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2015

## A Website to help the International Students Experience (WISE)

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## **A Website to Enhance the International Students' Experience (WISE)**

### **TEAM MEMBERS**

David Allen, Associate Dean for Business and Administration, School of Nursing  
Agnes Chojecka, Patient Access Supervisor, Multi-Specialty Surgery, VCU Health  
Victoria Keel, Clinical Case Manager, University Counseling Services, Student Affairs  
Norma Ortiz-Robinson, Assistant Chair and Director of Undergraduate Studies, Associate Professor, Dept. of Mathematics and Applied Mathematics  
Susan O'Shea, Director of Financial Reporting and Accounting, VCU Qatar

*Project Sponsor: Dr. Amber Hill, International Students and Scholar Programs Director, Global Education Office (GEO)*

### **PROJECT ABSTRACT**

Our VCU campus has been steadily expanding its international student population and has become an increasingly global university community. We have identified together with GEO, the need to build tangible resources that can support faculty and staff to more effectively educate our international student population. The creation of online content to be added to GEO's current webpage seems to best fit the existing need. Our project outlines a blueprint for this online content by means of identifying data and resources that should be included as well as determining cost, sustainability and feasibility plans. Ultimately, the goal is to pave the way for centralized online content that can connect faculty and staff with important resources to optimize the academic experience and success of international students at VCU.

### **QUEST FOR DISTINCTION**

VCU's Quest for Distinction goal 1 seeks to ensure "the success of a talented and diverse population". As faculty and staff engage with an increasingly diverse student population at VCU, the creation of this website would serve as a resource to provide faculty and staff greater access to the information they need to guide these students to their achievement of academic success at VCU.

### **PROJECT GOALS**

1. Develop content, features, and guidelines for an electronic resource to improve VCU's faculty and staff competency, awareness, and sensitivity to the diverse cultures present at VCU.
2. Improve the academic experience and success of our diverse student body.

### **PROJECT STRATEGIES**

Our team considered various potential projects before settling on a common goal of enhancing the international student experience at VCU. We realized that getting feedback from someone directly involved in international student matters would be of critical importance to the course of the project. A meeting with Dr. Amber Hill (GEO) resulted in gaining a greater understanding of the needs and goals of GEO, which led us towards developing the idea to sketch a website that would serve as a resource to faculty and staff. Further meetings with Dr. Hill further clarified the goals and helped us to narrow down and prioritize topics of importance.

Our strategies then evolved into learning from other similar websites already available, getting familiar with the content of online resources on the selected topics, and envisioning the best way to create awareness for this need in order to help communicate the importance of the resource.

## **ACTION STEPS**

- Research similar websites already available online.
- Develop, along with our sponsor, of a list of important topics and features that should be included in the website.
- Meet with other VCU faculty and staff who are working on similar International student initiatives, to corroborate our goals.
- Research selected portions of those topics to become familiar with international students' experiences and background.
- Create a survey to be sent to faculty and international students to learn about their perspectives in teaching and learning at VCU.
- Attend GEO's orientation in order to interview international students about their expectations and first impressions of VCU.
- Record and edit videos that will serve to educate the VCU community on incoming international students' perspectives and expectations.
- Create a Country specific rubric that outlines important topics to investigate for each country.
- Summarize our plan of action, or blueprint, for GEO's benefit.

## **OUTCOMES**

Our outcome is a framework outlining content needs and further guidelines for features on a website. This can serve as a central multi-media resource that promotes multicultural awareness inside and outside the VCU classroom. The idea behind our efforts is to provide education for faculty and staff on other cultures. Both sides would be able to learn valuable information about each other (cultural, background, language) and use the information towards enhancing understanding of each other and creating opportunities for improved educational experiences.

## **SUSTAINABILITY**

This project will require resources, as outlined below. Given our desire as a University to increase our recruitment of students from around the world, it is imperative that we also value the importance of training faculty and staff to provide an educational environment that will promote the success of said students. As discussed previously, this project aligns with the vision and goals of our Global Education Office. In order for a project of this type to succeed it is necessary to provide professional development, regular updates and maintenance, cross-functional review and senior level oversight.

