

University International Relations and Fundraising : Cal Poly Pomona Case Study

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Introduction

The transformation process of Russian economics and educational system has had a profound impact both in scientific-research and academic sectors. The financial difficulties typical for the reforming process create the danger of losing the university academic and scientific potential, limit students and staff academic mobilities. The University administration is trying to avoid such problems by attracting the possibilities of educational and professional development programs of international and Russian foundations, by helping students, faculty members and staff to get a financial aid at local and foreign institutions.

The international activities secure university in Russia :

- the opportunity of the interaction in international academic exchanges, provide the improvement of training and scientific programs' quality, widen the cross-cultural experience of students and staff;
- the additional budget possibilities from programs offered for foreigners;
- the access to new information about the world academic and scientific achievements;
- the attraction of international foundations' budget possibilities for further development of university structure.

Besides funding and new contacts international programs provide Russian university with the opportunity to *continue existing collaborations*. This reflects the fact that two thirds of the funded university groups and individuals had already been in co-operation with their project foreign or domestic counterparts. Another very important aspect of such activities, apart from the purely financial aspects, is *management experience*. University departments and researchers who actively participated in the organization of their international projects usually have no problems to organize other grants afterwards.

Thus the University is interested in further development of contacts with international organizations, foundations and programs, in the improvement of its advising service for upgrading professional skills of specialists and students, for maintaining the University structure.

So the overall goal of my research was to get the US best practice, experiences and information in the area of international relations and fundraising.

And the specific goals of the following investigation were :

- to learn about American university study/research abroad system, advising, advertising for international students;

- to get acquainted with the university fundraising activities, grantwriting.

The following case study represents the approach and strategies of Californian State Polytechnic University, Pomona that is part of

California State University System (CSU).

The whole system is nation’s largest, with 23 campuses and seven off-campus centers, 409,000 students, and 44,000 faculty and staff. Each of 23 campuses has its own unique identity. Each has distinct student population and programs, but all share the same mission – to provide high quality, affordable higher education to meet the ever-changing workforce needs.

The CSU prepares 55 percent of the teachers of the state, 40 percent of its engineering graduates, almost half its business graduates, and more graduates in agriculture (California’s number one industry), communications, health and public administration than all other California universities and colleges combined. The CSU is the most nation’s diverse university system, with students of color above 53 percent, twice the national average for four-year public universities.

The tables that follow summarize some key statistical data on all 23 campuses to help in understanding of the scale of the whole CSU system.

Enrollment at the CSU by Campus
(Fall 2003)

Bakersfield – 7,933	Channel Islands – 1,560	Chico – 15,516
Dominguez Hills – 13,248	Fresno – 22,342	Humboldt – 7,725
Fullerton – 32,592	Hayward – 13,455	Long Beach – 34,715
Los Angeles – 20,637	Maritime Acad. – 698	Pomona – 19,804
Monterey Bay – 3,760	Northridge – 33,426	San Diego – 33,676
Sacramento – 28,375	San Bernardino – 16,927	San Francisco – 29,689
San Jose – 28,932	San Luis Obispo – 18,303	San Marcos – 7,777
Sonoma – 8,371	Stanislaus – 8,072	Internation. Progr. – 618

How much does it cost to study in California for Domestic Students ?
(2003-2004 CSU Standard Budgets. Single student, off campus)

Bakersfield - \$12,143	Channel Islands -\$14,878	Chico -\$14,490
Dominguez Hills - \$14,844	Fresno -\$12,706	Humboldt -\$13,078
Fullerton - \$15,962	Hayward -\$15,216	Long Beach -\$14,824
Los Angeles -\$13,331	Maritime Acad. -\$15,484	<u>Pomona -\$14,785</u>
Monterey Bay -\$15,919	Northridge -\$14,414	San Diego -\$15,270
Sacramento -\$15,662	San Bernardino -\$15,164	San Francisco -\$17,678
San Jose -\$15,828	San Luis Obispo -\$14,803	San Marcos -\$15,136

Sonoma -\$16,492

Stanislaus -\$13,474

Syst.-wide Aver. -\$14,851

CSU Student Profile

CSU students are not like in Russia necessarily the traditional 18- to 22-year-olds.

