NOVA UNIVERSITY INTERNATIONAL STRATEGY



NOVA UNIVERSITY LISBON



NOVA is a young, research-based, European public University, focused in its three missions: education, research, and links to society



NOVA identifies its market beyond its geographical, linguistic and cultural borders. This makes us international



NOVA's market is 2-sided:

- students
- society at large (organizations, government, firms)



Students as customers: pay tuition and require service, flexibility and employability



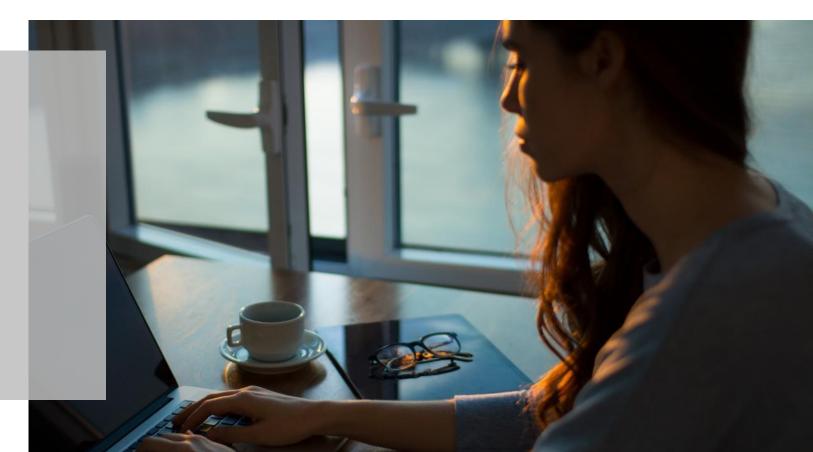
Society as a customer: finances research, pay salaries and require generation of knowledge and adjustable, multicultural technically skilled graduates

NOVA as a meeting place for the world: a forum for dialogue of civilizations MISSION

To serve society through knowledge and education on a local, regional and global level.

Agenda

- Geographic Positioning
 - Europe
 - South Atlantic
 - Mediterranean
- Strategic Goals
 - Brand Implementation
 - Talent Policy
- Impact of Actions
 - Interdisciplinary
 - Value Creation





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Geographical Positioning

Europe

Europe:

• We are, before anything else, Europeans

European Community:

• Financed and inspired by the EU mission

Western Europe:

• Historically western

Southern Europe:

• Culturally Southern



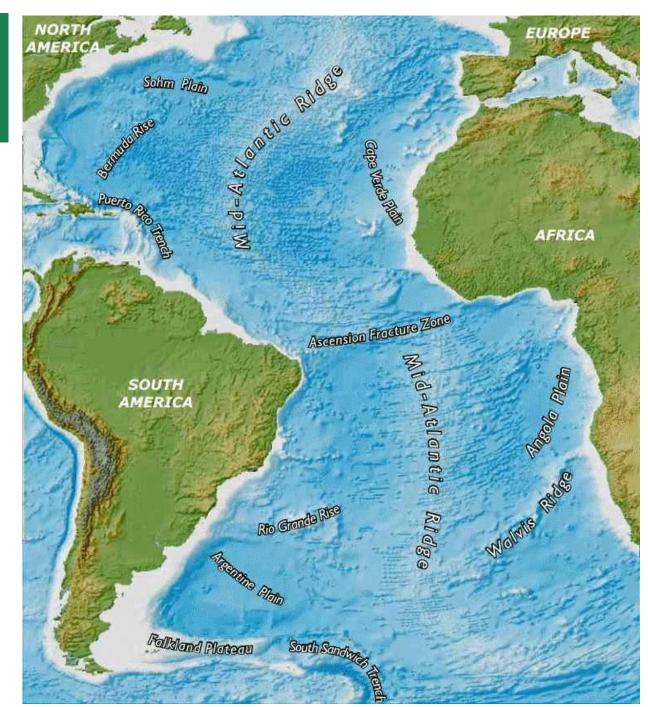
The South Atlantic Triangle: our Celtic Roots

Africa and LATAM:

- The only European Country with two well grounded feet in Africa and South America
- Africa: Angola, Mozambique, Cape Verde, São Tomé & Principe, Guinea-Bissau (about 62 million speakers)
- South America: Brazil (210 million speakers)
- Europe (about 12million speakers)

Portuguese Language unique Positioning:

 Portuguese is by (very) far the most spoken language below the Equator



The Mediterranean: our Roman Roots

Northern Africa:

- Geographical proximity
- Political instability as an opportunity
- Still Africa and a relevant part of Africa

Southern Europe:

- Cultural Proximity within Europe
- Share EU values, policies and incentives

Middle East:

- Region with several sources of wealth and educational needs
- Private English-speaking Education





Strategic Goals

Brand Implementation

Reinforcement of NOVA's brand:



- Develop our potential in teaching, research and social impact with academic and non-academic international Partners;
- Identify academic networks and financing sources allowing the development of teaching, research and social interaction with international impact;
- Facilitate the employability of NOVA graduates in international markets (academic and non-academic).



Develop an international policy for talent, leveraged on NOVA's brand



- Attract international talent (students, faculty, administrative staff) through the systematic presence of NOVA's brand in the market;
- Retain international talent (students, faculty, administrative staff) structuring internationally competitive careers;
- Develop international competencies within the NOVA community, transforming the academic environment for that effect.



Impact of Actions



All international activities are used as an opportunity to foster interdisciplinary dialogue between the different schools and areas of knowledge





All activities implemented within the context of internationalization are used as an opportunity to create value for the University and its units.





The SUPERNOVA Foundation program is

- a joint effort among 6 faculties for recruiting international students, helping them adapting to our educational and cultural environment;
- self-financing, and brings well-trained, high-tuition students from all over the world to the different teaching units;

NOVA Community in the World



The NOVA Community in the World is

a database of Alumni and students, staff, faculty, researchers in all University

 an instrument to disseminate NOVA's brand, helping recruiting students, placing graduates and raising funds;



NOVA 4 the Globe

- compiles the contribution of all units in the University for sustainability, not only in research terms, but also related to the campus development;
- helps ranking positioning and facilitates financing of interdisciplinary projects.

EU capacity building projects



EU capacity building projects

- We have ongoing projects in Asia, Africa and LATAM, reinforcing the visibity of our brand and competencies in those regions for regional and global partners;
- are self-financed and open opportunities for co-financing by other sources;.

Overseas Campus



Overseas Campus projects

- bring different schools to work together offering their programmes;
- are conceived to be profitable for the University and its involved units.

Partnerships & exchange Mobility



Exchanges and partnerships are opportunities to

- benchmark your institution, developing simultaneously brand awareness, recruitment opportunities and expand placement markets;
- share best practices, helping developing staff and faculty in a strategic way;
- expose staff, students and faculty to diversity and cross-cultural experience.

