

# AGU Internationalization Report 01/12/2016

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## I. Current Internationalization Status

### A. Countries visited by AGU for promotional, educational and collaboration purposes

| Countries visited by AGU Delegations | Institutions visited or Events attended   |
|--------------------------------------|---|
| <b>AUSTRALIA</b>                     | <ul style="list-style-type: none"> <li>- Conference 2016 (Melbourne)</li> <li>- APAIE Summit 2016 (Melbourne)</li> </ul>  |
| <b>CHINA</b>                         | <ul style="list-style-type: none"> <li>- Renmin University,</li> <li>- Tsinghua University,</li> <li>- Shanghai Jiao Tong University,</li> <li>- Shanghai Tech University,</li> <li>- The Silk Road Economic Belt Cities International Forum</li> </ul>   |
| <b>FINLAND</b>                       | <ul style="list-style-type: none"> <li>- Aalto University</li> </ul>  |
| <b>FRANCE</b>                        | <ul style="list-style-type: none"> <li>- ESPCI Paris, Ecole Normale Superieure (ENS)</li> <li>- Universite Paris Diderot</li> </ul>   |
| <b>GERMANY</b>                       | <ul style="list-style-type: none"> <li>- TU Berlin</li> </ul>   |
| <b>HONG KONG</b>                     | <ul style="list-style-type: none"> <li>- City University of Hong Kong,</li> <li>- The Hong Kong Polytechnic University,</li> <li>- University of Hong Kong,</li> <li>- Hong Kong University of Science and Technology</li> <li>- The Times Higher Asian University Summit 2016 (HKUST)</li> </ul> |
| <b>INDIA</b>                         | <ul style="list-style-type: none"> <li>- FICCI Summit 2016 (New Delhi)</li> </ul>   |
| <b>IRAN</b>                          | <ul style="list-style-type: none"> <li>- Sharif University of Technology</li> <li>- Iran University of Science and Technology</li> </ul>  |
| <b>ITALY</b>                         | <ul style="list-style-type: none"> <li>- Sapienza University of Rome</li> </ul>   |
| <b>MALAYSIA</b>                      | <ul style="list-style-type: none"> <li>- University Kebangsaan,</li> <li>- University of Malaya,</li> <li>- University of Technology Malaysia</li> </ul>  |
| <b>SINGAPORE</b>                     | <ul style="list-style-type: none"> <li>- National University of Singapore,</li> <li>- Singapore Institute of Technology,</li> <li>- Singapore University of Technology and Design,</li> <li>- Nanyang Technological University,</li> <li>- Singapore Management University</li> </ul>             |
| <b>NETHERLANDS</b>                   | <ul style="list-style-type: none"> <li>- Maastricht School of Management</li> </ul>   |
| <b>UK</b>                            | <ul style="list-style-type: none"> <li>- "Oxford Leadership at Higher Education" workshop (Oxford)</li> </ul>   |

|            |   |
|------------|---|
|            | <ul style="list-style-type: none"><li>- EAIE Summit 2015 (Glasgow)</li><li>- EAIE Summit 2016 (Liverpool)</li></ul>   |
| <b>USA</b> | <ul style="list-style-type: none"><li>- Times Higher Education World University Summit 2016 (Berkley)</li><li>- NAFSA Summit 2015 (Boston)</li><li>- NAFSA Summit 2016 (Denver)</li></ul> |

