



[HOME](#) | [BUSINESS SOURCE PREMIER](#) | [Mobile Library](#)

## Leadership Alerts

*Articles & Links on Educational Leadership, Tech and Customer Service*

Compiled & edited by VCC Library  
Sept 13 2012

### Top Management Journals

Amey, M. J. (2010). [Administrative perspectives on international partnerships](#). *New Directions For Higher Education*, (150), 57-67. doi:10.1002/he.390

If international partnerships are to be sustained beyond funding cycles and the initial passions of a faculty champion, they need to become institutionalized into the fabric of the department or institution. [ABSTRACT FROM AUTHOR]

BARTLETT, T., & FISCHER, K. (2011). [Big Influx of Chinese Students Proves a Tricky Fit for U.S. Colleges](#). (Cover story). *Chronicle Of Higher Education*, 58(12), A1-A7.

The article discusses the rising numbers of Chinese students attending American colleges and examines several issues associated with this trend for both the students and the schools. Focusing on Chinese college students admitted to the University of Delaware, the article explores issues including the

### IN THIS ISSUE:

[Top Management Journals](#)

### BOOKSHELF SPOTLIGHT

[Institutional effectiveness](#)



[Presidents and analysts discuss contemporary challenges](#)

requirements for Chinese students regarding their English language ability, the use of college student recruiting agents in China, and college entrance exam preparation for admission to U.S. universities. Other topics include concerns regarding fraudulent applications and essays submitted by Chinese students, the ability of Chinese students to pay tuition, and Chinese student academic success in fields include mathematics and engineering.

HOOVER, E. (2012). [The Marketer and His Mission](#). *Chronicle Of Higher Education*, 58(18), A3-A6.

The article presents a profile of University of Dayton vice president for enrollment management and marketing Sundar Kumarasamy. It chronicles his background as both an engineer and computer scientist and discusses the influences his mother, a school teacher, had on his decision to enter a career in college admissions. It highlights several changes he has made while in his position at Dayton, including the remodeling of the admissions building, the development of a branding campaign in the university's viewbook, or brochure, and his efforts to recruit out-of-state and foreign students. Comments on Kumarasamy's work are provided by Dayton president Daniel J. Curran.

FISCHER, K. (2011). [Colleges Adapt to New Kinds of Students From Abroad](#). (Cover story). *Chronicle Of Higher Education*, 57(38), A1-A14.

The article examines ways in which U.S. colleges are adapting the structure of their foreign student services departments to meet the social, emotional, and academic needs of an increasingly diverse group of students. It profiles how George Mason University has incorporated sex education classes for many of its Saudi Arabian students, describes the organization of the peer-mentor programs for international students at American University and Rice University, and overviews efforts by Florida State University to provide semester-long orientation programs to incoming freshmen. It also focuses on the academic needs of foreign students, including English-language support and introductions into the environment of U.S. classrooms.

ischer, K. (2010). [College 'Embassies' Advance Their Interests Abroad](#). *Chronicle Of Higher Education*, 56(33), A20-A22.

The article discusses efforts by universities to establish offices in foreign countries. The offices work to support international teaching, research, student exchange and alumni engagement. It notes that in countries like China, personal meetings are valued. Britta Baron, vice provost and associate vice president, international, at the University of Alberta, says she cannot imagine a globally active university without a presence abroad. Ohio State University, it notes, has an office in Shanghai, China and plans to open others in India and Brazil. It notes as well that the University of Melbourne, in Australia, maintains an office in San Francisco, California. Efforts are noted to ensure that such offices are known to university faculty and students and continually meet their needs.



## EVENT SPOTLIGHT

### Elliance Webinar: Beyond Borders: Growing International Enrollment & Reputation

September 27, 2012

One-hour webinar on growing international enrollment through unique brand strengths, search engines, social media and digital PR. [Register Now](#)



Labi, A., Birchard, K., & Wheeler, D. (2011). **In the Global Race for Students, Image Matters.** *Chronicle Of Higher Education*, 58(13), A19-15.

The article examines the impact a country's international reputation can have on its efforts to recruit foreign college students to attend its universities and participate in study abroad programs. Particular focus is given to declines in international student recruitment in Great Britain due to government calls for increased tuition and in Australia due to changes in its immigration laws. Efforts by Canada to increase foreign student enrolment are profiled through marketing strategies and educational exchange agreements with India.