We anticipate that in order to ensure the website stays current, maintenance efforts would have to be on-going. We envision a group of stakeholders (possibly the International Student and Scholar Advisory Panel) that would be responsible to vet the information posted and recommend additional information that should be added. Additionally, technical and content based site maintenance would be necessary. This may be done by GEO's Communication and Website development team members.

## **FINANCING AND RESOURCES**

The creation and maintenance of resources for faculty and staff on the current GEO webpage will require the following:

### **Finances**

- Faculty, staff or graduate students who are considered subject matter experts (possibly School of Education or World Studies) will be needed to thoroughly research the literature regarding country specific topics as outlined in the country-specific rubric. Additionally, more general research with regards to topics such as acculturation and multicultural

communication will be necessary. A summer stipend ranging from \$2-4K per researcher should be considered.

- Videography experts will be needed to help document and communicate various aspects of the international student academic experience. Alt Lab may serve as a resource.

#### Time and Effort

- GEO already has in place positions in charge of web development and updating. These positions will need to add this portion of GEO's website to their responsibilities.
- Videography expertise and help will be sought from ALT Lab.
- "Expert" faculty and staff will need to agree to serve as liaisons to mentor other faculty and staff who have less experience working with international students.
- There will be a need for quality reviews of the website. As we understand it, this is task that can be given to the International Student and Scholar Advisory Panel that is already in place.

#### Project Budget

	<u>Item Description</u>	<u>Justification</u>	<u>Cost</u>
1.	Faculty summer stipend- Initial Research	Initial research of country specific content. Required to initially build website.	\$4,000
2.	Videography	In case Alt Lab is unable to take on this project, may hire this service. Student Media Center may be an option.	\$1,000
3.	Website Creation	Current GEO employee	\$0
4.	Website Promotion	Digital and printed media items to be handed out during faculty orientation. Ex. USB drive, pens, bands	\$1,500
5.	Ongoing costs	Graduate student researcher stipend (\$2000), promotion items, videography.	\$3,000
			Total \$9,500

#### RECOMMENDATIONS

In addition to the technical and artistic aspects of creating a website that is relevant, user-friendly and accessible, it will be necessary to have the website updated regularly and carefully vetted. To this end we propose the development of a process that would ensure that the information shared on the website is accurate, expressed in a respectful and sensitive way, and that it aligns with the goals of the project. In order to achieve that we recommend:

- For the website to be reviewed by a diverse group, involving students and faculty, as well as the compliance office, prior to its initial release and thereafter on a regular basis. Perhaps some type of a Quality Assurance Panel may be formed.
- Pre-test and post-test surveys (as shared by Dr. Hill) to be conducted on a group of the faculty and staff who have utilized the website and compare their results with those of a control group. That would help assess the degree of progress achieved towards global education and cultural sensitivity of the faculty and staff.

#### FINAL PITCH

VCU was recently featured in an issue of International Educator for leading the way in educating international students. According to the article, VCU currently has more than 1,500 international students studying at the institution. This population is a significant part of the VCU community and represents a rich source of multi-cultural perspectives.

According to the Global Education Office, international students report difficulties related to language barriers, academics, and adapting to cultural differences and struggles of a personal

nature. Educating faculty and staff about potential struggles international students may face will aid in improving the international students experience at VCU. At the same time, such initiative also aims to improve the effectiveness of faculty and staff in their interaction with each student and in their own understanding of the culture.

The current level of resources available to faculty and staff is limited. A website, as described in this report, can serve as an important centralized tool to connect faculty and staff with important resources. These resources have the potential to improve the academic experience of international students at VCU and raise awareness of multi-cultural differences that enhance the diversity of the University.

To keep in line with VCU's Quest for Distinction, it is important to offer our increasing population of international students a place that welcomes them, understands them, and where they can thrive academically. To that end, a website that provides resources to faculty is an important first step to improve the quality and accessibility of resources that support this global medley of students, faculty and staff at VCU.