- The average undergraduate age is 24
- Only 56 percent are dependent on parents
- Nearly 2 of five have dependents
- Four of five have jobs
- 36 percent work full time
- About 8 percent live in on-campus
- More than one-third consider themselves to be multiracial

California State Polytechnic University, Pomona (CPP)

is one of only six polytechnic universities nationwide with the mission to advance learning and knowledge by linking theory and practice in all disciplines and to prepare students for lifelong learning, leadership and careers in a changing multicultural world.

Cal Poly Pomona opened in the fall of 1938 with an all-men enrollment of 110 students as the Voorhis Unit of California State Polytechnic College. Breakfast cereal magnate W.K.Kellogg deeded 813 acres of land located three miles south of the Voorhis campus to the state of California in 1948. In 1956, 508 students and 44 faculty and staff moved to the Kellogg campus. University status was granted in 1972. Today the campus covers 1,438 acres and is the second largest in area of the California State University's 23 campuses.

How much does it cost to study in Pomona for Foreign Students ?

The approximate estimated cost for one academic year of education is currently \$19,200 for undergraduates and \$17,100 for graduates. These figures include living expenses based on three quarters of coursework. Applicants with dependents are required to have the following additional funds available each year: \$5,000 for a spouse and \$3,000 per child.

Cal Poly Pomona Academic Programs

- * College of Agriculture
- * College of Business Admin.
- * College of Education
- * College of Engineering
- * College of Environmental Design
- * College of Letters, Arts & Social Sciences
- * College of Science
- * Collins School of Hospitality Management
- * College of the Extended University

Internationalizing the Cal Poly Pomona campus is an important university goal.

International students who enroll each year are essential to the diversification of the cultural environment and perspectives on campus.

Cal Poly Pomona is a minority-serving university with Asian-Americans (30.5%), Hispanic (25.7%), Filipinos (7.4%), African-Americans (4.1%) and Native Americans (0.6%) constituting the majority.

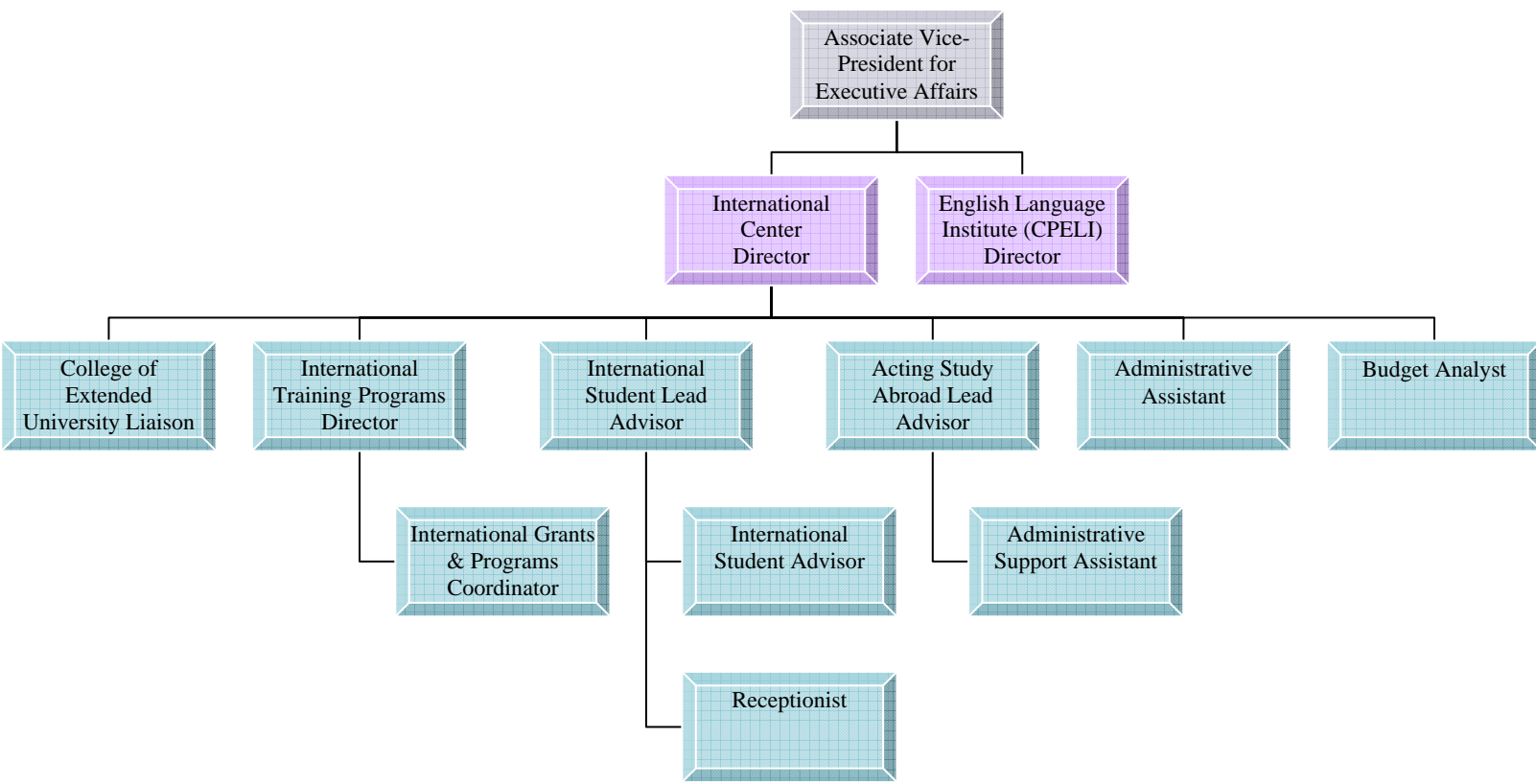
CPP International Relations. The International Center (IC)

