UNIVERSITÄT BAYREUTH

Internationalization Strategy 2030

Summary

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1. Introduction

The University of Bayreuth pursues internationalization as a strategic goal of future-oriented research and higher education as well as global cooperation in all areas of university life. As an overarching topic, internationalization affects and permeates research, teaching, third mission, and governance. The University of Bayreuth is locally and regionally anchored and yet at the same time is sharpening its global profile by operating worldwide in a targeted manner in both research and teaching. With a sustainable network of strategically monitored international cooperation partnerships, global hubs with offices abroad, research bases in Oceania, Asia, Africa, and Europe, a high proportion of international students in the bachelor's and master's programmes, international academic staff members, and doctoral students from abroad, the systematic internationalization of the University of Bayreuth can be considered to be at an advanced stage in the national and worldwide benchmarking of comparable higher education institutions. The University of Bayreuth is an active member of *Magna Charta Universitatum (MCU)*, the *European University Association (EUA)*, *Scholars at Risk (SAR)*, *EURAXESS*, and *SGroup – Universities in Europe*. The Internationalization Strategy is based on the premise that the holistically and sustainably optimized international character of the University of Bayreuth fundamentally takes into account the interests of all university members and their local contexts cooperation partners and benefits all interest groups in its effects. The Internationalization Strategy addresses all steering, management, and representative bodies of the University of Bayreuth and any interested university members and friends. The projection of this strategy is the year 2030. The Internationalization Strategy belongs to the corpus of the University of Bayreuth's central strategy papers. The Strategy pursues the goal of optimizing the internationalization of the University of Bayreuth, which may already be considered to be at an advanced stage in many ways, and describes the sub-goals and measures necessary to achieve this in the key areas of „Tolerant Campus", „Communication", „Global Networks", and „Profile Data Relating to Internationalization".



2. Tolerant Campus

Tolerance is a core element of the University of Bayreuth's global profile and its self-image. The objectives and measures derived from this enjoy a high priority among the members of the University Governing Board and all members of the University. For this reason, it is important to involve all stakeholders on campus in the design and implementation. An approach that is both holistic and ethical ensures a contemporary and globally competitive vision of the social responsibility of universities in the spirit of International Higher Education for Society (IHES). As a result, it is necessary to establish holistic, professional services (full cycle) that meets internationally comparable standards of similar institutions and centres of learning. Our strategic goal is to be a place characterized by tolerance and empathy. A key concern, in addition to providing strategic support for the academic sector and students in terms of collaboration and mobility, is to promote the internationalization of a diverse, interculturally and linguistically competent administration, as well as to strengthen academic support units which contribute significantly to the international character of the University of Bayreuth through their global perspective and professional services. This explicitly includes the city, authorities, initiatives, and companies as relevant stakeholders. This understanding includes the continuous attempt to establish a necessary consensus on locally closely networked as well as interacting methodological and infrastructural foundations. This desired consensus encompasses the areas of inclusion, accessibility, multilingualism, and intercultural sensitivity. Closely networked, professional service structures, processes, and offerings are being established for implementation. In the context of digital transformation, a hybrid and flexible work culture and way of working is called for. Regularly evaluated and optimized service infrastructure and long-term prospects for outstanding international scholars and students on campus should help to further develop the framework conditions and ensure their sustainability.



3. Communication

Because internationalization is a dynamic process, flexible and consistently target-oriented communication measures and structures will be designed, implemented, or further developed and, if necessary, expanded. This continuous development is supported by the University Governing Board and announced campus-wide. This has yielded the following goals, which will be pursued consistently: In international contexts, the University of Bayreuth now acts in a more future-oriented manner than it ever has to date. International (research) collaborations as well as best practice examples are made visible in an attractive and meaningful way. The possibilities of expert referral and networking are being expanded continuously, facilitating quick searches for the right contact persons. Topics defined as strategically central are communicated with the greatest possible reach in an international context. Research news is disseminated quickly with a view to usability and the target groups. Communications such as job vacancies, contact information, and deadline announcements are made available to all target groups at an early stage, in an appropriate manner, and with low barriers. A central platform that covers the entire range of requirements serves as the basis. As a matter of principle, clear communication channels or opportunities for direct approaches are ensured, and communication in at least German and English is guaranteed in a seamless and sustainable way.



4. Global Networks

The University of Bayreuth actively and successfully participates in regional, national, and global networks. The international visibility that this network participation yields is essential for strengthening the global profile of the University of Bayreuth. This in turn leads to a gain in reputation and an increase in the attractiveness of Bayreuth as well as to a sustainably networked perception and positioning of the University of Bayreuth in global rankings and in national and international competition. The University of Bayreuth's subject- and/or project-related participation in global networks enables access to institutional as well as multinational funding programmes and offers opportunities for focused cooperation with a clear intention to jointly obtain multilateral third-party funding for research, teaching, and management. The evaluation routine of networks follows the procedure established in the past as a quality assurance measure for partnerships. Networks at the University of Bayreuth are cultivated in a structured manner through active participation in network activities that focus on productive cooperation, joint partnership output, and the sustainability of the network structure. Networks that are centrally supported by the University of Bayreuth (e.g. by way of membership fees) are regularly evaluated by the International Office on the basis of defined indicators and can consequently be continued or terminated.



5. Profile Data Relating to Internationalization

The integrated database system of internationalization iDB-INT will improve the University of Bayreuth's ability to collect central information in the future, expand its existing database, and significantly advance digitization on campus. The data will be used to further develop our strategic approaches to internationalization and to support decisions on new institutional global priorities. This will primarily benefit researchers, who will be able to tap into new networks. In addition, University of Bayreuth will significantly improve its reporting system, strategically bundle its activities in the various subject areas, and achieve a better position with regard to competition for the best international minds. In the area of Research, data on international collaborative projects and publications is mapped; in higher education teaching, the focus is on mobility and international teaching. In the area of Third Mission, we capture the synergies between research and entrepreneurship with the participating international and regional partner institutions from science and industry. Strategic services for science and beyond the campus as well as the internationalization of university administration and global cooperation in science management are covered in the Services area.



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