**Countries visited for  
Promotion and Student Recruitment**

**AZERBAIJAN**

**EGYPT**

**GEORGIA**

**GERMANY**

**INDIA**

**JORDAN**

**KAZAKHSTAN**

**KENYA**

**MOROCCO**

**PAKISTAN**

**TANZANIA**

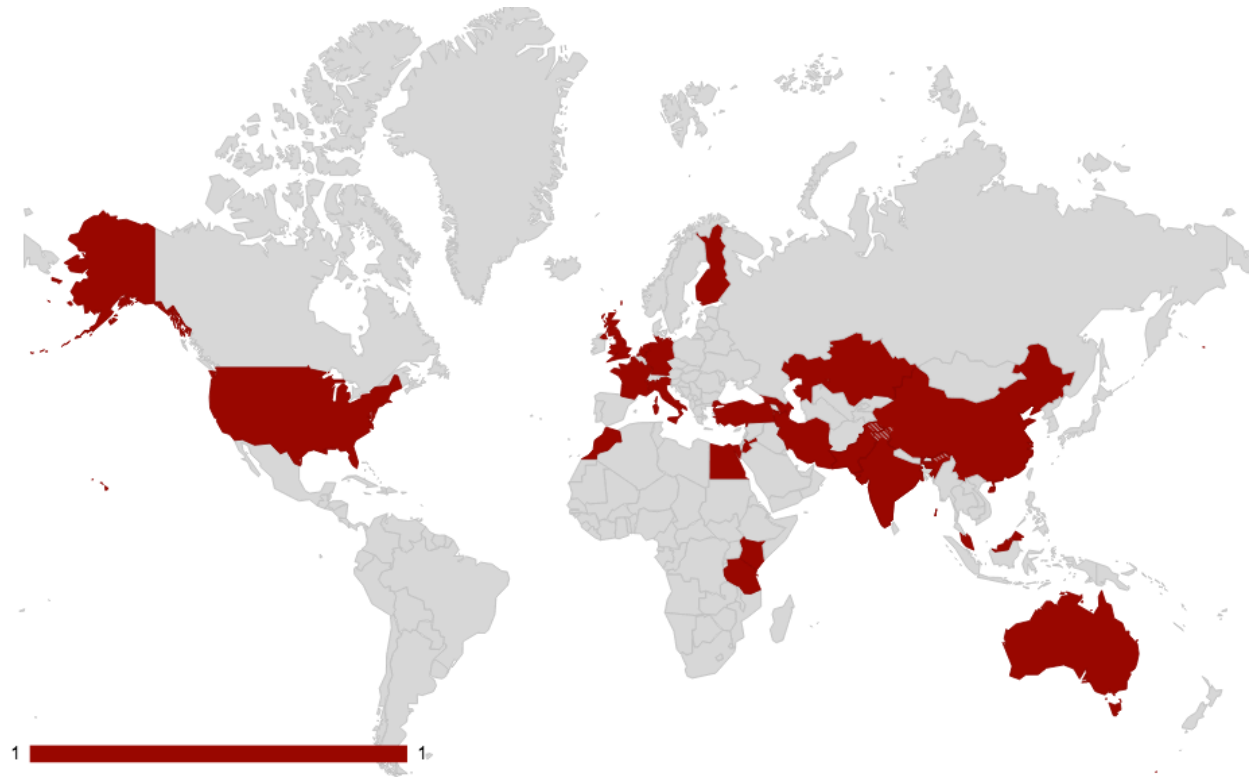


Figure 1 Countries visited by AGU

**B. Distribution of AGU international students by country**

| <b>COUNTRY</b> | <b># of students</b> |
|----------------|----------------------|
| PAKISTAN       | 9                    |
| MOROCCO        | 8                    |
| BURKINA FASO   | 4                    |
| KYRGYZSTAN     | 4                    |
| SYRIA          | 4                    |
| TANZANIA       | 4                    |
| EGYPT          | 3                    |
| KENYA          | 3                    |
| MALI           | 3                    |
| SOMALIA        | 3                    |
| YEMEN          | 3                    |
| AFGHANISTAN    | 2                    |
| CAMEROON       | 2                    |
| IRAQ           | 2                    |
| MALAWI         | 2                    |
| NIGERIA        | 2                    |
| ZAMBIA         | 2                    |
| ALBANIA        | 1                    |
| AZERBAIJAN     | 1                    |
| BANGLADESH     | 1                    |
| DJIBOUTI       | 1                    |
| GEORGIA        | 1                    |
| GRENADA        | 1                    |
| INDIA          | 1                    |
| IRAN           | 1                    |
| IVORY COAST    | 1                    |
| LEBANON        | 1                    |
| MALAWI         | 1                    |
| MOZAMBIQUE     | 1                    |
| NETHERLANDS    | 1                    |
| PALESTINE      | 1                    |
| SENEGAL        | 1                    |
| SRI LANKA      | 1                    |
| TOGO           | 1                    |
| <b>TOTAL</b>   | <b>77</b>            |

