



THE OHIO STATE UNIVERSITY

University Leadership and the Rise of Global Cities:
The Brookings/JPMorgan Chase *Global Cities Initiative*

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University-Community Partnerships for Internationalization



Overview

- Columbus, Ohio – 15th largest city in the U.S.
- The Ohio State University
 - One of the most comprehensive research universities in the world
 - A leader in internationalization and community/university partnerships



University-Community Partnerships for Internationalization

Internationalization at Ohio State

- Office of International Affairs pursues internationalization by:
 - Pursuing strategic partnerships
 - Recruiting and advising international students
 - *68,100 students; 6,739 international students (9.9%); 117 countries*
 - India: 588 total; 135 undergraduate (22%); 453 graduate students (77%)
 - Top majors: UG/ computer engineering, finance, mechanical and electrical engineering; Graduate/ computer engineering, mechanical and electrical engineering, chemistry
 - Developing education abroad opportunities
 - Implementing curriculum internationalization
 - Supporting faculty research on international topics
 - Establishing Global Gateway Offices: Shanghai (2010); Mumbai (2012); Sao Paulo (2014)



University-Community Partnerships for Internationalization

U.S. higher education is guided by internationalization definitions:

- **Globalization: The Context for Internationalization**
 - Globalization is the movement of people, ideas, goods, capital, services, pollution, and diseases across borders
- **Internationalization**
 - Higher education's engagement with that reality
- **Internationalization Definition**
 - “Comprehensive internationalization is a strategic, coordinated process that seeks to align and integrate policies, programs, and initiatives to position colleges and universities as more globally oriented and internationally connected institutions” (*American Council on Education*)



Presentation overview

- Analyzes the priority of university/ local community engagement in 21st Century internationalization strategies
- Case study: Brookings/ JPMorgan Chase *Global Cities Initiative*
 - An example of partnership between universities and non-Higher Education Institutions (HIEs)



University-Community Partnerships for Internationalization

The GCI Exchange grows metro economies by:

- Strengthening global awareness and economic competitiveness
- Producing data/ analysis for decision making
- Fostering practice and policy innovations
- Integrating public, private, civic sector partnerships into a peer learning network
- In the U.S., 32 cities, including Columbus, Ohio, participate; many included university collaboration



University-Community Partnerships for Internationalization

Participating cities, such as Columbus, Ohio, conducted a market analysis on the metro region in terms of:

- Global trade issues
- Metro region's standing on critical global economic measures
- Identification of best policy and practice innovations



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The 2014 Columbus Global Connect Global Trade and Investment Plan contains five strategies:

- Reorient business retention and expansion activity
- Strengthen and diversify geographic markets
- Activate existing global networks
- Cultivate the next generation of global companies
- Create a more global business environment



University-Community Partnerships for Internationalization

Creating a more global business environment combines global identity and connectivity to attract talent from around the world

University/ Community principles and tactics:

- *Global talent ready for global competition*
 - Develop global learning curricula that prepares graduates, regardless of discipline, to operate and excel in a globalized world
 - Prioritize complementary faculty research themes
- *Global mindset, global destination*
 - Recognize/ capitalize on the unique global presence of the region's colleges/universities (reinforce globally oriented domestic/ international students)
 - Promote a global metro Columbus brand



India and South Asia: New 21st Century Dynamics

Implications – Global forces reshape U.S. and non-U.S. metropolitan areas

- Greater global integration:
 - International trade has tripled as a share of global output since 1950
- Rapid urbanization
 - In 2012, the top 300 metropolitan areas accounted for 19% of the world's population, but nearly one-half (48%) of global GDP
- Rapid expansion of a global middle class
 - 70% of global GDP growth between now and 2025 will occur in emerging markets, such as India and China (perhaps Brazil)
 - Less than 4% U.S. firms sell product/services outside our borders



India and South Asia: New 21st Century Dynamics

Implications – Global forces reshape U.S. and non-U.S. metropolitan areas:

- Resulting:
 - Swift global integration
 - Rapid expansion of a global consumer class
 - Rise of urban areas as engines of global economic growth
- Creates need for:
 - City/regional leaders to envision global engagement
 - Higher education with new responsibilities for preparing graduates to engage in an increasingly interconnected world
 - With ...skill, wisdom, and accountability...



India and South Asia: New 21st Century Dynamics

Strategies:

- Institute global learning for all, regardless of major
 - Connect learning experiences to professional practice/community development
- Create public awareness/ understanding of global forces reshaping urban and rural communities
- Key international academic programs to local communities
 - Supporting local internationally oriented businesses
- Reach out to growing immigrant communities in our regions
- Develop projects on global issues and community conversations on global citizenship and responsibility



India and South Asia: New 21st Century Dynamics

Employers Say Graduates Need Expanded Knowledge and Skills to Succeed in the Global Economy
(College Learning: New Global Century, 2007; Employer Priorities College Learning Outcomes, 2015)

Essential Skills	% Business Leaders Affirmative Response
Intercultural Knowledge & Global Issues • <i>(Intercultural Skills & Understanding of Societies & Cultures Outside U.S.)</i>	72 (78)
Roles of U.S. in the World	60
Cultural Values and Traditions (U.S. and global)	53
Intercultural Competence (including ability to work on diverse teams)	76



India and South Asia: New 21st Century Dynamics

Summary:

- Institutionalize global learning broadly across all disciplines
- Connect directly to the international interests of local organizations and businesses
- Pursue goals through partnerships, local and global
- Understand and construct international efforts to have local impact and meaning
- Create sustained structure for dialogue and planning activities