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Benchmarking Internationalization at HEIs



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Why is benchmarking important?

How to define the term “benchmarking” within HEIs?

- A process of **self-evaluation** and **self-improvement** through the systematic and collaborative comparison of practice and performance with similar organisations in order to identify strengths and weaknesses, and to learn how to adapt and improve organisational processes (Benchmarking in European Higher Education)



Why is benchmarking important?



- **Benchmarking** approaches in higher education vary by their aims, objectives, structure of the groups, their methods, and the kind of data used
- **Benchmarking in higher education** is still a relatively young child with little experience and with less publicity
- However, benchmarking is gaining importance and becoming a **commonly known and frequently used tool** in higher education management (Benchmarking in European Higher Education)



Why is benchmarking important?

An increasingly competitive higher education environment requires reforms both at system and institutional level, and improving university performance has become of paramount importance to demonstrate accountability for the use of public funding, quality of education and research, and contribution to economic growth (Benchmarking in European Higher Education)



Why is benchmarking important?

“Effective decision-making is evidence-based. Benchmarking enables the structured sharing of ideas and good practices on institutional strengths and weaknesses. Information on institutional current performance and the quality of the internationalisation process is turned into new opportunities for strategic institutional developments.” (By EAIE, European Association for International Education)



Why is benchmarking important?

“Benchmarking helps reach out in a more efficient way to a variety of internal and external stakeholders, making better decisions for institutional developments.

It helps raise:

Awareness

Visibility

Institutional profile

Reputation and

gaining a strong competitive advantage.” (By EAIE)



Why is benchmarking important?

Benchmarking helps “to make more informed strategic decisions and improve your institutional performance in the field of international higher education.”

”It needs to be a rigorous ongoing process to improve performance.” (By EAIE)



Why is benchmarking important?

“Benchmarking helps to:

- * Self-assess your institution**
- * Understand the processes of strategy formulation and implementation**
- * Gain information and data about your own and other institutions to support decision-making**
- * Identify areas for improvement and set targets for institutional developments” (By EAIE)**



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What can be benchmarked within internationalization?

- **The number of international students and teachers registered**
- **Volume of mobility among students, teachers and staff**
- **International staff and human resource management**
- **Citations of publications with international co-authors**
- **The opportunities available for personal development for students (home or international), teachers and staff in a culturally diverse university community**



What can be benchmarked within internationalization?

- **Quality of international support services**
- **Internationalization of the curriculum**
- **Multicultural study units**
- **Joint study programs, dual degrees etc.**
- **International research programs**
- **Financial management and funding opportunities**
- **International projects**