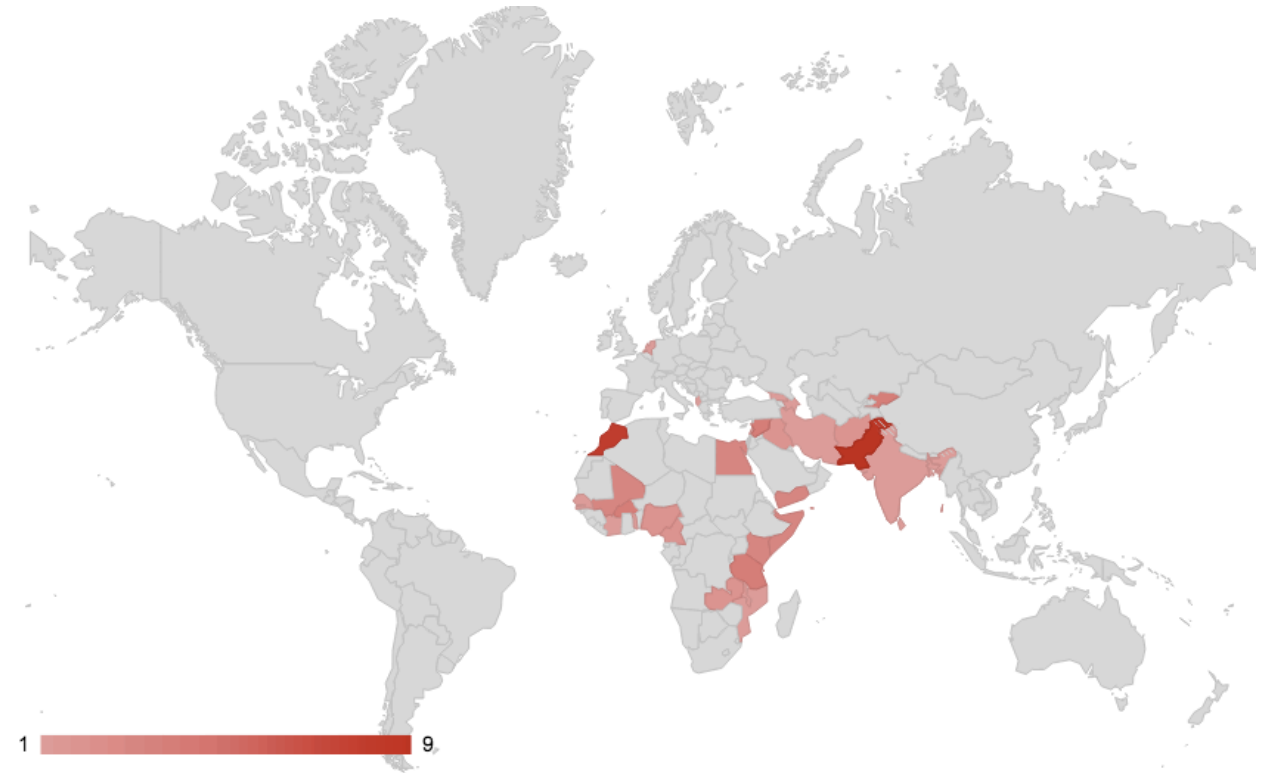


Figure 2 Distribution of AGU International Students

### C. Students performance pre-AGU enrollment

All AGU International students have outstanding academic profiles, receiving admission to AGU due to their exceptional scores at international exams such as SAT, ACT, IB, GCE, GRE, GMAT, TOEFL, etc. as well as their national high school grades.

AGU receives thousands of applications each year from over 100 countries. The acceptance rate at Undergraduate level is 3,8%

