

From: Wilcox, Ralph

Sent: Monday, January 18, 2010

Subject: INTO-USF Partnership Unveiled January 19 at 8:30 a.m.



Announcing the unveiling of INTO-USF tomorrow, January 19, 2010, in the Oval Theater of the Marshall Student Center, beginning at 8:30-9:30 am.

Dear Colleagues,

As you know, I am a firm believer that it has been our disciplined focus on institutional priorities which, perhaps more than anything else, has allowed us to manage the challenges wrought of the current economic recession. While such difficulties will doubtless remain with us for a while, and I'll be writing more about that shortly, the University of South Florida has, in so many ways, been able to buck statewide and national trends while realizing remarkable gains. From the core importance of *student success*; to *research and innovation*; *integrated, interdisciplinary inquiry*; *community engagement*; along with *global literacy and impact*, our faculty colleagues have been working hard to find creative solutions to advance USF in these challenging times.

I want to take this opportunity to share just one of these innovative responses with you. In the coming days you will hear more about an exciting new partnership for USF, one that promises to transform our university's position on the world stage. Eager to enhance learning and further expand diversity through recruiting more international students to USF, it was early recognized that we had neither the time nor resources necessary to systematically build the global network necessary to compete successfully with long-established institutional destinations for international students. Accordingly we sought a partner who was unconditionally committed to the highest standards of education, who would bring a record of demonstrable success and experience, along with the marketing expertise and an established network of professional student recruiters and counselors around the world. After an extended period of due diligence that included USF faculty, students and staff, I am pleased to announce that we have entered into collaboration with INTO University Partnerships (IUP), a world leader in global education. With offices in Africa, Asia, Europe, North and South America, IUP has established eight successful university-based international centers in the United Kingdom, as well as at Oregon State University. While IUP will assist us with marketing and recruitment, along with managing the INTO-USF Center, the university will maintain full authority and autonomy over the design and delivery of all academic programs. We are confident that, together, we will bring about a breakthrough strategy that will rapidly transform USF into a preferred destination for high ability students from around the World.

With just 1,809 international students enrolled at USF in the 2008/2009 academic year (representing barely 4% of our overall student population), we have perennially lagged the University of Florida (4,731 or 9%), Florida International University (2,954 or 8%), and the University of Central Florida (2,446 or 5%), as well as all but one of our eight national peer institutions. International student enrollment at the nation's top public research universities is even higher. At the University of Illinois, Urbana Champaign (where international student enrollment was 6,570 in 2007/2008, representing 16% of the total student enrollment), Purdue (6,136/15%), Michigan (5,790/14%), the University of Texas, Austin (5,703/11%), and the University of California, Berkeley (3,506/10%), there is a clear recognition of the essential need for attracting global intellectual talent. It should be added that, through this partnership, our target population will be full fee-paying international students (where currently an undergraduate international student pays \$15,312 in tuition and fees, compared to \$4,503

for a full-time resident student). Moreover, it is important to point out that no state resources will be used to support this program and it will not limit access for Florida resident students. Like you, I want to ensure that we attract the best and brightest students from around the World, to study at USF – to the great benefit of our wonderful university community, Tampa Bay, and the State of Florida.

In addition to improving the quality and relevance of education at USF, through bringing a broader range of worldviews, perspectives and experiences to the classroom, we anticipate the INTO-USF partnership will help further extend the University's global reach and recognition, through spawning greater opportunities for international research partnerships, study abroad and global engagement activities. In short, we fully expect our partner to help “put USF on the map”, in ways that we could not possibly accomplish on our own.

While we will continue to recruit directly admissible undergraduate and graduate students from around the World, INTO-USF will focus on delivering pathways programs for students seeking admission to undergraduate and graduate programs at USF. Building upon the excellent, worldwide reputation of our English Language Institute, students entering the University through INTO-USF will be provided a comprehensive and rigorous education with a mind to preparing them for academic success.

Over time, we fully expect to see a marked increase in the number of international students graduating from USF, generating increased tuition revenues that will be reinvested to expand access and improve the quality of the educational experience for all students.

We expect our first entering class of INTO-USF students in August 2010. While you will be hearing much more about this exciting new partnership in the coming weeks and months, **I invite you to join us for the official opening in the Oval Theater of the Marshall Center, beginning at 8:30 am tomorrow, January 19, 2010.**

For now, you can learn more about INTO University Partnerships at www.into-global.com

Best regards,

Ralph

Ralph C Wilcox
Executive Vice President and Provost