IC is the focal point for international activities at Cal Poly Pomona. The Center works in cooperation with the University Administration, colleges, individual faculty members, Academic Affairs, Student groups and other units on campus to promote, encourage, and facilitate international activity within the university community. The Center also represents Cal Poly Pomona's international activities and interests within the local community and in national and international professional organizations.

Specific International Center activities include international student advising and programming, facilitation of student study abroad, management of international development and training programs, the teaching of English as a second or other language and assistance to faculty and staff members in international professional development.

I wish to give you a simple diagram which may help to understand the Cal Poly Pomona Academic Affairs – International Programs structure :

INTERNATIONAL RELATIONS MANAGEMENT, CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA



The Associate Vice-President for Executive Affairs is the local International system's chief executive officer who reports directly to President, who besides of his other non-academic responsibilities, approves the CPP International Activities spendings and coordinates university wide efforts in the area of international relations.

Cal Poly English Language Institute (CPELI) is under the guidance of V.P. for Executive Affairs and is a part of the University International Relations structure. The goal of all CPELI classes is to help students whose native language is not English to gain the skills and confidence they need to become successful university students.

CPELI offers students :

- 5 levels of instruction : Beginning, Low Intermediate, Intermediate, Low Advanced and Advanced.
- 20 hours of required classes each week
- 10 hours of elective courses each week
- 8 hours per week of conversation groups with American students
- Average of 15 students per class
- Year-round program divided into four 10-week quarters
- 2-station computer lab with Internet access
- Instruction by highly qualified teachers with extensive ESL experience
- Student have free use of the Cal Poly Pomona library

How much does it cost to study English here ?

- A non-refundable application fee of \$ 100
- Academic tuition of \$2,750 per quarter
- Students are responsible for their other living expenses

The Cal Poly English Language Institute (CPELI) is a separate program offered by the International Center specifically for English language training. Students often enroll at CPELI before applying to the university in order to prepare for the TOEFL and the rigors of studying at the university level in English.

