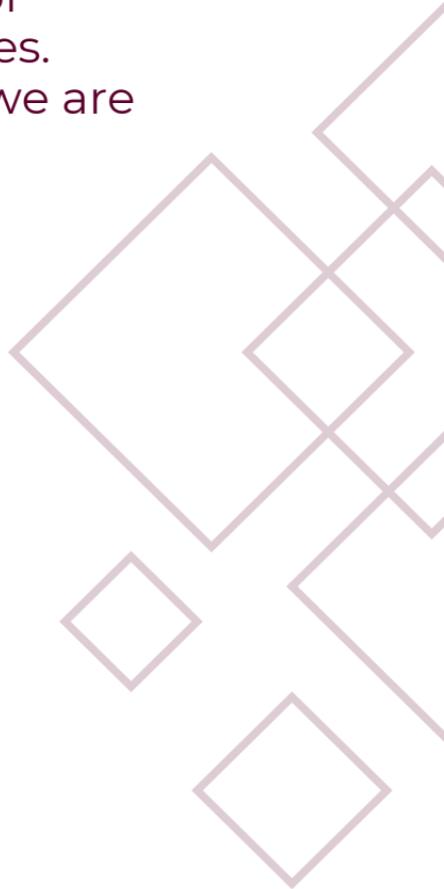


# HIGHER EDUCATION INTERNATIONALIZATION ADVISORY SERVICES





I do recommend other institutions to get into the process [HEIAS], because it gave us new sight, new vision of looking at ourselves. [We] found what we are lacking in a global standard.



International Association of Universities



International Association of Universities



[iau@iau-aiu.net](mailto:iau@iau-aiu.net)



[iau-aiu.net/Internationalization](http://iau-aiu.net/Internationalization)





The latest **IAU** programme for internationalization expands on the foundation laid by the original **IAU ISAS** and **ISAS 2.0** programmes, which were created to support higher education institutions (HEIs) in developing, reviewing, and enhancing their internationalization strategies.

The **HEIAS** programme offers a broad array of distinct services designed for **IAU Member** institutions at various stages of internationalization. The **HEIAS** programme aims to foster greater international collaboration, enhance institutional capacity, and inform global engagement strategies given evolving challenges and opportunities. Each service culminates with the award of an IAU internationalization and global engagement **Learning Badge**.





The **HEIAS** programme offers **three** distinct advisory services, each tailored to the specific stage of internationalization at higher education institutions **HEIs**:

- ◆ Planning and Strategy
- ◆ Assessing Strategy and Monitoring Achievements
- ◆ Achieving Comprehensive Internationalization and Global Engagement

Each advisory service is customized based on the institution's history of internationalization and its current needs at a specific point in time. This customization ensures a targeted approach to supporting institutions in achieving their internationalization goals.

**HEIAS** is available to all IAU Member HEIs on a fee basis. It is also open for groups of HEIs to participate together.

The **HEIAS** programme provides support in the form of scholarships, grants, flexible or deferred payments for HEIs from regions with significant economic constraints.



Scan to learn more about HEIAS fees and payment plans.



## I. Planning and Strategy

This service is specifically designed for higher education institutions (**HEIs**) that are in the early stages of developing their internationalization strategies. It is ideal for institutions that have recently initiated or have yet to undertake a comprehensive, institution-wide review of the role internationalization plays in their growth and development.

This service is structured around three key **modules**:

- ◆ **Module 1:** Mapping Exercise and Self-Assessment Report
- ◆ **Module 2:** Expert Site Visit to the Institution
- ◆ **Module 3:** Development or Revision of the Internationalization Strategy

These modules are sequential, but institutions may choose to complete only the first module, the first two, or all three consecutively.

By participating in this service, institutions benefit from a comprehensive, expert-guided approach to developing their internationalization strategies. This ensures alignment with global standards, effective implementation, and significant opportunities for growth.





## II. Assessing Strategy and Monitoring Achievements

This service is tailored for higher education institutions (**HEIs**) that already have an internationalization strategy in place. The aim is to assist these institutions in assessing their strategy and evaluating the framework used for monitoring achievements and progress toward their internationalization goals.

