



## **THE INTERNATIONALIZATION IMPERATIVE: RECRUITMENT, STUDENT ENGAGEMENT AND CREATIVE MODELS**

**Monday, Oct 21, 2024 - Full-day Conference**

Venue: FLAD's auditorium  
Address: Luso-American Development Foundation  
Rua Sacramento a Lapa, 21  
1249-090 Lisboa

Forum's working language: English

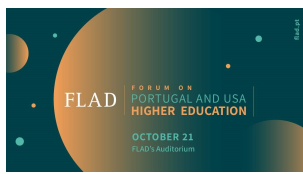
Registration required: [here](#)

### **About the FLAD Forum Portugal and USA Higher Education**

#### ***FLAD Forum 2024 edition:***

FLAD's 2nd Biennial Forum on the internationalization of Portuguese Higher Education Institutions (HEIs) will take place at the Luso-American Development Foundation Auditorium, on October 21, 2024.

Portugal, like other Southern European countries, is facing significant demographic headwinds in its higher education sector. Immigration, one of the most obvious solutions for countries with low birth rates, is quickly becoming a more salient political and cultural issue for the Portuguese, as has been the case for some time now in other European states. Increasingly, the



public debate in Portugal has revolved around how best to attract and retain global talent — including Portuguese graduates capable of working anywhere. One way that universities and polytechnics in Portugal have responded is by actively developing their internationalization

strategies, through new partnerships and consortia with foreign universities, as well as closer links with companies and non-profit civil society organizations outside of academia. FCT, the Portuguese national science foundation, Erasmus+ and FLAD, just to give three examples, have put new sources of funding into creating such partnerships, of which this Forum is just a part.

In this the 2<sup>nd</sup> Biennial FLAD Forum on Internationalization, experts from Europe, the USA and elsewhere will share their best practices for how to create self-sustaining internationalization partnerships with real impact. Participants will meet and engage with the invited speakers in a day-long participatory discussion format that will allow for significant interactions, following brief presentations by each of the speakers. Networking opportunities for all the participants will also round out the program.

### **FLAD Forum General Presentation and Objectives**

The Forum’s primary objective is aligned with the mission of FLAD and the ongoing internationalization education projects that it supports: [the USA-Portugal Campus](#) initiative; the [Study in Portugal Network \(SiPN\)](#), which has now brought over 1700 students from the USA to Portugal since it started in 2014; and the [FLAD UP-Higher Education Internationalization Grant program](#). Together and with the assistance of a diverse array of institutional partners in Europe and the USA, our project has created a strategy for bringing the USA and Portugal closer together in terms of higher education academic mobility, particularly in terms of giving greater visibility to Portugal in the USA as a destination for study and research.

Simultaneously, our goal is to reinforce and expand on the community know-how of administrative staff and top decision makers who work on internationalization at all levels of Portugal’s higher education institutions (HEIs). In particular, our goal is to provide knowledge about the US higher education system and how Portuguese HEIs can build their own capacity for more student, staff, and/or faculty mobility to/from the USA.

The Forum seeks to bring both US and European speakers together to focus on key issues and successful case studies that have not been fully elsewhere. The speakers’ profiles and experience will shed light on the “state of the art” for each particular issue area covered in the panels – be it a case from the Portuguese, European or US systems of higher education.

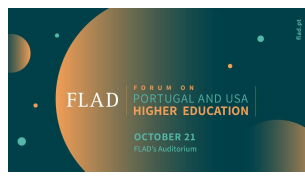
For comments/inquiries: [ricardo.pereira@flad.pt](mailto:ricardo.pereira@flad.pt)

### **Pre-Forum Networking Activity**

- **Sunday, Oct 20**
  - 5pm-7pm – Sunset Cruise on the Tejo<sup>1</sup>

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## FLAD Forum on Portugal and US Higher Education 2024 Program

### Monday, Oct 21 - Full-day Conference

9:00am – Registration, Meet & Greet

9:30am – Welcome and Opening Remarks

Nuno Morais Sarmiento, President of FLAD

Michael Baum, Executive Board, FLAD

Douglas Koneff, Deputy Chief of Mission, US Embassy Lisbon

10:00am - Keynote Speaker

Salwa El- Shawan Castelo-Branco, Professor Emerita of Ethnomusicology

President Emerita - Instituto de Etnomusicologia - Centro de Estudos em Música e Dança (INET-md), Faculdade de Ciências Sociais e Humanas - Universidade Nova de Lisboa

