

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY**

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**INTERNATIONALISATION STRATEGY
OF WEST UKRAINIAN
NATIONAL UNIVERSITY
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INTERNATIONALISATION STRATEGY

OF WEST UKRAINIAN NATIONAL UNIVERSITY

The internationalisation strategy of WUNU (hereinafter: Strategy) is aimed at developing the internationalisation of the university, its openness, and global involvement in the world scientific and educational space through educational and scientific diplomacy, strategic communications, and the active exchange of research and innovation, intellectual resources, and cultural values with other universities and educational institutions at the global level.

The university's global involvement contributes to broadening the worldview of students and scientists, their personal and professional growth, solving global problems, and developing the university's educational and research potential.

Internationalisation is a purposeful process of integrating international, intercultural, and global dimensions into the goals, functions, and processes of higher education services to improve the quality of educational and research activities for students and staff, as well as to make a significant contribution to the development of society. (*De Wit, H.; Hunter, F.; Howard, L.; Egron-Polak, E., 2015*).

The goal of the internationalisation of WUNU

is to comprehensively support the development and prosperity of the university, increase its all-Ukrainian and international rating, and adapt to European and world education standards.

Strategic orientations in the internationalisation of WUNU are:

- Integration in the world and European educational and scientific spaces is achieved by expanding the academic mobility of students and scientists, as well as participation in international projects, programs, and joint scientific research;
- Modern quality standards of education;
- Mobility and scientific research;
- Competitiveness and prospects in the international market of educational services;
- International recognition and high image among higher education institutions.

The principles of internationalisation

are democracy, transparency, legality, humanism, respect for human rights, and a tolerant attitude towards other cultures and peoples.

Operational goals:

- 1. International open research and educational environment**
- 2. "Universities Internationalisation at Home"**
- 3. International partnerships and strategic communication**
- 4. International ratings and the internal system of indicators of internationalisation**
- 5. The international image and brand of the university**

1. **International open research and learning environment**

The drivers for entering the international university space are science and education. The manifestations of academic internationalisation are openness and cross-border science and education in the context of the formation of a single global digital educational space. The main vectors of academic internationalisation and global involvement of the university are:

Internationalisation of science (formation of a global network of researchers, involvement in international research projects, and participation in international scientific events).

Objectives:

- to popularise the scientific and technical achievements of the university;
- to promote joint international research and scientific exchanges and mobility programmes for scientists;
- to increase the activity of WUNU's academic staff and students in international scientific conferences, joint international projects, basic and applied research, and the preparation and publication of joint scientific papers;
- to intensify work on finding opportunities to receive grants, forming interdisciplinary working groups to develop and submit project proposals, and implementing joint projects with foreign partners in scientific activities.

Internationalisation of university education (internationalisation of teaching and learning), which improves the profile of professional qualifications of teachers for globally oriented and culturally sensitive education; students of all study programmes have the opportunity to acquire intercultural competences during their

studies, which in turn contribute to individual development of the personality and allow them to develop their knowledge and abilities in professional life.

Objectives:

- to promote and expand international academic mobility programmes for teachers and students;
- to expand international educational exchange programmes for students and teachers on the basis of bilateral agreements with foreign partner institutions;
- to increase the number of English-language study programmes (taking into account the international market of educational services) and the export of educational services for foreign students;
- to promote the harmonisation of the content of educational programmes with the educational programmes of leading foreign universities.

Training of foreign students (international education and training of foreign students).

Objectives:

- to promote the attraction of foreign students to study at WUNU;
- to expand the geographical priorities of promoting the university's educational opportunities, including in Argentina, Brazil, Morocco, Kuwait, Oman, Jordan, the UAE, Qatar, Saudi Arabia, China, India, Turkey, Nigeria, Malaysia, and Israel.

2. "Universities Internationalisation at Home"

"Universities Internationalisation at Home" is aimed at preparing graduates who can work in conditions of global competition in international teams, live and feel tolerant in multinational and multi-religious communities, and are also ready to work in conditions of professional mobility and migration. The internationalisation of the university at home involves the creation of a socio-cultural environment in the university that promotes the development of international and intercultural understanding and gives an international dimension to all educational, research, and cultural programmes and projects. Considered in three vectors:

In the education field

Objectives:

- to study and implement the experience of creating the best examples of educational programmes, as well as experienced international accreditation;
- to intensify the creation of joint educational programmes and double degree programmes (at least one joint programme with a foreign university in each field of knowledge);
- to promote the formation of international student groups and cross-cultural communication;
- to contribute to increasing the level of foreign language proficiency of graduates and teachers (in the field of professional activity) through the organisation of informal education and training in language centres;
- to activate the implementation of modern educational technologies and interactive methods in the educational process with the help of global information networks and databases.

