



# 2020 Initiatives Proposal Form

Thank you for your interest in submitting a proposal to the 2020 Initiatives process.

Please complete this form, save it to your hard drive, and then email a copy to: [2020@stockton.edu](mailto:2020@stockton.edu). Please copy your Dean/Director on the email. You will then be contacted by the appropriate 2020 Initiative Team representative/LEGS facilitators.

Proposals will be evaluated based on general criteria including the following:

- University-wide impact
- Clearly addressing one of the four LEGS themes from the 2020 strategic plan
- Specific budget details provided
- Realistic outcomes identified
- Assessment measures specified

**Please consider the following questions as helpful prompts:**

### University-wide Objective(s)

- Does your proposal clearly address an issue relevant to your selected “primary strategic (LEGS) theme”?
- What specifically do you wish to accomplish with your project?
- How will Stockton, as a whole, benefit?

### Expected Results

- How will you know if your project is a success?
- What are your anticipated outcomes and specific measurements for success?
- Does your proposal clearly indicate the person(s) or department(s) that will assume responsibility for the various work tasks?
- What is your project's "finish line"?

General Application Information	
Your Name	
Your Email	
Title of Project	
Project Leader	
LEGS Initiative Team Coach	
Project Partner(s)	
Duration / Time Frame of Project	

Proposal Category (choose one: one-time or ongoing)			
One-Time Event or Activity		Ongoing Event or Activity	
(A) \$5,000 or less		(C) \$5,000 or less	
(B) More than \$5,000		(D) More than \$5,000	

<b>Strategic Theme (choose one)</b>	
	<b>Learning</b>
	<b>Engagement</b>
	<b>Global Perspectives</b>
	<b>Sustainability</b>

**Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S) In any themes**

<b>Learning</b>	
Deliver high value-added learning experiences and promote scholarly activity (S1)	Reward scholarly applications (ER2)
Promote liberal arts ideal to develop lifelong learners (S2)	Establish additional revenue sources (RS1-L)
Strengthen internal processes to support learning (IP1-L)	Reduce expenses (RS2-L)
Develop faculty and staff skills to support learning (ER1-L)	Align resources to support strategic plan (RS3-L)

<b>Engagement</b>	
Establish Stockton as an integral part of the identity of students, faculty, staff, alumni, and community members (S3)	Foster an interactive environment among students, faculty, staff, and community (ER3)
Prepare students for active citizenship role (S4)	Increase opportunities for interactions between internal and external communities (ER4)
Create mutually reinforcing intellectual and co-curricular experiences (S5)	Establish additional revenue sources (RS1-E)
Strengthen internal processes to support engagement (IP1-E)	Reduce expenses (RS2-E)
Develop faculty and staff skills to support engagement (ER1-E)	Align resources to support the strategic plan (RS3-E)

<b>Global Perspectives</b>	
Develop a globally diverse Stockton community (S6)	Strengthen opportunities for global interaction among members of the Stockton community (ER5)
Enhance capacity to participate globally (S7)	Establish additional revenue sources (RS1-G)
Strengthen internal processes to support global education (IP1-G)	Reduce expenses (RS2-G)
Integrate global program efforts among multiple units of the university (IP2)	Align resources to support the strategic plan (RS3-G)
Develop faculty and staff skills to support global education (ER1-G)	

<b>Sustainability</b>	
Increase sustainable infrastructure (S8)	Develop and implement sustainability programs (IP5)
Enhance sustainability education and research (S9)	Develop faculty and staff skills to support sustainability (ER1-S)
Increase recognition as a model of sustainability (S10)	Reward sustainable practices (ER6)
Partner to promote global sustainability (S11)	Establish additional revenue sources (RS1-S)
Strengthen internal process to support sustainability (IP1-S)	Reduce expenses (RS2-S)
Prioritize sustainability in plan operations and residential life (IP3)	Align resources to support the strategic plan (RS3-S)
Promote sustainability across the curriculum (IP4)	Seek efficiencies through sustainable practices (RS4)

**The tables below allow for summaries of about 350 words. Additional information can be included as an attachment.**

**Narrative Summary of Project**

**Assessment Plan: What are your anticipated outcomes and specific measurements for success?**

<b>Budget Summary</b>					
	<b>Item</b>	<b>FY2017</b> July 1, 2016 – June 30, 2017	<b>FY2018</b> July 1, 2017 – June 30, 2018	<b>FY2019</b> July 1, 2018 – June 30, 2019	<b>Notes/Comments</b> (stipends, supplies, hospitality, etc.)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
	<b>Total</b>				

