EDUCATION DIPLOMACY IN THE 21st CENTURY: IEAA RESEARCH ROUNDTABLE 2017

Tuesday 10 October
Hobart, Tasmania
Education diplomacy traditionally involves the projection of ‘soft power’ – imparting ideas, values and culture – within and between nations. However, this approach has yet to engage national audiences about the purpose, or indeed the greater impact, of international education.

More students than ever are crossing borders for the purpose of education, so how can we better advocate for the work we do? What role does evidence play in advocacy? And how can we readily communicate with the wider public, both at home and abroad?

This year’s IEAA Research Roundtable picks up where we left off in 2016 to examine education diplomacy in the 21st century. It will bring together leaders and researchers to discuss new findings and future research directions. We will look at the implications for education providers, governments and students, as well as local and global communities.

As a model of using research to inform policy and practice, IEAA’s Research Roundtable has established itself as a ‘must attend’ event. It is led by IEAA, in conjunction with the Australian International Education Conference (AIEC), and has been held annually since 2009.
KEY SPEAKERS

■ Melissa Banks, James Cook University; IEAA, Australia
■ Dr Sheng-Ju Chan, National Chung Cheng University, Taiwan
■ Jonathan Chew, Nous Group; The 5Rs Partnership, Australia
■ Dr David Comp, Columbia College Chicago, USA
■ Dr Janet Ilieva, Education Insight, UK
■ Professor David Lowe, Deakin University, Australia

KEY THEMES

■ Future forecasting
■ Education as aid and its impact on international public diplomacy
■ Public advocacy and the role of international education associations
■ The rise of social media in public influence.

AUDIENCE

IEAA’s Research Roundtable caters to the interests and needs of established and new researchers – including current research students – across a wide range of disciplines. It will also appeal to education sector practitioners and research users, government policy makers as well as research funding and commissioning agencies.

DATE
Tuesday 10 October 2017

TIME
9.15am – 5.00pm

LOCATION
The Henry Jones Arts Hotel
25 Hunter Street
Hobart, Tasmania

ieaa.org.au/roundtable

#AIEC2017
9.15am  WELCOME
■ Hon. Phil Honeywood
Chief Executive Officer,
International Education Association of Australia (IEAA)

DIPLOMACY

CHAIR:
■ Emerita Professor Betty Leask
Editor in Chief, Journal of Studies in International Education

9.30am  SOCIAL CHANGE AND EDUCATION DIPLOMACY IN THE ASIA PACIFIC
■ Dr Sheng-Ju Chan
Deputy Dean, Research and Development,
National Chung Cheng University (Taiwan)

10.00am  Q&A

10.15am  THE CHANGING PROFILE OF EDUCATION AS AID AND THE IMPACT ON INTERNATIONAL PUBLIC DIPLOMACY
■ Anna Kent
PhD Student, Deakin University;
Convener, IEAA Sponsored Students SIG (Australia)
■ Professor David Lowe
Chair, Contemporary History, School of Humanities and Social Sciences,
Deakin University (Australia)

10.45am  Q&A

11.00am  MORNING TEA

ADVOCACY

CHAIR:
■ Rebecca Hall
Executive Director, International Education & Training,
Trade Investment Queensland

11.15am  THE RISE OF SOCIAL MEDIA IN PUBLIC INFLUENCE
■ Dr David Comp
Assistant Provost for Global Education, Columbia College Chicago (USA)

11.45am  ADVOCACY & RESEARCH IN THE AGE OF SOCIAL MEDIA
■ Dr David Comp
Assistant Provost for Global Education, Columbia College Chicago (USA)
■ Sabine Pendl
Director, Office of International Relations, The University of Graz;
Vice-President, European Association for International Education (EAIE) (Austria)
■ Sheila Schulte
Deputy Executive Director,
Leadership and Professional Development Services, NAFSA (USA)
■ Professor Christopher Ziguras
President, IEAA; Deputy Dean, International,
School of Global, Urban and Social Studies, RMIT University (Australia)
12.45pm  INTRODUCING THE IEAA RESEARCH AGENDA
This interactive feedback session will include polling activities to enable audience participation.