This service is structured into two sequential **modules**:

- ◆ **Module 1**: Evaluating the Institutional Strategy and Reviewing the Monitoring Framework
- ◆ **Module 2**: Monitoring Achievements through a Self-Assessment and an Expert Site Visit

Institutions may choose to undertake only **Module 1** or proceed with both **Module 1** and **Module 2** consecutively.

Institutions participating in this service benefit from targeted support to assess and enhance existing strategies, providing expert guidance to refine policies, improve implementation frameworks, and strengthen monitoring practices. By participating, institutions can bridge gaps in their current approach, learn from good global practices, and elevate their internationalization efforts to achieve greater impact and effectiveness.

### III. Achieving Comprehensive Internationalization and Global Engagement

Many institutions aspire to achieve comprehensive internationalization and global engagement by dedicating significant resources to integrating internationalization within their institutional strategies and operations. Unlike the other **HEIAS** programmes, this service is composed of only **one module**, which will be comprised of **two stages**:

- ◆ **Stage 1**: Initial review of the institution's suitability to undertake this service.
- ◆ **Stage 2**: Evaluation of the institution's comprehensive internationalization and global engagement.

The **Comprehensive Internationalization and Global Engagement** service evaluates how thoroughly internationalization is embedded across the institution's strategy, policy, culture, programs, curriculum, research, and service implementation. It also assesses the institution's global engagement, ensuring it interacts meaningfully with the global higher education community, sharing knowledge and expertise while also learning from global counterparts.





Upon completion of the **HEIAS** programme, HEIs may be awarded an **HEIAS Learning Badge**. These badges mark the achievement of milestones along the journey of internationalization and global engagement. They validate the time, effort, and resources that HEIs invest in the significant cultural change that internationalization and global engagement require, and recognize the institution's accomplishments in enhancing teaching and learning, research and societal engagement through internationalization and global engagement.

In addition to receiving the Learning Badge, institutions that have completed an advisory service will be invited to join the **HEIAS Alumni Network**. This network is designed to foster peer learning and collaboration, enabling participants to share insights and engage in ongoing partnerships with fellow institutions.



## Recent Participating Institutions

7

The following institutions have participated in previous iterations of the **HEIAS** programme known as ISAS and ISAS2.0.

### **Queen's University, Canada**

*Steering Committee Chair Person: Prof. Sandra den Otter*

### **University of Bologna, Italy**

*Steering Committee Chair Persons: Prof. Alessandra Scagliarini and Prof. Filippo Sartor*

### **RUDN University, Russian Federation**

*Steering Committee Chair Persons: Prof. Vladimir Filippov and Prof. Oleg Barnashov*

### **Toyo University, Japan**

*Steering Committee Chair Persons: Prof. Kazuo Takahashi and Prof. Yumi Enkaku*

### **KIT University, India**

*Steering Committee Chair Person: Prof. Sasmita Samanta*

### **Shigakkan University, Japan**

*Steering Committee Chair Person: Pres. Kuniko Tanioka*

### **Cardiff Metropolitan University, United Kingdom**

*Steering Committee Chair Persons: Prof. Mohamed Loufii and Dr. Rami Ayoubi*

### **Hokkaido University, Japan**

*Steering Committee Chair Persons: Prof. Hiroaki Terao and Ms. Riyuki Takemura*

### **Daffodil International University, Bangladesh**

*Steering Committee Chair Persons: Prof. Lufar Rahman and Dr. Yousuf Islam*

### **American International University Bangladesh, Bangladesh**

*Steering Committee Chair Persons: Prof. Charles C. Villanueva and Ms. Shama Islam*

### **University of Cape Coast, Ghana**

*Steering Committee Chair Persons: Prof. Kofi Awusabo-Asare and Prof. Samuel Annim*

### **University of Ghana, Ghana**

*Steering Committee Chair Person: Prof. Chris Gordon*

### **Ho Chi Minh City University of Transport, Vietnam**

*Steering Committee Chair Persons: Director Nguyen Thuy Hong Van, Ms. Tran Thi Nguyet Minh, and Ms. Tran Thi Thuong*