*The Imperative of Internationalizing Portuguese Academia: A Personal Perspective*

Coffee Break

10:45am - 12:30pm - I session - **The Internationalization Imperative: How Portuguese HEIs can Expand their Recruitment Strategies to the USA and Beyond**

*This panel will explore how Portuguese higher education institutions can expand their recruitment efforts to the U.S. and beyond. With insights from two U.S.-based experts and one from Eurasia, the discussion will offer practical strategies to enhance global appeal and attract diverse international students.*

Moderator: Michael Baum, Executive Board, FLAD

- [Paulo Zagalo e Melo](#), Senior Internationalization Strategist at Virginia Commonwealth University, and President Elect at the Association of International Education Administrators (AIEA)  
*Global Partnerships as International Enrollment Drivers*
- [Cheryl Matherly](#), Vice-President/Vice-Provost for International Affairs, Lehigh University  
*Next Directions with Study Abroad: Opportunities for Portuguese and US HEIs*
- [Joel Ericson](#), Institute for International Education (IIE) International Director, Almaty Kazakhstan.  
*From “Undesirable Organization” in Russia to New Opportunities in Kazakhstan: The Odyssey of an International Office*



*Panel Discussion and Q&A*

12:30 - 12:50pm – Elsa Henriques, Executive Board, FLAD

***The FCT-FLAD-Berkeley protocol “Berkeley Portugal Program”***

12:50-1:10pm – Denise Matos Moura, Coordinator of Internationalization, Agência Nacional Erasmus+ Educação e Formação

***USA Portugal Campus – Road Map to NAFSA 2025***

1:10pm-2:30pm - lunch break at FLAD for all attendees

2:30-4:00pm - II session - **Service Learning & Social Impact**

*Service Learning has been around for decades in the USA as an increasingly integral component of higher education programs at both the undergraduate and graduate levels. Portuguese HEIs have likewise embraced SL as a desirable curricular pedagogy across the curriculum, but **international** service-learning opportunities remain rather less common. We also seek to hear how HEIs might collaborate with local authorities and NGOs on SL projects that meet student needs, speak to the missions of HEIs, while adding value to the organizations that serve as the SL host.*

Moderator: Genesis Garcia, Education FLAD & SiPN Program Specialist

- [Luísa Mota Ribeiro](#), Assistant Professor, Universidade Católica Portuguesa (UCP), Faculty of Education and Psychology. Coordinator for Service Learning (CApS), UCP Porto.  
*Service-Learning at UCP: A Journey from Institutional Commitment to Global Partnership*
- [Robert Glover](#), University of Maine Coordinator and Professor, public-policy and community engagement (Donald Harward Faculty Award for Service-Learning Excellence)  
*Service-Learning Research Partnerships to Drive Evidence-Based Public Policy*
- [Sandra Soares](#), Vice-Rector, University of Aveiro, Coordinator of the Specialized Internationalization Commission, [CRUP](#) (Council of Rectors of Portuguese Universities)  
*New shapes of education in HigherEd in an evolving world*
- [Nuno Comando](#), Head of Programs, Investments & Communications, [Casa do Impacto](#), Entrepreneurship Hub & Innovation  
*Impact has the doors open for everyone*

*Panel Discussion and Q&A*

4:00pm - Coffee break



4:30 - 5:30pm III session - **Case Studies in Creative Internationalization in Higher Education**  
*This session will explore innovative case studies highlighting the dynamic collaboration between U.S. and Portuguese higher education institutions. Presenters will showcase creative strategies for fostering transatlantic partnerships, enhancing student exchange programs, and building international networks that strengthen global engagement between the two countries*

Moderator: Ricardo Pereira, Coordinator, Education FLAD & SiPN Program Manager

- [Luis Manuel Pais](#), Vice-President, Bragança Polytechnic Institute  
*“Creative Internationalization in Higher Education: strategies and numbers at the Bragança Polytechnic University”*
  
- **Announcement of the winners of the 2025 FLAD-UP Higher Education Awards**  
Michael Baum, Executive Board, FLAD
  - 3-5 min pitch from each awardee

5:30-6:30pm - Celebrating the 10th anniversary of FLAD’s Study in Portugal Network (SiPN)

- Reception at FLAD