<b>First-Year Funding Questions</b>		
Will you need funds for <u>immediate</u> use to begin your project?	<b>Yes</b>	<b>No</b>
If so, how much?		
Date when funds will be needed		

CC: Dean/Director

**2020 Initiative Proposal to the Learning Team**  
**JY Zhou and Lois Spitzer**

**Title:** Developing Stockton's Global Learning and Engagement at NAFSA 2018

**Introduction/Background:**

Global learning advances learning and engagement in a global context and fosters understanding and respect among people of diverse backgrounds and perspectives. It is essential for developing globally competent individuals, and builds leadership for the global community. Stockton has highlighted the importance of Global Perspectives as one of our strategic themes and listed Global Awareness as one of Essential Learning Outcomes (ELOs).

NAFSA: Association of International Educators (<http://www.nafsa.org/>) is the world's largest and leading association dedicated to international education and exchange. It aspires to an environment in which every student and scholar seeking the benefits of international education finds a path, and every institution of higher education integrates international perspectives into its teaching, research, and service missions. NAFSA also aspires to enlightened international relations, a globally engaged citizenry, and a more peaceful world. Its annual conference -- one of the largest global events ever within international education -- usually attracts more than 9,000 attendees from over 100 countries. The annual conference's Expo hall is the largest international education expo of the year, with representatives and professionals of higher education institutions and organizations around the world. Hundreds of international student recruiters are also working on collecting information for international students, which is one of the most important goals of NAFSA's Expo hall (see more information at [http://www.nafsa.org/Annual\\_Conference/Exhibiting\\_and\\_Sponsoring/About\\_Exhibiting/](http://www.nafsa.org/Annual_Conference/Exhibiting_and_Sponsoring/About_Exhibiting/)).

A small group of Stockton faculty and staff members participated in previous NAFSA conferences and found the experience extremely rewarding and exceptional. NAFSA 2018 Annual Conference & Expo will be held in Philadelphia on May 27-June 1, 2018. Since the proximity of the conference makes the attendance of Stockton students a feasible option, we propose this project to take advantage of this great opportunity to develop Stockton's global learning and engagement.

**Purpose/Goals:**

Collaborating with multiple programs and offices in both Academic and Student Affairs, this project aims to:

1. Develop students' global learning knowledge and skills, including topics and trends of global learning, intercultural communication skills, and engagement and leadership skills;
2. Establish potential collaborations on designing and promoting projects for the 4Cs Collaborative Global Learning Modules to further globalizing the curriculum at Stockton;

3. Promote the visibility of Stockton University in international education market world-widely, including potentials to establish partnerships with international education institutions and to boost the international student population with recruiters to identify Stockton University as an option for international students

**Activities:**

This proposal includes taking fifteen (15) students who will be enrolled in a spring 2018 subterm B course entitled Topics and Trends of Global Learning to NAFSA 2018 from May 27-June 1, 2018 at the conclusion of the course. This course will prepare the students to participate in the plenary lectures and sessions on global learning at the conference. In addition, we also hope to receive funding to host a booth in the exhibition hall at the conference which annually attracts approximately 10,000 attendees from all over the world.

We will collaborate with the following Academic and Student Affairs programs and offices, and their involvement and responsibilities are listed below:

- The Global Studies Minor (GSM)
  - We will invite faculty who teach the GSM courses to announce this opportunity in their courses and encourage students to enroll in the course,
  - The project leaders and students will work with GSM to offer a globalization lecture on topics and trends of global learning along with sharing their NAFSA experience
- Office of Service-Learning
  - We will work with the Office of Service-Learning to prepare and train students for the service-learning project in the course
  - We will employ a pre- and post-assessment developed by the Office of Service-Learning to evaluate student understanding and growth during the project
- Office of University Relations and Marketing
  - We will work with Office of University Relations and Marketing to prepare and train students on using social media to broadcast Stockton during NAFSA 2018
  - We will borrow portable devices to show students' NAFSA experience on Stockton's YouTube channel, Snapchat, or Instagram accounts
  - We will work with Graphics on designing flyers for Stockton booth
  - We will work with Media on writing an article for *The Stockton Times*
  - Following the conference, the social media productions will be broadcast on Stockton's YouTube channel, websites, etc.
- Office of Student Development
  - We will work with Office of Student Development on organizing a session in the Multicultural Month (October 2018) to share students' experience
  - We will work with them on developing a training session on developing students' leadership skills