### **University of Botswana, Botswana**

*Steering Committee Chair Person: Dr. Leapetswe Malete*

### **Meiji University, Japan**

*Steering Committee Chair Persons: Prof. Etsuko Katsu and Prof. Takeshi Suzuki*

### **Moi University, Kenya**

*Steering Committee Chair Persons: Prof. Bob Whishitemi and Mr. James Otieno Jowi*

### **Mykolas Romeris University, Lithuania**

*Steering Committee Chair Persons: Prof. Giedrius Viliūnas and Ms. Gedrutė Račienė*

### **Hokkaido University, Japan**

*Steering Committee Chair Persons: Prof. Takeo Hondoh and Prof. Ken Suzuki*



## HEIAS Internationalization Experts

8

HEIAS will rely on the valuable contributions of the renowned experts from all regions of the world. Some experts who have previously contributed to IAU advisory services include the following:

### **Kent Anderson**

*Professor, Deputy Vice-Chancellor,  
The University of Western Australia, Australia*

### **Stephanie Burton**

*Former Vice Principal for Research and Post-Graduate Education,  
University of Pretoria, South Africa*

### **Harvey Charles**

*Vice Provost, International Affairs,  
University of Minnesota, USA*

### **Andrew Deeks**

*IAU President, President & Vice-Chancellor  
of Murdoch University, Australia*

### **Eva Egron-Polak**

*Senior Fellow and Former Secretary General,  
IAU, Canada*

### **Tim Gore**

*Chief Executive Officer,  
University of London Institute in Paris, United Kingdom*

### **Elena Gulicheva**

*Vice-Head of Department of International Relations,  
Moscow Power Engineering Institute, Russian Federation*

### **Elspeeth Jones**

*Emerita Professor of the Internationalization of Higher Education,  
Leeds Beckett University, United Kingdom*

### **Markus Laitinen**

*Head of Development, International Affairs,  
University of Helsinki, Finland*

### **Betty Leask**

*Professor Emerita, School of Education,  
La Trobe University, Australia*

### **Hans-Georg van Liempd**

*Secretary of the University,  
Tilburg University, Netherlands*

### **Leapetswe Malete**

*Associate Professor & Global Initiatives Coordinator,  
Michigan State University, USA*



## HEIAS Internationalization Experts

---

HEIAS will rely on the valuable contributions of the renowned experts from all regions of the world. Some experts who have previously contributed to IAU advisory services include the following:

### **Giorgio Marinoni**

*Manager for Higher Education Internationalization,  
IAU, France*

### **Hiroshi Ota**

*Professor, Center for General Education,  
Hitotsubashi University, Japan*

### **Pierre Quertenmont**

*Project Adviser,  
European Commission - Research Executive Agency, Belgium*

### **Alessandra Scagliarini**

*Former Vice Rector for International Relations,  
University of Bologna, Italy*

### **Hans de Wit**

*Former Director, CIHE, Boston College & IAU Senior Fellow,  
Netherlands*

### **Akiyoshi Yonezawa**

*Professor & Vice Director, International Strategy Office,  
Tohoku University, Japan*



# INTERNATIONAL ASSOCIATION OF UNIVERSITIES

---

The International Association of Universities (**IAU**), created under the auspices of UNESCO in 1950, is a membership-based organization serving the global higher education community through advocacy, expertise, and exchange.

IAU brings together Members from over **130 countries** for reflection and collaborative action on common priorities. It is an independent, non-governmental organization in an official partnership with UNESCO (Associate status), UN ECOSOC (Consultative status), and the Council of Europe (Participatory status).

The IAU provides a forum for building a worldwide higher education community, promotes collaboration and the exchange of information, experience and ideas.

-  International Association of Universities
-  International Association of Universities
-  [iau@iau-aiu.net](mailto:iau@iau-aiu.net)
-  [iau-aiu.net/Internationalization](http://iau-aiu.net/Internationalization)
-  UNESCO House, 1 rue Miollis, Paris, France