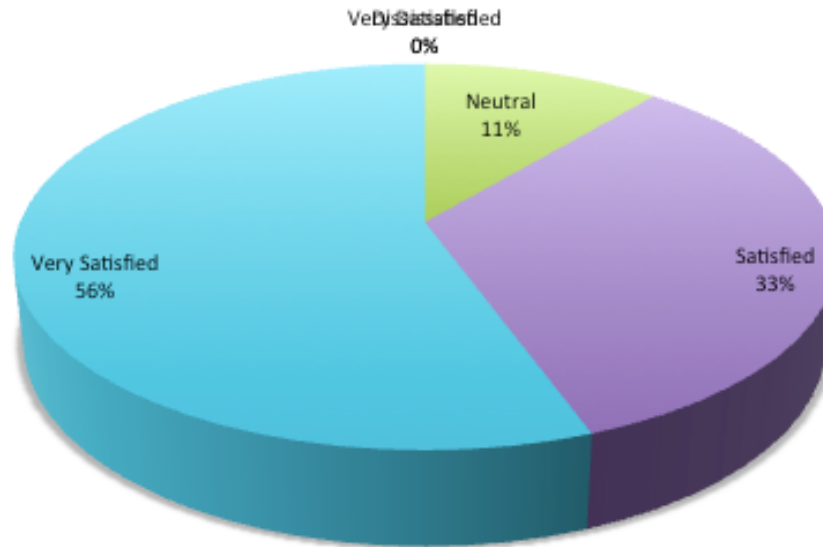
### D. Students performance post-AGU enrollment

All AGU International students managed to obtain the minimum GPA required to access to the next class level. The average CGPA of the first batch of international students is similar to the one of Turkish students (Undergraduate 2,3/4 and graduate 3,1/4). AGU Professors are satisfied with the performance of international students, praising their class assiduity and participation.

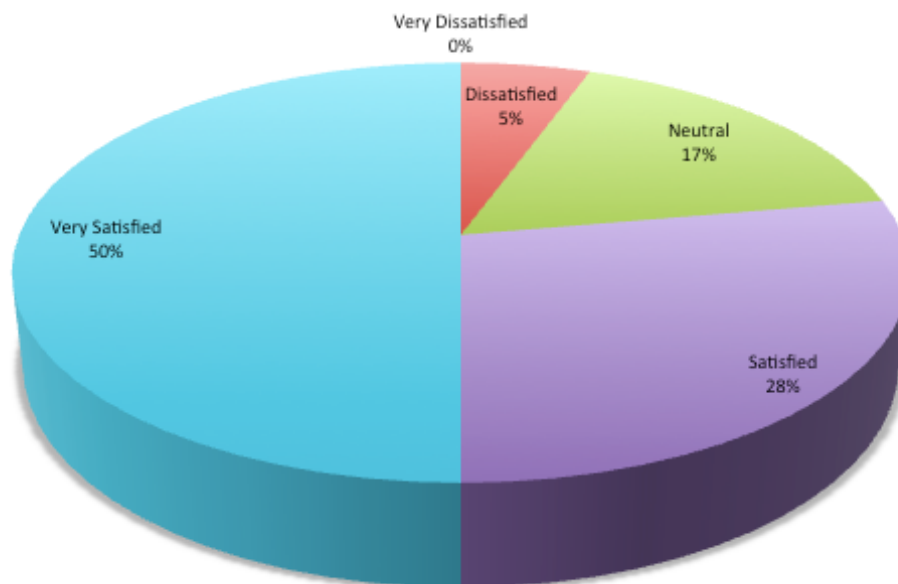
### E. International students satisfaction about AGU academic programs and faculty members

AGU International students are generally satisfied with the academic programs they are attending and about the quality of their professors. The results below are taken from a survey international students took after completion of their first semester at AGU.

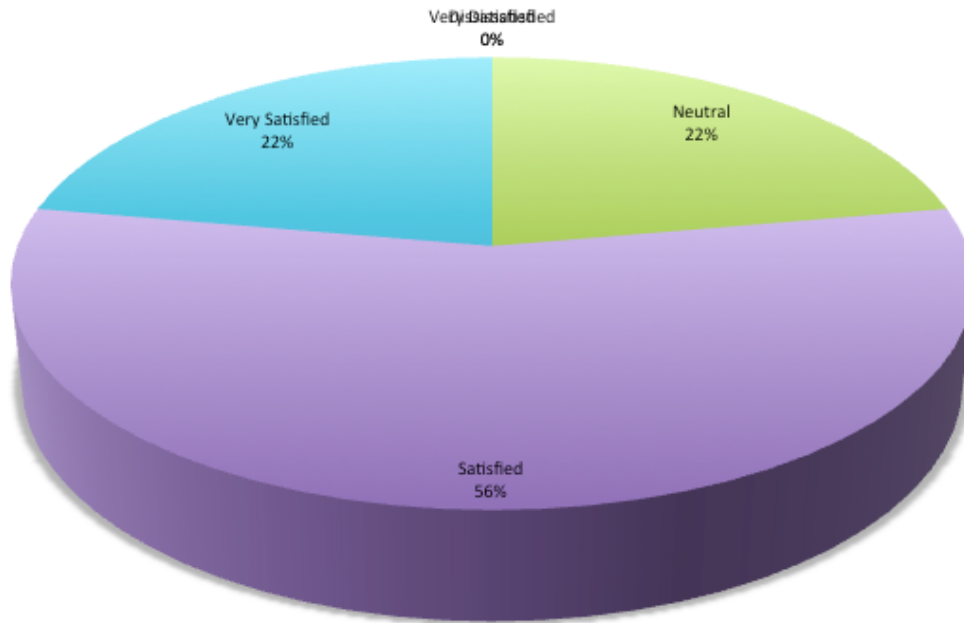
#### 1) a. How would you rate the Education at AGU? [Knowledge of AGU Professors]



