

# It Never Gets Any Easier

Webster University:  
30 Years Delivering  
Higher Education Around  
the Globe



# Agenda

- ◆ Webster University Mission
- ◆ Webster University International Network
- ◆ Strategic Lessons Learned



**Webster**  
UNIVERSITY

2020



# The 2020 Vision

2020 *mission*

Webster University, a worldwide institution, ensures high quality learning experiences that transform students for global citizenship and individual excellence.



Treasury Institute  
for Higher Education

[www.treasuryinstitute.org](http://www.treasuryinstitute.org)



**Webster**  
UNIVERSITY

2020



## The 2020 Vision

20|20 *vision*

Our vision is to be a premier U.S. based international university setting a distinct standard for global education.



Treasury Institute  
for Higher Education

[www.treasuryinstitute.org](http://www.treasuryinstitute.org)



**Webster**  
UNIVERSITY

2020



## The 2020 Vision

**Goal #1 Set the Standard for Global Education**

A U.S. based university setting a standard for global education by fostering dialogue, respect and understanding across boundaries and between peoples.



Treasury Institute  
for Higher Education

[www.treasuryinstitute.org](http://www.treasuryinstitute.org)

# International Distinctions:

- ◆ International campuses spotlighted as part of the Paul Simon Award for Internationalization 2008
- ◆ American Council on Education Publication *On the Ground Overseas: U.S. Degree Programs And Branch Campuses Abroad*
- ◆ Study abroad program recognized by the *U.S. News and World Report America's Best Colleges 2007* as a “top 100” University in the U.S.

# Geneva By the Numbers

	1978	2008
Students	38 GR 16 UG	203 GR 437UG
Course Enrollments	340	4,314
Graduating class	2	139
Faculty	5	103

# INTERNATIONAL CAMPUS HISTORY

- ◆ Geneva 1978
- ◆ Vienna 1981
- ◆ Leiden 1983
- ◆ London 1986
- ◆ China 1996
- ◆ Thailand 1999



# Geneva



- ◆ Celebrating 30 years
- ◆ Only U.S. University operating undergraduate and graduate programs in Switzerland
- ◆ Only residential University campus in the Geneva area
- ◆ Enrolls students from over 123 countries around the world



# Geneva – Strategic Lessons

- ◆ Establishing housing & student life
- ◆ Owning property
- ◆ Start-up costs
- ◆ Taxation issues

# Vienna

- ◆ Only university in Austria granting US and Austrian accredited degrees
- ◆ Oldest provider of the MBA in Austria
- ◆ Only U.S. University in Central Europe to offer MBA programs in Austria, Slovakia and Hungary



# Vienna - Strategic Lessons

- ◆ Establishing extended partnership programs with Vienna as hub
- ◆ Local accreditation issues
- ◆ Location, location.....

# Leiden

- ◆ Only U.S. University with Dutch Accreditation
- ◆ Only U.S. University operating undergraduate and graduate programs in The Netherlands
- ◆ Operating in both Leiden and Amsterdam



# Leiden – Strategic Lessons

- ◆ Highly competitive higher education environment
- ◆ Operating campus in the oldest college town in the Netherlands
- ◆ Dutch schools offering programs in English

# London



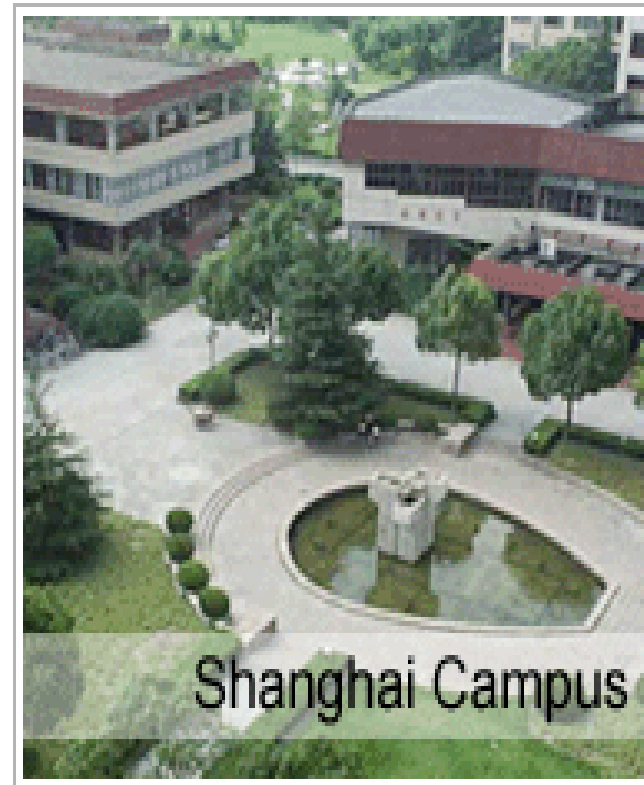
- ◆ First and longest running American MBA program in the London
- ◆ Largest provider of American masters' degrees in the UK
- ◆ Accredited by the British Accreditation Council

# London – Strategic Lessons

- ◆ Change the model from whole owned subsidiary to partnership
- ◆ Building successful partnership agreements

# China

- ◆ **One of the first Joint MBA Programs in all of China**
- ◆ **First approved Joint MBA in China's West region (Chengdu)**
- ◆ **MBA in Shanghai, Shenzhen and Chengdu**



# China – Strategic Lessons

- ◆ East meets West cultural
- ◆ Adjust model to suite local laws and regulations
- ◆ Campus leadership

# Thailand



- ◆ Only U.S. University in Thai accreditation
- ◆ Only U.S. University operating full undergraduate and graduate programs in Thailand
- ◆ Second most popular study abroad destination



# Thailand – Strategic Lessons

- ◆ Location
  - Tropical/Rural O&M
- ◆ Developing nation issues
- ◆ Management agreement w/o controlling interest



**Webster**  
UNIVERSITY

2020



## The 2020 Vision

2020 *mission*

Webster University, a worldwide institution, ensures high quality learning experiences that transform students for global citizenship and individual excellence.

2007 Strategic Planning Group with input from international network authored the new mission statement.



Treasury Institute  
for Higher Education

[www.treasuryinstitute.org](http://www.treasuryinstitute.org)

# Strategic Plan

- ◆ Guides the growth of the international campus network
  - Global programs moving from campus to campus
  - Changing locations
  - New sites