1.00pm  LUNCH

FUTURE FORECASTING

CHAIR:
- Dr Davina Potts
  Associate Director (Global Leadership and Employability),
  The University of Melbourne;
  Chair, Research Committee,
  International Education Association of Australia (IEAA)

2.00pm  FUTURE FORECASTING INTERNATIONAL EDUCATION
Panel Discussion
- Melissa Banks
  Vice President, International Education Association of Australia (IEAA);
  Pro Vice Chancellor (International), James Cook University (Australia)
- Dr Janet Ilieva
  Founder and Director, Education Insight (UK)
- Brett Berquist
  Director International, the University of Auckland (New Zealand)
- Jonathan Chew
  Director, Nous Group;
  Senior Associate, The 5Rs Partnership (Australia)

3.30pm  IEAA RESEARCH AGENDA: SUMMARY OF FEEDBACK
This session will provide a summary of feedback from the interactive session.

3.45pm  CLOSING REMARKS
- Professor Christopher Ziguras
  President, IEAA; Deputy Dean, International,
  School of Global, Urban and Social Studies, RMIT University (Australia)

4.00pm  NETWORKING DRINKS

5.00pm  CLOSE
Melissa Banks (Australia)
Melissa is Pro Vice Chancellor International at James Cook University and Vice President, IEAA.

With over 25 years experience in international education spanning multiple sectors, Melissa is a passionate international educationalist. She has held multiple senior leadership roles, including Head of Research at IDP and Director International at Swinburne, Monash and RMIT universities.

Brett Berquist (New Zealand)
Brett Berquist is Director International at the University of Auckland and has more than 25 years experience in the sector in Europe, the US and Asia. He has worked as an academic and administrator leading international recruitment strategy, transnational education, ESL provision, campus-wide internationalisation strategy and credit mobility. He has served on internationalisation taskforces in five institutions. At Michigan State University, he led one of the largest public university mobility programs in the US and chaired the international committee of the Big 10 network (15 research universities with half a million students). He began his career chairing applied languages departments in Europe during the early years of the Erasmus mobility program. Brett holds degrees in French, music and linguistics.

Sheng-Ju Chan (Taiwan)
Sheng-Ju Chan is Deputy Dean for Research and Development and Professor of Higher Education at the National Chung Cheng University, Taiwan. His areas of special interest are higher education policy, comparative education and higher education management. He is author of over a dozen publications in Chinese and English, and also a higher education policy advisor to the Ministry of Education in Taiwan. His recent articles have focused on governance, cross-border education and internationalisation in Asia and have been published in well-respected international journals such as the Higher Education Policy and the Journal of Higher Education Policy and Management. Specialising in education in East Asia, Professor Chan is the associate editor of the international journal Asian Education and Development Studies published by Emerald. He is also the co-editor of a book series, Higher Education in Asia, supported by Springer. Professor Chan is substantially involved with the comparative education studies community and is the former Secretary-General of the Chinese Taipei Comparative Education Society in Taiwan receiving the Society’s research award in 2011.

Jonathan Chew (Australia)
Jonathan’s expertise is in policy design, market analysis and evaluation with a focus on the VET and higher education sectors. As Director at the Nous Group and Senior Associate of The 5Rs Partnership, Jon works extensively with governments, universities and training organisations to understand and meet student, community and industry expectations, both in Australia and overseas. Jon has worked with a large number of tertiary education and training providers to investigate levels of unmet demand for education and training, benchmark delivery profiles, review market strategies, and identify opportunities for expansion and growth.

Jon’s particular area of expertise is in the design and economics of government fees, funding and finance across the tertiary education sector. Jon has led the research, analysis, modelling and consultation components on a number of projects focussed on tertiary funding and financing, policy analysis and program design. Jon was recently a co-author of Funding an Expanded Tertiary System: Designing a coherent financing architecture, published in Visions for Australian Tertiary System by the Melbourne Centre for the Study of Higher Education at the University of Melbourne.

Jon is a director of Conservation Volunteers Australia.
Dr David Comp (USA)

David recently accepted the role of Assistant Provost for Global Education, Columbia College Chicago. Until September 2017, David was the Associate Director of International Programs at the University of Chicago Booth School of Business. Prior to his position at Chicago Booth, he worked as the Senior Adviser for International Initiatives in the College and an Assistant Director in the Office of International Affairs, both at the University of Chicago. He also serves as a Study Abroad Research Consultant for the Center for Global Education at California State University Dominguez Hills. Additionally, he has taught online for the George Washington University Graduate School of Education and Human Development.