International Student Services

The International Center leads efforts to recruit international students to study at Cal Poly Pomona and provides comprehensive services for students once they are enrolled. The International Student Services staff include visa and immigration experts who :

- * help students stay in compliance with federal immigration laws and registration requirements,
- * provide orientation programs to assist international students in the adjustment to the United States and Cal Poly Pomona,
- * coordinate programming through the year for the international student community, including on-campus activities and excursions to places of interest. That work in IC is fulfilled by part-time student advisors and students who volunteer to work. The University pays for such students' assistance \$8 per hour.

The International Center also provides an inviting location for domestic and international students and scholars to meet, obtain information about overseas study, read about current events in the U.S. and the world, and share their experiences. Audio-visual and computer equipment is available as well as a small library of information related to international education topics. This area is also used for internationally-themed events.

Student Study Abroad Programs

The International Center facilitates many study abroad programs. These include :

- Cal Poly Pomona curriculum based exchange programs,
- Collaborative programs with other institutions,
- California State University system-wide International Programs.

The International Center works with colleges and departments to offer Cal Poly Pomona *curricula abroad* that can be fully integrated into the curriculum at home. Semester programs are available in Korea, Scotland and Australia; summer programs are available in Cuba, Italy, Germany, Greece, China, France, Spain and Mexico; and a quarter program is available in London. These programs provide instruction by Cal Poly Pomona faculty members while taking an advantage of unique opportunities presented by the particular location. Other Cal Poly Pomona-sponsored programs offer instruction in France, Spain, Mexico, and Costa Rica.

Students wishing to apply to these programs must inquire at the Financial Aid office about policies regarding aid transfer for their specific program.

Students seeking an immersion experience of a longer term abroad may apply for the *CSU International Programs*, which are affiliated with over 50 distinguished universities and other institutions of higher education in 17 countries. These programs allow students to study abroad for CSU fees during an academic year. Cal Poly Pomona also has a number of formal exchange agreements with foreign universities that allow Cal Poly Pomona students to study in foreign countries and international students to come to Cal Poly Pomona. Students can use financial aid to take advantage of these opportunities,

which may end up costing slightly more or less than an equivalent time at Cal Poly Pomona depending on the student's living arrangements and interest in additional travel. The International Center advisors assist students in developing their study programs and transferring credits back to Cal Poly Pomona.

Estimated CSU International Program Costs

Australia -\$13,455	Canada -\$13,744	Chile – \$12,144
China - \$11,725	Denmark -\$16,820	France (Paris) -\$15,375
Germany -\$15,015	Israel -\$14,290	Italy -\$17,375
Japan -\$20,350	Korea -\$11,900	Mexico -\$10,325
New Zealand -\$10,530	Spain (Madrid) -\$15,325	Sweden -\$14,500
Taiwan -\$9,625	United Kingdom -\$11,450	

The budgets on the chart include all type of expenditures an IP student would normally make, except vacation travel :

- State university fee – the same as at home campus,
- Insurance and departure processing (orientation and materials sent to students prior to departure and comprehensive health and accident insurance plan),
- Group activities (social gatherings, group excursions, academic related field trips),
- Round-trip transportation,
- Housing and meals (arrangements vary by overseas),
- Personal expenses (books, postage, clothing, and incidentals)

At first the abovementioned costs seem to be rather high, and it looks like not many students can afford. Although it is an undeniable fact that studying overseas with the California State University International Programs requires money, the surprising reality is that the cost is within the financial reach of most CSU students. Consider that since 1963 over 15,000 CSU students have successfully managed to study abroad.

When you compare the cost of studying in a specific overseas center to that of studying in California, you'll find that costs are quite comparable. The system-wide average in California is approximately \$14,851. For example, consider a student from CSU Long Beach who plans to study in Tiubingen, Germany. The estimated cost of attending CSU LB is \$14,824. After paying CSU fees, this is about \$1,385 per month for the nine-month academic year. In Germany the estimated cost is \$15,015. After paying CSU fees and round-trip transportation, this is just about \$1,042 per month for the 11-month academic year. Vacation travel is not included, but is estimated to run an additional \$50 to \$200 per month.

