



המכללה האקדמית בית ברל
الكلية الأكاديمية بيت بيرل
Beit Berl College

International Academic Relations

Beit Berl College
Strategic Plan for Internationalization
2015 - 2020

Beit Berl's Mission

1. To establish the college as a leading academic institution in the fields of education, social sciences, art, and culture by providing a high-quality education to prepare professionals for careers in education, society, art and culture.
2. To cultivate a unique multicultural environment catering to a broad and varied population of students and providing them with tools for success.
3. **To nurture an international, outward-looking attitude among the College's staff and students, ensuring academic and professional awareness to the latest developments in their fields worldwide.**
4. To contribute extensively to the professional development of teachers, educators and public service employees both within the College and abroad.
5. To contribute to public discourse about education, society, and culture through research, social projects and initiatives, and art.

Strengths of Beit Berl College

1. A large academic centre with about 10,000 students, 6,000 of whom pursuing academic degrees.
2. A multi-cultural setting, in which Jews and Arabs learn, teach, research and work together, interacting in all facets of the College's life in a climate of equality and respect.
3. Expertise and excellence of academic faculty in all fields of education and teacher training, social policy and government.
4. Nationally and internationally renowned artists teach at the Faculty of Arts and often exhibit their work at internationally reputable exhibitions.
5. An active IRO (instituted in the College since 1990), promoting and maintaining several strategic alliances with institutions abroad.
6. Strong connections and prolific involvement in social activism in surrounding communities.



Goals of Internationalization

1. To foster the acquisition of international collaboration skills, good practices in research and academic connections through joint participation in international research projects and other endeavors.
2. To advance the principles of multiculturalism in order to bridge gaps within Israeli society and to acquire multicultural competencies.
3. To broaden academic horizons through faculty and student exchange.
4. To issue joint degrees with reputable academic institutions.
5. To develop employment opportunities for our graduates.
6. To gain access to increased resources – human, financial, academic and professional.
7. To provide opportunities for increased mobility for faculty.

Means and Tools for Internationalization

Internationalization will be implemented by

1. Encouraging faculty to collaborate in research and teaching with institutions abroad through faculty exchange.
2. Promoting student exchange.
3. Strengthening links with institutions representing foreign cultures (British Council, Institut Français, Goethe Institute, DAAD, Casa Italiana, etc.).
4. Creating a dialogue with foreign embassies in Israel, with the purpose of initiating and promoting international academic partnerships.
5. Carrying out international/intercultural campus events and conferences.
6. Developing a multilingual website for the College.
7. Promoting teaching in English in major academic programs (e.g., in graduate studies).
8. Expanding distance/e-learning (also in English).
9. Implementation of the Bologna process: development of 12 new courses in English for international students, especially in the fields of Israeli society, history and culture, multiculturalism and education. These courses will be accredited according to the Bologna procedures (e.g., ECTS credit points).



Main Internal Stakeholders/partners for Internationalization

1. President, Vice President for Academic Affairs , CEO, Board of Trustees, Board of Directors.
2. International Relations Office
3. Steering Committee for International Relations
4. Research Authority
5. Heads of international projects
6. Deans of faculties
7. Dean of Students
8. Student Union
9. Academic Secretary
10. Dept. of Marketing and Public Relations
11. Resource Developments and External Relations (Fundraising)

Main External Stakeholders/partners for Internationalization

1. Mayors and city councils in surrounding towns and communities.
2. College alumni.
3. College friends associations.
4. Professional associations and organizations in education, art, government and community service.
5. Philanthropic associations and the community sector (“third sector”) organizations.

Communications Strategy

Enhancing visibility by:

1. Expanding the College’s English and Arabic website and social networks.
2. Issuing an English and Arabic version of the College’s newsletter.
3. Organizing seminars and academic conferences with international audiences.
4. Encouraging and supporting research faculty in participation and presentation of their work in diverse local and international platforms.
5. Building on the community of alumni and Friends of Beit Berl College in Israel and abroad, to promote and expand the College’s academic interests in relevant environments.



6. Ensuring an open channel of communication between the College's Research Authority and the International Relations Office.

Success Indicators

Quantitative indicators

Increase /reaching pre-determined targets in the number of

- 1) Faculty and student exchanges

By end of Academic Year	Academic Staff		Students		Admin. Staff		Total Annual Incoming & Outgoing
	Incoming	Outgoing	Incoming	Outgoing	Incoming	Outgoing	
2015/16	10	10	12	12	2	2	48
2016/17	15	15	15	15	2	2	64
2017/18	20	20	20	20	5	5	90
2018/19	25	30	25	25	10	10	135
2019/20	35	35	50	50	10	10	190

- 2) International conferences and seminars - 2-3 international conferences and seminars per year by 2020.
- 3) Publications in foreign languages - a 10% increase in the number of publications by 2020.
- 4) Joint publications with international colleagues – a 10% increase by 2020..
- 5) Participation in international collaborative R&D projects - 5 Erasmus+ projects, one of them coordinated by BBC; 2 Horizon 2020 projects).
- 6) Cooperation agreements with other institutions – 10 additional Erasmus+ agreements each year till 2020, and 5 MOU's with strategic partners signed by 2020.
- 7) Courses taught in English - 12 additional international courses in English by 2016 ; , 10-15 additional international courses in English by 2018, altogether 50 courses by 2020).

Qualitative indicators

1. Increased awareness among all actors (faculty, administrative staff and students) of the importance and centrality of internationalization for the College.
2. Improvement of academic and social relations within the college's diverse population – enhancement of multiculturalism._



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3. Changes in attitudes and practices that support internationalization.
 4. Carrying out qualitative evaluation in order to measure indicators outlined in points 1-3 above.
- **Updated** March 1, 2017