#### 1) a. How would you rate the Education at AGU? [Pedagogy of AGU Professors]



**1) a. How would you rate the Education at AGU? [Class content]**



**F. International students satisfaction about their life at AGU, in Kayseri and Turkey**

The informal feedback obtained from students about their life at AGU, in Kayseri and Turkey is in majority positive. They enjoy the comfort, calm and structure of the campus and city. They all appreciate living in Turkey. Some complaints arise sometimes about the lack of social activities and opportunities available in Kayseri as well as the cold weather endured in winter.

A satisfaction survey about international students life at AGU, in Kayseri and Turkey will be conducted in 2017, once enough students would have spent enough time in these environments.

## II. 2016 Internationalization Objectives Status and Major Accomplishments

### A. International Students

| Target 2016   | Status           | Comment  |
|---|------------------|--|
| Enroll 60 international students (50 UG+10 Grad)                                  | <b>Surpassed</b> | We have 77 international students (70 UG and 7 Grad). Managed to fill 100% of available quota in a difficult geopolitical year   |
| Reach an International student ratio of 8%  | <b>Surpassed</b> | AGU reached 9%   |
| Improve AGU Brand image/visibility and increase the number of applications by 15% | <b>Surpassed</b> | AGU increased the number of international applicants by 30%. The academic level of applicants increased significantly with more international certificates and better scores |
| Establish student satisfaction surveys for all AGU students                       | <b>Delayed</b>   | To be done in 2017   |

### B. International Staff

| Target 2016                                     | Status          | Comment            |
|---|-----------------|--------------------|
| Reach 15% of international staff ratio          | <b>Achieved</b> | To be continued    |
| Establish satisfaction survey for all AGU staff | <b>Delayed</b>  | To be done in 2017 |

### C. International Partnerships

| Target 2016   | Status                | Comment  |
|---|-----------------------|--|
| Create 10 international agreements  | <b>Surpassed</b>      | AGU created 50 international agreements (including 23 Erasmus) |
| Target 2017: Create A double-degree with a renowned international partner | <b>To be Achieved</b> | With the Maastricht School of management                       |
| Send 2 AGU students for a semester in a partner University                | <b>Surpassed</b>      | AGU sent 10 students in 2016                                   |
| Send 1 and receive 1 staff member for exchange                            | <b>Surpassed</b>      | AGU sent 3 staff members and received 1 in 2016                |



### D. International Curricula

| Target 2016  | Status          | Comment   |
|--|-----------------|---|
| All Programs Learning Outcomes should be written according to the EU Bologna Process | <b>Achieved</b> | To be continued   |
| Embedding an international dimension in AGU's curricula                              | <b>Achieved</b> | Via International Case studies, visits and classes such as "AGU Ways".<br>To be continued |

## III. Specific Goals and Action Plan for 2017

### A. International Visibility and Perception

| Target 2017   | Action plan                      |
|---|----------------------------------|
| Organize a Brand Recognition/Public Perception Survey | Contact a company to organize it |