While overseas students pay for the same expenses they pay in California, including rent, food, registration (non-resident students pay non-resident fees), and personal expenses. In addition, there will be costs for transportation and vacation travel. The total cost for an academic year overseas varies depending on several factors : the cost of living in the student's host country, the local rate

of inflation, the currency exchange rate, the length of the academic year, and the persons own spending habits.

According to the information from last year's students and International Programs staff projections, the total costs for an academic year range from \$9,625 to \$20,350, depending on student destination.

In addition to considering the dollar amount required to study overseas, the International Center staff encourages students to determine the academic and personal benefits they are likely to determine from the experience. The fact that participants earn resident credit for all coursework, as well as make progress toward their degrees, are major factors to be taken into account. Most International Program alumni agree that their year overseas constituted both on academic and personal experience worth every penny they spent. But

How it is Possible to Get Financial Aid ?

Student has to visit the Financial Aid office on campus to inquire about the application process. Most CSU campuses designate a financial aid counselor to work with IP applicants. This person can explain how financial aid is determined for International Program students, outline any special procedures, and may offer additional suggestions about financing oversea study. All financial aid, with the exception of work-study is applicable overseas; in fact, 70 percent of all International Program participants use some form of aid to help finance their year abroad. Each CSU financial aid office administers government grant and loan programs, cooperates with banks in the loan programs they offer and, in addition, may handle campus-based scholarships.

In addition to campus financial aid and personal resources International Center's Study Abroad staff advises students to use the following ideas for other sources of funding:

- check with their major department or faculty advisor; sometimes local or national organizations involved in that academic field offer scholarships;
- find out if the student's employer or his parents' employers offer loans or scholarships to employees or children of employees;
- ask the civic groups in campus or hometown communities if they offer scholarships;
- look into the possibilities of aid through and church/religious organization or ethnic group associations to which the student belong.

International Program collects money from students in advance only for those things that must be, or can best be, arranged on a group basis. This amount varies from country to country. If necessary, a \$500 deposit (\$750 for some countries) can be made with the balance paid at a later date. After the academic year ends, students will receive a full accounting of funds deposited with International Program and, if appropriate, a refund of any funds not spent on their behalf.

For more details about study abroad possibilities:

- IP campus coordinators can help students contact former participants. There may be also faculty members on campus who have served as IP Resident Directors who can assist students with academic questions. Coordinators have all these names at their disposal;
- Students can refer to the IP Bulletin that contains academic information;
- Read the Student Experience Report prepared annually by former participants. This report gives valuable information from a student perspective;
- Students are offered do some research in the university library, join language and culture clubs on campus. The International Student Office is able to introduce tentative IP participants to international students from the country where they want to go;
- The information is also available at the university Web Site:www.csupomona.edu

Service Analysis and Productivity of Study Abroad Programs in CPP

Academic Year 97/98	Total Study Abroad Participants	- 28
Academic Year 98/99	Total Study Abroad Participants	- 52
Academic Year 99/00	Total Study Abroad Participants	- 174
Academic Year 00/01	Total Study Abroad Participants	- 218
Academic Year 01/02	Total Study Abroad Participants	- 264

Academic Year 03/04 Total Study Abroad Participants - 227
of these there were:

Cal Poly Pomona Programs

China – 24	Italy - 19
Costa Rica - 6	UK (London) - 45
Cuba - 13	Mexico - 33
Belize – 18	Paris - 18
Greece - 22	

Exchange and Independent Programs

Germany – 2	UK (Scotland) – 3
Spain – 1	France – 2
China – 1	Ireland – 1
Australia – 3	Japan – 1

CSU system-wide International Programs

UK – 2
Italy – 12
Korea - 1

Faculty Professional Activities and Development

The International Center supports faculty members in all areas of international activity, often in close collaboration with the Faculty Center for Professional Development. Specifically, the Center provides assistance in :

- applying for international research or teaching grants, awards, and scholarships (including Fulbrights, resident directorships at CSU study abroad locations, faculty exchange grants, and fellowships from both government and foundation sources),
- developing an international perspective for a course or program,
- editing and publishing scholarly work in the journal *Global Cal Poly Pomona*,
- coordinating international seminars, the *International Research Forum* and other events, and
- identifying opportunities to participate in international development and training programs, either abroad or at Cal Poly Pomona.