He serves on the editorial advisory board of the *Journal of Studies in International Education* (JSIE), as assistant/copy editor for the *Journal of International Students*, as a Peer Reviewer for *Frontiers: The Interdisciplinary Journal of Study Abroad*. He has co-authored several book chapters, journal articles and reports on international education. Additionally, he publishes the International Higher Education Consulting Blog – one of six blogs worldwide selected to feed into the international education section of the *New York Times* online for nearly four years until they built up enough content.

David received his PhD in Cultural and Educational Policy Studies, Comparative and International Education from Loyola University Chicago.

Rebecca Hall (Australia)

As the Executive Director, International Education & Training, Trade and Investment Queensland, Rebecca leads the implementation of the government’s new International Education and Training (IET) Strategy to Advance Queensland 2016-2026. From 1999-2009 Rebecca held roles in economic development, international relations and industry engagement with Gold Coast City Council and the Queensland Department of Education and Training. Rebecca expanded on her experience with government and was appointed as the inaugural Director International for TAFE Directors Australia (TDA) and as an advisor to many clients on international education related program and policy.

From 2011-2013 Rebecca served as a member of Griffith International’s leadership team as Deputy Director International – leading global mobility, transnational partnerships and international recruitment. Prior to re-joining Queensland Government, Rebecca held senior roles with the Victorian Government as Executive Director Trade Victoria and Director International Education.

Rebecca is a member of the International Education Association of Australia’s Research and Publications Committee and is Deputy Chair of AFS Intercultural Programs Australia. Over the past decade her not-for-profit board experience includes appointments to the boards of International Education Association of Australia (IEAA), Australian Institute of International Affairs (AIIA) Queensland Branch and the Queensland Overseas Foundation (QOF).

Rebecca holds a Bachelor of International Business Relations and International Business from Griffith University, and a Master of International Relations from Bond University. She is also a Graduate of the Australian Institute of Company Directors.
**Hon. Phil Honeywood (Australia)**

Phil is the Chief Executive Officer of the International Education Association of Australia (IEAA).

He was a Member of the Victorian State Parliament, Australia, for 18 years (1988–2006). During this period Phil served as the Victorian Minister for Tertiary Education, Training and Multicultural Affairs. He was also Deputy Leader of the Opposition from 2002–2006.

Since retiring from full-time politics in 2006, Phil was Marketing Director and CEO at Stott’s Business College and Cambridge International College in Melbourne. Phil also served two terms on the Governing Council of Swinburne University of Technology.

Phil is a member of the Higher Education Standards Panel, New Colombo Plan Steering Committee, Education Visa Consultative Committee and the inaugural Council for International Education. He is also a volunteer adviser to the Bennelong Philanthropic Foundation.

With experience in senior management positions, in both the Australian public and private sectors, Phil brings a unique background and perspective to international education.

Phil has an Honours degree from the Australian National University in Political Science and Japanese.

**Anna Kent (Australia)**

Anna has worked as a practitioner in various areas of international education and international development, including transnational education delivery and scholarship management at both institutions and managing contractors. Anna completed a Master of Arts by research at the University of Melbourne, Australia, in 2012. Anna’s thesis, completed in the Development Studies Department, focused on the role of Australian government scholarships in development, education and diplomacy.

Anna is now studying at Deakin University, where she is undertaking a PhD in the School of Humanities and Social Sciences, researching the history of Australian and New Zealand government aid to the Pacific. Anna is also the inaugural Convener of the International Education Association of Australia (IEAA)’s Sponsored Students Special Interest Group.

**Professor Betty Leask (Australia)**

Betty Leask, Acting Deputy Vice-Chancellor (Academic) at La Trobe University, Melbourne, Australia has worked as a researcher and practitioner in the internationalisation of higher education, including teaching and learning, the student experience and curriculum design for over 20 years. She is recognised internationally for her research focused on engaging academic staff in the process of internationalisation of the curriculum, teaching and learning for all students. She has published scholarly articles and practical guides on internationalization of relevance to researchers, academic staff in the disciplines and those who support their work, as well as university managers responsible for policy development and leadership in internationalisation. Betty’s research is used across the world to inform strategic, policy and practical approaches to internationalization. Betty is Editor-in-Chief of the Journal of Studies in International Education and won the European Association for International Education (EAIE) Tony Adams award for Excellence in Research, the IEAA Excellence Award for Distinguished Contribution to International Education in 2015 and an Australian Government National Teaching Fellowship in 2010. Her latest book, Internationalizing the Curriculum (2015) is available through Routledge.