APPENDIX A

COUNTRY SPECIFIC RUBRIC EXAMPLE

# China



<b>Population</b>	
<b>Major Cities</b>	
<b>Major Religious Holidays observed</b>	
<b>Cultural Preferences and values:</b>	
<b>Punctuality</b>	
<b>Cooperation</b>	
<b>Academic Integrity perspectives</b>	
<b>Plagiarism</b>	
<b>Class Participation</b>	
<b>Conflict Resolution</b>	
<b>Virtual Tour Clip</b>	
<b>CIA World Fact Book link (<a href="http://cia.gov/library/publications/resources/the-world-factbook/geos/ch.html">cia.gov/library/publications/resources/the-world-factbook/geos/ch.html</a>)</b>	
<b>RECENT News - (RSS feed link)</b>	

## **APPENDIX B**

### **OUTLINE OF WEBSITE INFORMATION AND FEATURES**

#### **General Information**

1. Typical struggles and perspectives of international students at VCU. For example:
  - a. Short video clips of international student experiences and perspectives.
2. Cross cultural strategies for conflict resolution.
3. Acculturation process information.
4. Frequently Asked Questions and answers initially provided by GEO.

#### **Features**

1. Information about specific campus or community resources that might be especially helpful (medical, community engagement, campus engagement, laws, DMV, etc.).
2. Online Quiz to determine one's level of global friendliness.
3. Webinar training on Multicultural Communication.
4. Contact information experienced faculty and staff (Faculty Liaisons) per discipline and/or school.

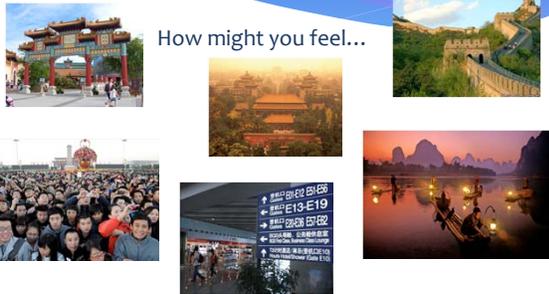
# A Website to Enhance the International Students' Experience (WISE)

Created and Presented by  
Team GRAMS (Grace's Rams)  
Grace E. Harris Leadership Institute Class of 2015



## Challenges You May Face...

How might you feel...



## First Impressions



## International Student Presence at VCU



Approximately 1,828 International students



112 Countries represented



Afghanistan



China



Ethiopia



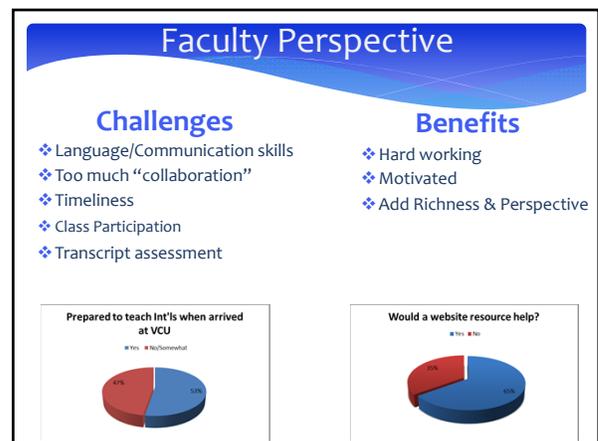
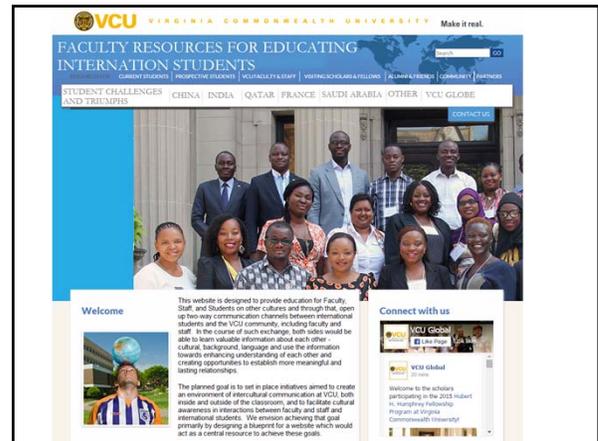
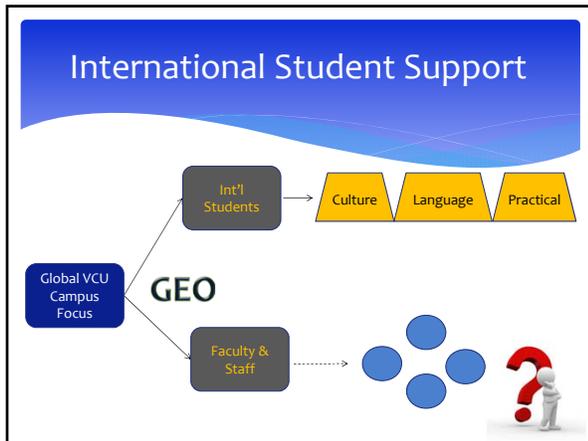
Saudi Arabia