The International Center leads several faculty professional development seminars each year, welcomes input, and suggestions for activities from faculty members, and has a faculty *Advisory Council* selected by the Academic Senate.

International Development, Fundraising and Training IC Activities

The IC is involved in international development and training projects in all fields. These projects give faculty valuable experience in transferring their expertise across cultural boundaries. They also introduce faculty to the working environment for educators and professionals in other countries, which most faculty members find to be an enriching and broadening. Each year, 50 or more faculty members are involved in IC development and training projects.

Recent and ongoing projects include assistance to partner universities overseas , including increasing tourism and hotel management capacity at Petrozavodsk State University in Russia; the creation of a Faculty Development Center at a university in Armenia; and public administration faculty and curriculum development at a university in Bulgaria. The International center also arranges training programs, such as courses in English language and engineering for Korean college students; training for Korean high school teachers in engineering and agriculture topics; training of Bulgarian local government association officials in advocacy and lobbying; and teacher training curriculum development in Vietnam. The International Center has coordinated with colleges and departments to provide training in water management, computer and electrical Vietnam. The International Center has coordinated with colleges and departments to provide training in water management, computer and electrical engineering, career counseling, labor relations, business and management topics, hotel and restaurant management. Trainees come from Cyprus, Japan, Turkey and other countries in addition to those mentioned above.

Grants and contracts provide around 10 percent of total university budget.

Inter-Institutional Agreements

The International Center negotiates and administers agreements involving student and faculty exchanges, research collaboration, and related activities. Linkages help promote Cal Poly Pomona's stature abroad and bring to CPP individuals and resources that benefit students, faculty, and the academic program. Proposals for agreements are carefully reviewed by the Faculty Advisory Council before being recommended to the President for signing.

International Seminars and Activities

The International Center is a willing co-sponsor of programs, seminars and events on campus that promote internationalization and intercultural understanding and experience. It seeks to work in partnership with colleges and departments to keep international perspectives and issues before the academic community.

The IC also sponsors on- and off-campus activities for international students. These activities are designed to bring the international students into contact with resident students, in addition to introducing them to the various cultural represented at the university and in the community. The Center has sponsored such events as the Latin-American Culture Week, the Middle Eastern and Arab Culture Week, the Annual Bring Your Favorite Professor to Lunch Event and the Teach Around the World seminar, a workshop on teaching opportunities overseas. To promote a feeling of community, the International Center now includes a well-appointed Student Lounge, which a focal point of student, staff and faculty interaction.

Representing Cal Poly Pomona

Staff of the Center represent Cal Poly Pomona at a number of professional venues and assume leadership roles in those organizations. Key-organizations include NAFSA-Association of International Educators, the Association of International Education Administrators, the Fulbright program, and the Consortium for International Development. The Center also participates in programs of major Mexican and European international educational associations.

Community Outreach

Linkages to the community and interactions with the community help foster the positive image of Cal Poly Pomona, as well as opening up community resources to the University. Community linkages, especially with schools educate the next generation about the world beyond the United States. The Center works with private and public organizations in surrounding communities to expend intercultural understanding and contact in both directions.

International Visitors

Dozens of international Scholars visit Cal Poly Pomona each year, some for a few days and some for much longer periods. The International Center sometimes hosts these scholars directly and sometimes assists an individual college or department in hosting responsibilities, including advice on the appropriate visa type. Colleges and departments are especially encouraged to seek advice regarding arrangement that could involve cash or in-kind payments, as there are legal intricacies involved. The Center prefers to work with the colleges to ensure that the visiting scholar is able to be involved in and enrich the university community as much as possible.

And it had happened so that the International Center provided personal, logistical, and training assistance for me during my staying at Cal Poly Pomona. This support included help with making contacts in all university departments and other California State University offices to maximize the impact of my case study. So I had a chance to learn from the “inside” how the specialists in the area of International Relations work in the US and, following the Cal Poly Pomona’s philosophy of “Learn By Doing”, to join some of their activities.

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