**Dr Janet Ilieva (United Kingdom)**

Janet is founder and director of Education Insight, a research consultancy specialising in international higher education.

Janet started her career as a university lecturer in economics, before joining the British Council in 2004 to lead the department’s work for higher education research and market intelligence. Under her leadership, the British Council published a number of widely cited reports and publications, including the ‘Shape of things to come’, and more recently, ‘The shape of global higher education’ which informed institutional and national strategies on international higher education.

Janet joined the Higher Education Funding Council for England (HEFCE) in May 2013 as head of the HEFCE Observatory. There, she published on international student demand for higher education and transnational education.

Janet is a member of the International Education Association of Australia (IEAA)'s Research Committee and an advisor on the UK – Philippines Transnational Education Links program, which is a joint initiative between the British Council and the Commission on Higher Education (CHED) in the Philippines.
Professor David Lowe (Australia)
Professor David Lowe is Chair in Contemporary History in the School of Humanities and Social Sciences at Deakin University and a co-founder of the Australian Policy and History network. His research centres on cultural aspects of the history of international relations, including Australia’s role in the world; and on the rise of foreign aid after the Second World War. His recent books include, with Tony Joel, Remembering the Cold War (Routledge, 2013) and the forthcoming, with Carola Lentz, Remembering Independence (Routledge, 2018). He is currently writing about the rise of the international student in modern diplomacy, and about the history of Australia’s aid program. His latest book, Governing Cross-Border Higher Education, was published by Routledge in 2015.

Sabine Pendl (Austria)
Sabine is the Director of the Office of International Relations at the University of Graz in Austria and EAIE’s Vice-President. Sabine has been active in the field of internationalisation for over 20 years: she has been managing international projects and summer schools, has worked as a trainer for the development of joint degrees, is an author of articles on international topics such as benchmarking or teaching in English and has participated actively in conferences around the world. In her profession, being a teacher of English, she has experience in adult education. She is Director of the Office of International Relations at the University of Graz managing a team of 30 staff. In addition, she is president of the Utrecht Network, and works for the German Rectors’ Conference as auditor for the project ‘Internationalisation of Universities’. Sabine was Chair of EAIE’s Expert Community Language and Culture.

Dr Davina Potts (Australia)
As Associate Director (Global Leadership and Employability) at the University of Melbourne, Davina is responsible for expanding learning abroad opportunities to all students as part of a high-quality and engaged university education experience.

Davina is a member of the IEAA Board and chairs the IEAA Research Committee. Her research interests include international higher education with a particular focus on the intersection of international experiences and employment. Davina has experience in higher education on four continents, including work within universities in US, Italy and Australia, and as a representative of the Australian Government in Latin America.

Sheila Schulte (USA)
Sheila Schulte joined the NAFSA staff in 2011 as senior director of international enrolment management and international student and scholar services, working closely with the Knowledge Communities for both areas as well as the International Student and Scholar Regulatory Practice Committee. From 2014–2016, she served as senior director of professional learning services, which creates and facilitates NAFSA’s in-person and virtual training opportunities.

In 2016, Schulte became deputy executive director of the Leadership and Professional Development Services portfolio, which oversees the development and implementation of quality programs, products, and services for NAFSA’s 11 regions as well as those working in education abroad, international enrolment management, and international student and scholar services.

Prior to joining the NAFSA staff, Schulte worked as a campus-based international education professional for nearly 16 years at Georgia Tech, Emory University, and the University of Idaho. During this time, she held several leadership positions on the state, regional, and national levels for NAFSA. She has a BA and an MA in anthropology from the University of Iowa.

Professor Christopher Ziguras (Australia)
Christopher Ziguras is Deputy Dean, International, in the School of Global, Urban and Social Studies at RMIT University. He oversees a variety of international projects, ranging from intensive courses in Myanmar to an international summer school in Melbourne. Chris received the RMIT University Vice-Chancellor’s Distinguished Teaching Award in 2011 and is President of the International Education Association of Australia (IEAA).

His research deals with many aspects of the globalisation of education, particularly the ways governments and institutions manage and regulate cross-border provision. He was Tony Adams Visiting Senior Scholar at the Centre for Higher Education Internationalisation at Università Cattolica Del Sacro Cuore in Milan in 2013.
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