to attract foreign students? Which are the most important factors in determining international student attraction and satisfaction? Will universities maintain their actual role in the future? How can they defend their position against emerging actors such as think-tanks, spin-offs and new media? The above questions articulate the latest Vision paper, that will kick-off the conference discussion in Perugia.

This week's poll asks readers if they agree with the idea that Vision has been discussing to use European funds to **make compulsory for university students to study abroad for one semester**. The proposal may respond to two problems that are making the headlines: it could be a contribution to both a more open attitude towards immigrants and to the development of an European identity without which Europe's decline appears irreversible.

Last year Vision paper **"Ranking and internationalization as triggers of change"** focuses on the merits and the limits of rankings and on the factors explaining why international students choose amongst different countries and universities. Both are considered by Vision as triggers of change, whereas comprehensive reforms appear to have failed their objectives in broader countries. All relevant info related to last year conference can be found in the [project page](#).

On May 13th, Vision will be at the British School at Rome, launching the project **"European Social Innovation Index"**. Among the speakers involved: **Jessica Asato**, **Asheem Singh**, **Linda Lanzillotta** and **Andrea Romano**.

From Internationalisation to globalisation: the role of the State in a paradigm shift

by Uwe Brandenburg



The last two decades have seen the concept of internationalisation move from the fringes to the heart of the institutional agenda. Nowadays, we encounter the hype words

"internationalisation", "international recruitment", "global player", etc. in nearly every strategy plan, mission statement or target agreement in higher education institutions. [...]

New Media and Universities of the Future

by Hugh Jagger



New media will fundamentally change the quality, cost effectiveness and reach of universities of the future, enabling them to compete in the markets for

student, staff and funding, and deliver higher socio-economic impact. [...]

From Reforms to Institutional Change Management. The Case of Germany

by Peter Zervakis



The Bologna process has led to major transformations in European universities in the past decade, including higher rates of participation, internationalising institutes'

profiles, the growing significance of knowledge-based economies and increased global competition on mobile students and staff. [...]

The University Recruitment System as a meaningful factor for influencing the universities' competitiveness – The Italian case

by Gianluca Squeo



The professors' recruitment system may be reasonably considered as one of the many factors capable of influencing universities'

scores in terms of market-attractiveness, students' satisfaction, excellence, and thus competitiveness. [...]

Universities' mark of distinction is not the market

by Giorgio Baruchello



Universities are part of those civil commons that societies have evolved through centuries of historical progress: their past can shed light on their future. Indeed, the first university was established about a

thousand years ago in the country where I was born, Italy. [...]

Widening the gap with "international branch campuses"

by Arnault Morrison



In the past 10 years, major universities and business schools have become competitors for attracting the larger number of foreign students.

International students have three major appeals for universities [...]

A new Era for Universities

by Bill Emmott



One important thing you are taught when studying economics at university is that it is a mistake to use one policy instrument to achieve several different objectives. Yet for the past half century, governments in Europe have done exactly that with

universities. [...]

Re-examining and redefining Internationalisation

by Fabrice Hénard



The number of students enrolled in higher education outside their country of citizenship practically doubled from 2000 to 2008 and this trend is likely to continue. Student mobility is however the most visible part of a greater

topic, namely internationalisation, which is more complex and multifaceted. [...]

The Universities of the Future: An illustration by the Chinese experience

by Rui Yang



To the Chinese higher education system, internationalization means to return into the international community. This has significant implications for both sides. China's recent strides in higher education have shocked the world and thus have invited much discussion. [...]

Internationalization of Higher Education: Taking Higher Education to the Market through Cross-Border E-Learning

by Doreen Alusa



In most, if not in all, parts of the African continent the presence of, as well as access to, training opportunities in universities is often linked to economic development and prosperity.

Indeed, universities are no longer perceived as 'ivory towers' [...]

Would you agree to make erasmus compulsory and to finance the costs with the european money spent on agriculture policy?

- yes
- yes but it should be rewarded rather than being compulsory
- yes and it should also apply to secondary school
- no

Vote