### B. AGU Students

| Target 2017  | Action plan   |
|--|---|
| Enroll 35 more international students from diversified countries | <ul style="list-style-type: none"> <li>- Attend fairs in new markets and strengthen AGU's position in existing ones.</li> <li>- Increase AGU's online visibility. Multiply the platforms and display AGU's info and profile.</li> <li>- Fulfill expectations from current students to benefit from their positive feedback and referrals.</li> <li>- Create partnerships with foreign institutions to increase AGU visibility among students as a destination for exchange or full degree programs</li> </ul> |
| Reach an International student ratio of 9%                       | -   |

## Ek 10: 2016 Sonu Uluslararasılaşma Raporu

|   |   |
|---|---|
| Improve AGU Brand image/visibility and increase the number of applications by 10% | -   |
| Start considering the creation of a Summer Program.                               | - Select a Department, benchmark other universities and develop a program |
| Establish student satisfaction surveys for all AGU students                       | -   |

### C. AGU Staff

| Target 2017                                     | Comment   |
|---|---|
| Reach 17% of international staff ratio          | <ul style="list-style-type: none"> <li>- Recruit talented international staff members</li> <li>- Attend recruitment fairs. Enable more campus visits</li> </ul> |
| Establish satisfaction survey for all AGU staff | -   |

### D. International Partnerships

| Target 2017   | Comment  |
|---|--|
| Create a minimum of 10 new international agreements                                     | - Keep on attending international summits and visiting top international institutions to enlarge the network and collaboration opportunities |
| Finalize the creation of a double Master's degree with a renowned international partner | - Increase the collaboration with the Maastricht School of Management  |
| Create an Undergraduate Joint-degree with a renowned international partner (3+1 or 4+1) | - Explore this opportunity with current partner  |
| Send 8 AGU students for a semester in a partner University and receive 2                | - Promote international programs among AGU students and increase AGU visibility among partners to attract exchange students                  |
| Send 4 and receive 3 staff member for exchange  | - Promote international programs among AGU staff and increase AGU visibility among partners to attract staff to AGU                          |

## E. International Accreditations

| Target 2017   | Comment   |
|---|---|
| Start preparing AGU's application for the ABET and AACSB accreditations | – Appoint a responsible faculty member. Search for application criteria, prepare for application, |

## IV. Strategy to recruit international students from Europe and Asia

### A. Strategy to diversify the diversity of the AGU student body

#### Current distribution:

- 52% of AGU international students come from **Africa**
- 44,5% of AGU international students come from **Asia**
- 2,5% of AGU international students come from **Europe**
- 1% of AGU international students come from **America**

AGU counts **50** different nationalities on campus. **34** if we only count students.

This distribution corresponds to the actual market structure and evolution. Turkey is considered as a study destination by some students coming from Africa and Asia, unless they are foreign nationals with Turkish origins.

AGU's objective is to further increase its international students ratio as well as diversity in terms of nationalities present on campus.

The strategy to meet this objective will be to:

1. **Continue attending effective fairs and student recruitment events in target countries** (countries where AGU is becoming strong as well as untapped markets where AGU is still yet to be discovered). Some near European countries can be considered such as Albania, Macedonia, Ukraine, Greece, Romania and Bulgaria.
2. **Partner with efficient and representative having large networks** in countries that are not naturally drawn to Turkey as a study destination and where AGU cannot enter on its own. AGU will start working with an experienced Representative covering the major part of the Asia continent in 2017. This will help gain visibility in many untapped markets and collect more diverse applications.

3. **Keep on partnering with renowned European and Asian Institutions.** It will help AGU gain visibility in the country of the partner and be associated with the partner's success and good reputation. Exchange students might then come to AGU for exchange programs and, if satisfied with their experience, decide to enroll in one of AGU's Undergraduate or Graduate programs. AGU professors and students will also spend time in the partners' facilities, representing and promoting AGU among the local population.
4. **Increase AGU's online presence.** More than 50% of AGU international applicants discover AGU online. AGU should increase its presence through accurate investments and inbound marketing and Search Engine Optimization (SEO).
5. **Fulfill the needs and meet the expectations of our current international students.** As AGU is a too young institution to obtain accreditations and be listed in world rankings, the satisfaction of our current students is the single most effective record and guarantee prospect students have at their disposal.
6. **Maintain and further improve our application/enrollment system** that enables AGU to attract and convince top quality students to finally enroll into AGU instead of other Top Turkish or international students. The system should allow more flexibility, speed and responsiveness in order to meet the prospect students' expectations.