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August 14, 2000

MEMORANDUM

To: Dr. Nancy A. Marlin,
Provost and Vice President for Academic Affairs

From: Donald R. Martin, Interim Director *DRM*
School of Communication

Subject: Development of Exchange Programs with Nanyang Technological University

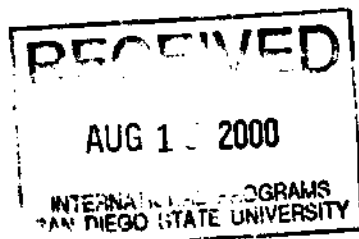
The attached report is in response to your request for a brief written report of the accomplishments of projects funded by the International Programs Council travel grants.

As the report details, the exchange program agreement between SDSU and Nanyang Technological University (NTU) has been reinstated and the first SDSU School of Communication student is now studying at NTU. More SDSU School of Communication students are expected to attend NTU during the Spring 2001 semester and NTU students should began coming to SDSU at that time.

There are existing faculty collaborations between SDSU and NTU Communication professors and these may develop into faculty exchanges in the near future.

Please let me know if you would like any additional information about these developing School of Communication exchange programs with NTU.

Copy: Dr. Alan R. Sweedler ✓
Dr. Joyce M. Gattas
Dr. Hayes L. Anderson
School of Communication Faculty



Progress Report in the Development of Exchange Programs between the School of Communication Studies at Nanyang Technological University and the School of Communication at San Diego State University

By

Donald R. Martin

History

Nanyang Technological University (NTU) was created in 1982. It is public university funded by the government of Singapore. In 1992 a School of Communication Studies was added to the University and Dr. Eddie Kuo was appointed Dean of this new School.

A number of years ago, Dean Kuo came to know the former Director of SDSU's School of Communication, Michael Real. Through this alliance Dr. Kuo visited SDSU to discuss the possibilities of the two Schools of Communication working together. About this time the Engineering Colleges of NTU and SDSU agreed to develop exchange programs and therefore an all-University exchange agreement was developed between the two institutions. Unfortunately, SDSU was unable to attract any students to attend NTU and the agreement was subsequently suspended.

Despite this setback, the two Communication Schools continued to discuss the possibilities of student and faculty exchanges. In the Fall 1999, the SDSU International Programs Office awarded me a travel grant to develop the NTU exchange program for the School of Communication. During the Spring Semester a survey of undergraduates in the SDSU School of Communication was conducted to solicit student interest in participating in an exchange program with NTU. The response to this survey was surprisingly positive with 29 per cent of the 505 students sampled expressing an interest in such an exchange.

In April 2000, PSFA Associate Dean Hayes Anderson and I met with NTU's Dean Kuo in Los Angeles. We agreed that a student exchange program could start quickly. Later in April, a request was made to Provost Nancy Marlin to have the all-institutional agreement reinstated. The reinstatement request was approved and a "Continuation of Student Exchange Agreement" was signed by SDSU Assistant Vice President Alan Sweedler and by NTU's Director of International Relations, Brian Lee.

It appeared that SDSU student interest in the exchange program might be enhanced if a student could actually participate in an exchange and recount his/her experiences to other SDSU students. Therefore, in May 2000 the School of Communication identified an Advertising student who would be the first School of Communication exchange student to attend NTU. This student, Amy Wise, was awarded a \$2,500 scholarship to attend NTU for one semester in exchange for her agreeing to record her experiences and share them with other SDSU School of Communication students after she returned to San Diego State. Ms. Wise is now enrolled in NTU's first semester which began in July 2000 and will conclude in mid-November.

Visit to NTU

In July 2000 I visited NTU to define the details of the student exchange program and to initiate a discussion about faculty exchanges. The visit focused on three aspects of the exchange program.

- Services offered by the NTU International Relations Office to facilitate exchanges
- Academic programs offered by the NTU School of Communication Studies
- Student life for exchange students attending NTU

I met with Professor Brian Lee, Director of International Relations and one of his assistants. Professor Lee noted that NTU places a high value on international activities as his position now reports directly to the University President. He reviewed the many services NTU provides to international students and indicated his willingness to insure that the SDSU-NTU exchanges are successful.

The NTU School of Communication Studies is well equipped. The physical facilities for instruction and research are considerably better than those available at SDSU. The School is organized into the following divisions:

Journalism and Publishing
Electronic and Broadcast Media
Public and Promotional Communication
Communication Research

There are thirty-one professors on the NTU School of Communication Studies faculty. Many of these faculty members have their terminal degrees from U.S. universities. There are also two endowed professorial chairs and an all-university professorship, which attracts visiting professors from around the world. For example, in July 2000, Columbia University Professor John Pavlik, a former Director of the SDSU School of Communication, was teaching at NTU under an endowed professorship.

NTU's School of Communication Studies offers bachelors, masters, and a Ph.D. program in Communication. Many of the undergraduate degree programs in Communication mirror those offered by SDSU's School of Communication. This should facilitate an easy transfer of credit and course equivalencies for students participating in the exchange program.

Eddie Kuo at NTU also expressed an interest in attracting SDSU professors who would be interested in one semester or academic year appointments to teach and participate in research projects. NTU has a nice compensation package for faculty that includes a very attractive faculty pay scale, low-cost on-campus faculty housing, and the inclusion of airfare to and from Singapore.

SDSU students will probably find student facilities more basic than those in San Diego. The student dormitories are all located on campus and are very inexpensive. However, the dormitory that I visited was not air-conditioned and the personal amenities were very basic. The on-campus dining facilities for students consisted of a food court with Asian

“hawker” style booths. Amy Wise, the SDSU student currently enrolled at NTU reported that the large community of international exchange students at NTU works together in resolving some of the problems associated with the delivery of student services.

Overall, the visit to NTU was extremely useful and should provide the background for the development of productive student and faculty exchanges between the Schools of Communication.

Future NTU-SDSU Activities

SDSU students interested in attending NTU during the Spring 2001 semester must submit their applications to NTU by September 15. The SDSU School of Communication has scheduled an August 28 informational meeting to discuss the NTU student exchange program. At this meeting, the NTU program will be explained in detail and student questions answered. It appears that an initial exchange of three or four students a year would be appropriate.

SDSU student Amy Wise will be returning from her NTU exchange in November. Amy has been compiling a detailed account of her exchange experience that will be disseminated in student informational meetings and on the SDSU School of Communication web-site. She will also be compiling a “helpful hints” report for SDSU students who will be participating in a NTU exchange in the future.

NTU is planning to have some of its Communication students attend SDSU during the Spring 2001 semester.

NTU-SDSU faculty exchanges are also being discussed. SDSU School of Communication Professor Barbara Mueller is already co-authoring a textbook with NTU Professor Katherine Frith and another SDSU Communication faculty member is considering a similar co-authoring opportunity with a NTU professor. These existing alliances may be the catalyst for Communication faculty exchanges within the next year.

Summary

The SDSU School of Communication and the NTU School of Communication Studies have similar academic programs that facilitate the development of exchange programs. After a number of years of discussion, the first SDSU student began her exchange program at NTU in July 2000 and other SDSU students have indicated interest in participating in the program in subsequent semesters. Conversely, the Dean of the NTU School of Communication Studies expects NTU students to begin studying at SDSU in 2001.

There are also existing alliances between SDSU and NTU faculty members that should facilitate meaningful faculty exchanges between the two Schools of Communication in the near future.