## VCU's Quest for Distinction

The process of implementing the Quest for Distinction has distilled three overriding institutional global goals:

- \* Improve the **recruitment and retention of international students and scholars**
- \* Increase the **global engagement of VCU students and faculty**
- \* **Expand VCU's global footprint** through our research, teaching, and community engagement





**VCU VIRGINIA COMMONWEALTH UNIVERSITY** Make it real.

FACULTY RESOURCES FOR EDUCATING INTERNATIONAL STUDENTS

SEARCH [ ] GO

RESOURCES FOR: CURRENT STUDENTS | PROSPECTIVE STUDENTS | VCU FACULTY & STAFF | VISITING SCHOLARS & FELLOWS | ALUMNI & FRIENDS | COMMUNITY | PARTNERS



## Classroom Contrast



- \* Deeply respect professors
- \* Not encouraged to ask questions
- \* Exams- Memory tests
- \* Few tests

- \* Intellectual Challenge OK
- \* Learner Centered Trend
- \* Exams: Critical Thinking focused
- \* Frequent tests



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China



Population	
Major Cities	
Major Religious Holidays observed	
Cultural Preferences and values:	
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Virtual Tour Clip	
<small>CIA World Fact Book link (<a href="http://cia.gov/library/publications/resources/the-world-factbook/geos/ch.html">cia.gov/library/publications/resources/the-world-factbook/geos/ch.html</a>)</small>	
<small>RECENT News: <a href="#">RSS feed link</a></small>	

## General Information

-  **Acculturation**
-  **Webinar Training**
  - Multi-cultural communication
  - Conflict resolution among different cultures
-  **Frequently Asked Questions**
-  **Guide for resources available to students**

## Other Features

-  **Online Quiz**
-  **Faculty Liaison connections**
-  **Message Boards**
-  **Faculty panel discussions**
-  **Student Perspective Videos**

## Website Creation and Promotion



## Website Promotion



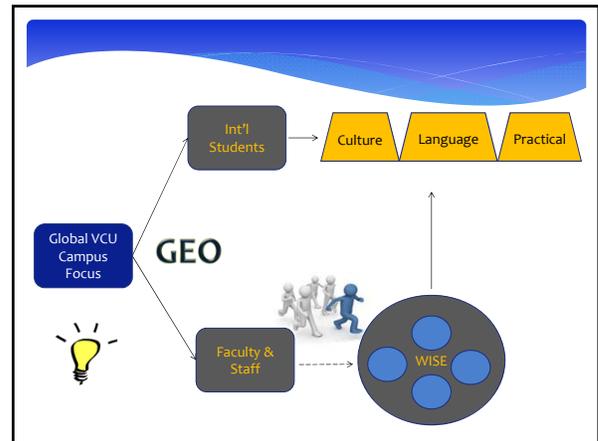
# Sustainability

Maintenance

Enhancement

Quality control

Growth



# Anticipation

What are you most excited about?

# The world is here...

Let's be ready!!!

# Thank You

- Dr. Amber Hill, International Students and Scholar Programs Director, Global Education Office (GEO)
- Yilan (Annie) Gao, China programs coordinator, Global Education Office (GEO)
- Guofang Wan, Director of Graduate Studies
- Molly Ransone, Assistant Director ALTLab, Learning Media Innovation
- International Students:
 

Minh Ho	J. Abraham Lopez
Nosaisa Hamader	Rohan Mathuv
Walter Anyanwu	Harini Pallikarana Tirumala
Darfi Aung	Xiueu Zhang
Wei Yang	Ao Gao
Sirah Yoo	Shim Na Young
Yaqoub Alqallaf	Fahed Balam

# Photo/Video Credits

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