- We will work with them on writing a series of articles for *The Argo*
- Office of Global Engagement
  - We will work with Office of Global Engagement (Office of the Provost) to publicize the students' experiences at NAFSA to encourage students to seek global opportunities while at Stockton
  - The material will be shared during next year's International Education Week.
- Office of Admission
  - We will disseminate Stockton admission materials at NAFSA to publicize Stockton as a place where students can receive a global education
- Office of Residential Life
  - We will distribute information at NAFSA about the Residential Life services available at Stockton
- The Wellness Center
  - We will work with the Wellness Center to prepare materials to distribute at NAFSA outlining the support services offered at Stockton

All the participating students will be required to enroll in a sub-term B course in spring 2018 - *Topics and Trends of Global Learning*. In this course, they will read materials and discuss about the latest trends and topics of global learning and strategies to develop effective intercultural communication. They are also required to prepare a service-learning project with two parts:

- Volunteering at NAFSA 2018
- Hosting a Stockton University table at the Expo Hall (with equipment possibly borrowed from the university), including preparing, designing, and collecting flyers, pamphlets, videos, and giveaways at the table (from schools and other entities), training on utilizing Stockton's various social media accounts, developing intercultural communication skills, and preparing information to introduce Stockton and to answer questions from the international institutions representatives and international student recruiters.

At NAFSA 2018, students (who will be wearing T-shirt with Stockton logo) are expected to:

- Participate in a variety of pre-selected sessions on global learning, including plenary lectures, panel discussions, and poster sessions
- Broadcast Stockton using social media, such as Instagram, YouTube, Snapchat, Twitter, or Facebook
- Perform the exhibitor's role at the Stockton booth at the Expo Hall
- Collect and compile the contact information of attendees at the Stockton booth (i.e. international institution representatives and international student recruiters)
- Experience unique interactions with attendees from various professional, geographic, and cultural perspectives and backgrounds

After NAFSA 2018, students are expected to present and share their experience at Stockton events, including Globalization Lecture Series, the Multicultural Month, The Argo article series, and the Stockton Times, etc.

All the information collected at the Stockton booth will be shared with various offices and programs to boost potential institutional partnerships and international student population.

**Outcomes and Assessments:**

The expected outcomes and assessment plans of this project are:

**Outcome 1:** Stockton students gain more knowledge and skills on global learning

**Assessment plan:**

1. Students will be assessed with a pre- and post-assessment using a global learning inventory instrument, such as AAC&U VALUE Global Learning Rubric, Beliefs, Events, and Value Inventory (BEVI), or Stockton ELO Global Awareness Map
2. Students will be assessed for the course work based on their preparation, participation and presentation. They will write reflection papers on the latest trends and topics in global learning, effective ways to develop global learning skills, including global self-awareness, perspective-taking, cultural diversity, intercultural communication, and understanding global systems

**Outcome 2:** Stockton University creates more opportunities on developing global learning

**Assessment plan:**

1. A list of contact information and interests of potential partners from international institutions to collaborate on various global learning modules
2. A list of students' ideas on further globalizing the curriculum and co-curriculum at Stockton

**Outcome 3:** Stockton gains more visibility in the international education market

**Assessment plan:**

1. The number of Stockton flyers, pamphlets and materials given at the booth
2. A list of contact information (business cards and sign-in sheet) of international institution representatives and international student recruiters

*\*Note.* With the funding for this 2020 proposal, we hope to see the development of potential partnerships with international institutions and interest from international student recruiters to boost our international student population.

**Budget:**

Total: **\$12,500** with the following three parts:



1. \$6,000 (\$400 per student x 15 students): student conference registration (\$315 per student for early bird rate) and meals (\$12 lunch + \$5 incidental expense / student / day x 5 days)
2. \$6,000: Stockton Exhibition Booth (see the NAFSA 2018 Expo Prospectus at [http://www.nafsa.org/ /File/ /ac18/2018\\_exhibitor\\_prospectus.pdf](http://www.nafsa.org/File/ac18/2018_exhibitor_prospectus.pdf))
3. \$500: Other expenses, including printing, Stockton van parking, etc.