

The University of Georgia

Short-term strategic plan for internationalization (2019-2022)

"The mission of the University is to expand the frontiers of knowledge and educate an individual, which, through honesty and hard work, professional activities or scientific achievements, contributes to the healthy, humane and democratic development of society for the benefit of the state and humanity in general."

*The University Strategic Development Long-term Plan.
2014-2020*

Introduction

The short-term strategic plan for internationalization of the University of Georgia (2019-2020) was developed with a full understanding and based on the mission and vision of the University, as well as the current material-technical, human and financial resources and condition of all structures of the University. Therefore, the thorough implementation of the plan will be another factor for ensuring that the University achieves its goal.

It should be noted that Georgia's strategic location, its geographical proximity to both the European and Asian worlds, the country's stable course towards European integration and democratization are important factors in determining the possible and favorable internationalization of the University of Georgia to achieve the goals set out in the main strategic document of the Institution.

In parallel with the strategic objectives and related recommendations, a plan for the implementation of this document will be developed, which should include clear evaluation metrics and direct, scheduled indicators, which will make it easier to determine the degree of achievement of the set goals, as well as help us to assess the degree of internationalization in the university in general.

The Strategic Plan document outlines four main topics and a number of related opportunities, including:

Topics	Opportunities
Human Resources	<ol style="list-style-type: none">1. Educating the citizens of the world.2. Attracting and retaining talent worldwide.
Environment	<ol style="list-style-type: none">3. Provide the necessary and favorable price for success.4. Structuring.
Partnership	<ol style="list-style-type: none">5. Increasing global influence.
Strategic initiatives	<ol style="list-style-type: none">6. Internationalization of the Curriculum.
Conclusion	

Each section discusses each possibility in detail, followed by a recommendation with a description of specific actions. Of course, the successful internationalization of the University will be impossible without specific administrative units and responsible persons, whose involvement is clearly defined in the document.

Human Resources

1. Educating the citizens of the world.

The University of Georgia, as an educational institution that offers undergraduate, graduate and doctoral programs, seeks to provide students of all levels with the education they need to succeed in the modern world, to equip them with the skills needed for internationalization, and to facilitate their career advancement.

Certainly, such a task is quite difficult to accomplish, which also complicates the enrollment of a growing number of international students at the university. Whereas, of course, achieving such a goal for local and international students becomes necessary with different data and different steps, which complicates the whole task, but makes the whole process more interesting and productive.

Recommendations:

- Encourage curricular and extracurricular steps to help engage local and international students in better understanding of new cultures, languages, regions and other international aspects.
- Research of all possible sources of funding.
- Work on organizing new and even more diverse exchange training and job-training programs.
- Increase the number of students participating in study exchange programs.

- Increasing the number of educational institutions and organizations that offer exchange training and job-training programs.
- Organizing intercultural and international workshops, conferences and training.

Responsible Structural Units:

Rector's Office, School Principals, Vice Rector, International Relations Office, Employment Support Service, Student Services Office.

2. Attracting and retaining talent worldwide.

For years, the University of Georgia has been offering various English-language programs to international students at both the undergraduate and graduate levels. At the same time, the University of Georgia is motivated to attract prominent researchers and teachers to the international market.

The international student market in Georgia is growing, it is already surpassing the wine business in terms of revenues, and of course, the University of Georgia plans to use all the benefits that our country has in terms of student attraction to create an international educational hub, so recruiting new students will therefore be a necessary condition for attracting talent worldwide.

Recommendations:

- Permanent increase in the number of international students, as well as an increase in the share of international students in the total number of students.
- Offering a short-term, summer English course for potential international students.
- Initiate and deepen cooperation with new markets (especially in Latin America, Far Asia and Western Europe) in attracting students.
- Finding sources of funding for talented applicants, establishing new scholarships especially

in emerging market regions such as Latin America. Far Asia and Europe

- Increase university representation at various international forums, raising awareness especially in those three regions that are strategically important for future development.
- Constant research of new and old markets, preparation of annual reports to meet market expectations.
- Increase the involvement of international students in both in-house university activities as well as in international exchange programs and in both international and domestic conferences and workshops.
- Monitoring international scientific journals and activities to attract new scientific forces and talents, as well as promoting outstanding students to increase scientific input.
- Creating a new scale dormitory.

Responsible Structural Units:

Rector's Office, School Principals, Vice Rector, International Relations Office, Employment Support Service, Student Services Office.

3. Provide the favorable price, necessary for success.

Of course, successful internationalization requires an attractive price for the programs, without which talking about any kind of success of any recruitment can be considered superfluous.

Recommendations:

- Maintaining competitive prices.

- Finding new, international sources of funding by participating in both educational and mixed projects.
- Recruiting market analysis for both optimal competitive pricing and optimal market commissions for agents.

Responsible Structural Units:

Rector's Office, School Principals, Financial Services, Vice Rector,
International Relations Service.

4. Opportunities

As for any other strategy, the successful implementation of the internationalization plan is a necessary factor for effective cooperation between agencies, which should be facilitated by convenient structuring.

Recommendations:

- Creating the short-term strategic implementation plan for internationalization.
- Strengthen inter-agency cooperation, strengthen links between faculties and administrative units.

Responsible Structural Units:

Rector's Office, School Principals, Financial Services, Vice Rector,
International Students Service.

5. Increasing global influence.

As already mentioned, the University of Georgia wants to establish an international educational hub, which will be not only the most important learning center in the region,

but also abroad. This requires not only raising awareness, but also increasing international influence through direct participation in projects.

Recommendations:

- Organize training for international project writing teams for both international relations and scientific faculties, or give them the opportunity to participate in it.
- Explore campus establishment opportunities and prepare a plan in this regard, in the countries where university awareness is high
- Encourage participation in various international business projects and participate in tenders in need of scientific input.
- Develop a protocol of cooperation with various business organizations on these issues.

Responsible Structural Units:

Rector's Office, School Principals, Financial Services, Vice Rector, International Relations Service.

6. Internationalization of the Curriculum

Curriculum loading with international elements has been started at the University of Georgia for years, which contributes to the existence of a solid and convenient base for increasing the pace and scale of internationalization in the future.

- To the extent possible, monitor the presence of intercultural and international elements in all training courses.
- Support for academic staff and employees to participate in intercultural and international curriculum training.
- Provide support to academic staff.
- Work on strengthening the English language component.

Responsible Structural Units:

Rector's Office, School Principals, Financial Services, Vice Rector,
International Relations Service, Quality Monitoring Service.

Conclusion

The University of Georgia has a long history of revealing international relations and initiatives. In case of successful implementation of this document, we think, the degree of internationalization of the University of Georgia will increase significantly, which is directly reflected in the increase in the number of international students, as well as in the increase of the number and enhancement of international staff.

We would also like to mention that the document was prepared by the International Relations and International Students Service of the University of Georgia and all its recommendations, as the content of a word explains, are not a direct assignment for any of the structures of the university, but are of a recommendation nature for the Rector and the Academic Board of the institution.