



Application for Professional Development Grant in Internationalization



*Brought to you by the Internationalization Steering Committee (ISC),
part of the Internationalization Initiative at PCC*

Name: _____ **Greg Rapp** _____

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Campus: _____ **Sylvania** _____

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(number that will work during campus closure)

Check one: **FT faculty** **PT faculty**

- Projects can be modification of course materials, new course materials, or another project that adds an internationalization component or international focus to a course. We encourage you to be creative!
- Award amounts are expected to be between \$500 and \$1000, depending on the complexity of the project, the potential benefit for students, and the potential for use by multiple courses or instructors.
- Submissions become property of PCC and may be used as examples for future grant applications, on the PCC website, or otherwise shared inside or outside of PCC.
- Applicants will be expected to present about their project at a future meeting, to be determined in collaboration with the ISC (Internationalization Steering Committee).
- Applications will be reviewed and awards determined by members of the ISC.
- Applicants who are selected for an award will be asked to sign a MOU (Memorandum of Understanding). Payments will be made after the project is completed and a final report is submitted.
- All work must be completed by the start of Fall term 2020 (September 21).

Please answer the questions on the next page. Add extra space or additional pages as needed.

1. Title of project:

Virtual Student Exchanges: Team-Based Case Studies with Students from Portland Community College and NorthTec (College) - New Zealand

2. Description of project (about 200-500 words).

This proposal outlines efforts to begin virtual team projects between business students at Portland Community College and NorthTec College in Whangarei, New Zealand using web-conferencing tools. Beyond the immediate project experience for students, I hope this project begins a collaborative relationship between NorthTec and PCC to include other virtual projects with students and faculty exchanges. This project will provide students an exciting international cultural experience and improve their communication and teamwork skills.

This project will culminate in a series of virtual meetings between business students at NorthTec College in New Zealand and business students at Portland Community College using web conferencing software such as Zoom. This project represents a significant addition to existing business courses at PCC as it will provide a direct international hands-on business experience.

In small teams, students will discuss marketing cases that address international marketing issues. Both institutions have very similar Principles of Marketing courses. PCC students will be paired with student-partners in New Zealand to discuss marketing cases. Using Zoom, groups will hold a series of meetings to discuss the cases, research solutions, and make recommendations to the classes, and faculty.

Professors in both locations will take an active role in advising the groups, evaluating their responses, and guiding them through any cultural communication issues that arise during the project.

Before Fall Term 2020, this project will require additions to current syllabi, selection of case studies, development of pre-program cross-cultural training/orientation for students in both countries, post-project student assessment, and a post-project student survey in collaboration with faculty in New Zealand. Coordinating this project will require a significant amount of coordination with faculty in New Zealand.

3. Please provide a brief answer to each of the following:

a. What is it you hope to gain from completing this project? How will it benefit your students?

Through their work together, we hope that PCC students and their team partners in New Zealand will develop a stronger understanding and appreciation for life and business

perspectives outside their home country. PCC students will better understand a new culture, political and legal environment, and region of the world. The project will have the added benefit of allowing PCC students to experience a very real-life business situation where diverse teams develop marketing strategies for new market segments often in virtual environments.

b. Is this project replicable? (preference will be given to projects that can be used in more than one course or by more than one instructor). Please explain.

I expect this project to be very replicable. Through the contacts made in the partner institution and the lessons learned from this project, I expect that this type of project can be instituted in a wide array of disciplines throughout the college.

c. How would you be able to share what you have done with other faculty at PCC?

I welcome the chance to share this project and experience with colleagues at PCC and other institutions to show how virtual collaborative international projects are well within reach at our institutions.

I hope to encourage and demonstrate to faculty how though the use of widely accessible tools today, this project has the potential to be easily replicated in many programs in our colleges.

I will share findings from this project in SAC meetings, through TLC sessions and during International Week activities.

d. Is there anything in your background or experience that will help you to accomplish this project?

I have had several experiences that will help accomplish this project. For the last five months I have been building relationships with colleges in New Zealand in anticipation of this project. Two colleges have expressed strong desire to pursue this project. In addition, I've been active as a faculty member involving my classes in the "Speed Culturing" initiative at PCC. I've seen how much students value these interactions and am passionate about exploring news ways to engage students. Finally, I have coordinated two online collaborate projects with Chinese students from NorthEast Normal University (NENU) in Changchun, China. These projects arose from a sabbatical trip I made to NENU in 2009.