BUILDING A MORE INTERNATIONALIZED AND ENTREPRENEURIAL CAMPUS THROUGH PARTNERSHIPS WITH FOR-PROFIT PATHWAY PROVIDERS

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CHRONOLOGY OF EVENTS AT WKU

- **Summer 2009**  WKU was approached by Navitas
  WKU enrollment at 20,000
- **Jan 2010**  Partnership between WKU and Navitas
- **Aug 2010**  First Navitas students enrolled in Pathway Program at WKU
- **Aug 2011**  First Navitas students complete pathway and progress to WKU
- **Nov 2011**  WKU ranked as one of the Top 40 U.S. Masters Institutions With the Most International Students, 2010-11 *(Chronicle of Higher Education)*
- **May 2012**  First Navitas Alumni graduates from WKU MBA program
  50% of Navitas Alumni have been admitted to WKU Honors College
- **Aug 2012**  Navitas at WKU anticipated enrollment approx. 100 students
  44 full fee paying students have progressed to WKU
WHAT IS A PATHWAY PROGRAM?

- Provides a bridge program for international students to be successful
- Assists international students to transition from their country’s academic setting to the US academic setting in a more supportive atmosphere
- Assists the student to acclimate to the westernized higher education setting
- Assists the students to acclimate to the American social/cultural setting
- Provides an all around soft landing for international students
- Operates as a joint initiative between the University and the Pathway Program Provider
- Enhances probability of student success
WHAT IS A PATHWAY PROGRAM?

- Embedded on host university campus
- Small classes
- Block teaching with additional time added
- Trimester academic year
- Continual focus on quality
- Additional contact hours per week
- Monitored attendance of students and immediate intervention when needed
- Guaranteed progression
- High transfer rate to University
- The cost to the student is exactly the same as all other international students on the campus
WHAT IS A PATHWAY PROGRAM?

Types of programs offered by Pathway Program Providers

- Undergraduate Pathway programs
- Graduate or Pre-masters Programs
- English Language Instruction (ESL)
WHAT IS A PATHWAY PROGRAM?

The Pathway Program Provider partners with the University

- The PPP will market independently and jointly with the University marketing/recruitment team
- The PPP will market to both directly admissible as well as to a conditionally admissible market
- The PPP will provide extensive academic support to the student to help them be successful
- Students continue studies with the University partner after successfully completing the Pathway Program
- Any directly admissible students can either enter through the University or benefit from the additional services provided by the PPP
WHAT IS A PATHWAY PROGRAM?

- Pathway Program is two or three semesters
- Students will take 10-12 academic courses
- Guaranteed progression to BA/BS program upon successful completion of Pathway Program
WHAT IS A PATHWAY PROGRAM?

- Typical courses offered through the Undergraduate Pathway Program at WKU
  - University Experience
  - Personal Health
  - Micro - Economics
  - College Reading and Writing Strategies
  - College Algebra
  - Art Appreciation
  - Intro to College Writing
  - Geology of the Earth
  - American Government
  - World Geography
  - World Civilization
  - Intro to Economics
  - Astronomy of the Solar System
  - General Mathematics
  - Calculus
  - Intro to Psychology
  - Theater Appreciation
  - Intro to Sociology

- Courses meet General Education Requirements of WKU
WHAT IS A PATHWAY PROGRAM?

- Pre-Masters Program
- Undergraduate
- Master Degree

PMP is one semester
Three academic classes
Guaranteed progression to MS/MA program
upon successful completion of PMP
WHAT IS A PATHWAY PROGRAM?

- Typical courses offered through the Graduate Pathway Program at WKU
  - Research Methods Tool
  - Professional Reading and Research Tool
  - Leadership
WHAT IS A PATHWAY PROGRAM?

English as a Second Language instruction

- Undergraduate Degree
- Master Degree
- UPP or PMP Pathway Program
- ESL Curriculum
WHAT IS A PATHWAY PROGRAM?

- The students are:
  - University students
  - On the University I-20 for immigration purposes
  - Enrolled in University courses and earning University credit
- The faculty are University faculty but employed and paid by the PPP
- Course Coordinators from each academic department are appointed
- All courses are moderated and grades are reviewed each semester by the University appointed course coordinators within each academic department
- All academic matters are moderated by an Academic Curriculum Committee
- Continual focus on quality student success
WHAT IS A PATHWAY PROGRAM?

- We recruit from a diverse set of countries
WHY PARTNER WITH A PATHWAY PROGRAM PROVIDER?

• An effective way to bring international students to your campus and increase enrollment
  • Currently have 24 countries represented in Pathway Program at WKU
• No financial risk
• Does not require University to invest in any additional staff
• Increased revenue to university
  • Royalties paid to University by PPP on tuition collected by PPP
  • International (non-resident full-fee paying) students when they continue on to University
  • Increased revenue to auxiliary services at University
• International marketing conducted by PPP
• University promoted by PPP increasing brand awareness internationally
OBLIGATION TO THE INSTITUTION

- Office space for small number of administrative staff
- Dedicated classrooms
- Access to existing technical infrastructure
- Office furniture
COSTS TO THE PATHWAY PROGRAM PROVIDER

- All marketing costs are taken on by the PPP
- All staff and operating costs are assumed
- All agent fees/commissions are paid by the PPP
- Collateral production is taken on by the PPP after approval from the University
- University staff expenses are frequently paid by the PPP when they travel with PPP
BENEFITS OF A PARTNERSHIP

• Increased academic performance indicators
  • University first year retention rate 72% vs. Navitas retention rate 90%
  • Enhanced freshman performance
    • Freshman GPA 2.55 vs. Navitas at WKU GPA 3.1
• Increased graduation rates of international students – 95% graduation rate in four years
• Enhanced academic support and programming
• Academic cohorts are created with courses having an interdisciplinary connection
• Enhanced acculturation of international students
• Intentional programming to encourage integration between international and domestic students
• Enhanced student success
CONSIDERATIONS OF A UNIVERSITY

- University allows for use of University Intellectual Property by PPP
- University allows PPP joint marketing and use of university brand in marketing
- Complete campus “buy in” - Not just with the leadership
  - Need academic departmental support
  - Faculty support
  - Need full auxiliary services support
  - Community support/resources also are important
- Willingness to grant a academic gap within which the PPP can operate
- Willingness to allow PPP to market flexible admissions standards (to serve conditional admits and assume responsibility for their freshman year success)
CONSIDERATIONS OF A UNIVERSITY (CONT.)

- Campus has to be ready to accommodate international students
  - Adequate housing needs
  - Increased staffing will be needed depending on growth
  - International immigration support (I-20’s are University’s)
  - Credential evaluation
- Year round services – including breaks
  - Meal plans
  - Office access
  - Housing/Residence Halls
  - Transportation services
  - Library access
  - Student support programs
  - Health care
Questions?

Thank you!

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