Goldsmiths and East Asia

A Report from External Relations and Development Committee

East Asia, the region consisting of Japan, The People's Republic of China (including the Special Administrative Areas of Hong Kong and Macau), North and South Korea and Taiwan, is one of the world's most populous places.

It has traditionally been seen simply as a repository of students by western universities but this view has become outmoded. Today, the way forward is seen as working within a more collaborative framework.

Each of the East Asian countries (and territories) is very different and cannot be viewed as an homogenous whole. However what they do share is a willingness by government to engage in strategic, collaborative and ambitious ways with western academic institutions.

Goldsmiths' response to this is being developed into a coherent, focused Internationalisation Strategy by the Academic Development Committee. In doing so, External Relations and Development Committee hoped the following issues would be addressed:

Co-ordination

The Committee wished to emphasise the importance of the Strategy being co-ordinated across the university

Brand Awareness

Like the curate's egg, awareness of Goldsmiths as a brand within the East Asia region is good in parts, having grown organically over the past 20 years or so, relying primarily on alumni word of mouth. However brand awareness is particularly poor in China, where several different translations of the word "Goldsmiths" exist. This must be addressed.

Collaboration and Research

The Committee hoped that future collaboration and research would arise from genuine engagement with unique and interesting intellectual investigation and noted the examples of good practice already in existence, including the work of Mandarin speakers Chris Berry (Media and Communications) and Michael Dutton (Politics) along with Tim Crook's work on Comparative Media Law and Ethics in India, Japan, and France.

Benefits of Cultural and Intellectual diversity

The committee suggested the Internationalisation Strategy include a strand focusing on encouraging home students to both prize and participate in greater cultural and intellectual diversity. Perhaps this could be developed to the level of student exchanges, although recent visa changes could make this difficult. It was felt that such experiences would have a positive effect on students' employability.

Alternatives to Full-time Enrolment

For East Asian students (and beyond) the possibility of alternatives to full time student enrolment should be explored, such as Visiting Students and summer schools etc.

Agents

Although there is not a history of using Agents at Goldsmiths to aid in student recruitment, External Relations and Development Committee felt that this should be encouraged, exposing us as it did to new groups and pathways. However word of mouth would continue to be important, giving a significant role to alumni relations in the College's future development.

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