In the research field

Objectives:

- to increase the output of fundamental research at the university to a level that meets modern world standards;
- to activate targeted support for the participation of the university and individual researchers in international scientific competitions, projects, and programmes;
- to support the publishing activity of researchers in leading foreign journals, as well as to activate the international cooperation of scientists in the publishing field, where the co-author of a scientific work is a foreign scientist (co-authorship can be considered not only as a form of scientific cooperation but also as a kind of "scientific diplomacy" and increases the level of trust in the academic community);
- to activate the creation of international research laboratories and centres and international university research teams;
- to attract talented foreign graduates to scientific work at the university.

In the field of developing the attitude of students, teachers, and employees

Objectives:

- to introduce onboarding programmes for the adaptation of foreign participants in the educational process at the university;
- to tolerate the values of world cultures and increase respect for the traditions and customs of other peoples and denominations;

- to activate the involvement of students in various multinational groups in extracurricular activities of the university (cultural, sports, etc.);
- to develop students' tolerance to work in multinational groups and create conditions of tolerance on student campuses.

3. International processes and strategic communication

The development of international partnerships and strategic communication is an important component of internationalisation and raising the international status of the university.

Objectives:

- expand the range of international cooperation through the opening of foreign branches of the university, franchising of educational programmes, and deployment of joint educational programmes with foreign universities, etc.;
- develop existing ties with foreign partners through the formation of scientific consortia, associations, and networks;
- intensify the cooperation of the university with government agencies, scholarship programmes, and international educational organisations;
- increase the presence of the university in the global information space through the activation of media diplomacy, PR strategy, holding international schools, joint webinars, remote lectures, and online courses to attract the attention of an audience of international students and teachers.

4. International ratings and the internal system of indicators of internationalisation

The results of international ratings serve as a reference point for universities regarding the development of their internationalisation and the achievement of a high international status. Universities that are highly ranked in international rankings

usually attract more international students and teachers. International rankings reflect the reputation and quality of education and science at these universities, which makes them attractive to the global academic community.

Objectives:

- to increase the rating of the university by increasing the weight of the "international activity" index;
- to approve the system of indicators of the state of development of the university's international activities in accordance with European and world indicators (in accordance with the Methodology for determining the rating of institutes, faculties, departments, etc.);
- to introduce a system of forming short-term and medium-term action plans at the level of the university and institutes/faculties (for certain aspects at the level of departments or educational programmes);
- to introduce the practice of creating international advisory and expert bodies on the university's international policy and a council of international stakeholders.

5. The international image and brand

The international image of the university is one of the factors that determines its positioning in the global scientific, educational, and cultural space. The university must present itself to its foreign partners as a higher education institution with a high level of institutional responsibility, international trust, and recognition of the values of world cultures, capable of dynamic development and an effective response to modern challenges.

Objectives:

- to increase the attractiveness and competitiveness of the university for foreign partners and foreign students through the "university-people" dialogue with the impact of the diversity of the national and global audience, as well as to promote interpersonal "person-to-person" contacts, which is especially relevant in the era of widespread use of digital tools and social networks;
- to contribute to the formation of a positive image and brand of the university through the practical use of the results of international cooperation (including weeks of international cooperation, etc.);
- to promote the image and brand of the university through the proper organisation of receptions of foreign delegations (development and approval of itineraries and meaningful content of excursions by the university, development of high-quality branded merchandise and informational materials, subject-wise prepared for a specific meeting);
- to expand the reach of the audience, build new partnerships, and attract representatives of spheres that are beyond the immediate sphere of influence of the university (non-governmental organisations, businesses, analytical centres, the Ukrainian scientific diaspora, leaders of public opinion, and individual citizens);
- to form and promote a positive image of the university in the world educational, scientific, and cultural space through a system of operational and systematic coverage of the results of international activities and the dissemination of image information about the achievements of the university.

