The Goal:
„International Campus Oldenburg“

The high priority of a continuous internationalisation process is maintained by regular meetings and through steady communication between the Presidential Chair and the faculties, which have the opportunity to report on measures taken for further internationalisation. In this regard, the following key areas of action are given priority:

- **International Campus:** Promotion of a welcoming environment, improvement of international visibility and appeal

- **Study and Teaching:** Increase the number of incoming and outgoing students and scientists, promotion of ‘Internationalisation at Home’

- **Research and Junior Researchers:** Increase of international academic staff on campus (focus on ‘junior mobility’)

- **University Management:** Adjustment to the needs of international guests and academics who seek to network internationally

Contact:

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Information on specific projects that have already been implemented or initiated can be found on our website:
www.uni-oldenburg.de/iro

International Campus Oldenburg

INTERNATIONALISATION STRATEGY – Ensuring an attractive Research and Study Location
Due to ongoing globalisation processes, internationalisation has become an integral part of German higher education. Internationalisation essentially contributes to the further advancement of the quality of study and teaching, research and promotion of young researchers, and is a significant task of academic life.

In order to support an effective and sustainable internationalisation and to ensure an attractive research and study location, the University of Oldenburg has developed a joint internationalisation strategy.

The purpose of the strategy is to connect the many and various international activities at the university and to increase the international competitiveness and visibility in order to make the University of Oldenburg more appealing to researchers and students from around the globe. Equally, academics and international guests are to be provided with a cosmopolitan campus and the chance to establish an international network.

The first strategy outline was drafted in 2011 on the basis of self-evaluation reports from the faculties and institutes on their current international activities.

These reports were meant to give an overview of opportunities and challenges of internationalisation, of chances and obstacles in future projects, and of capacities and proposed steps on the part of the faculties and institutes.

The evaluation of these reports as well as the following extensive discussion on how to proceed with embedding internationalisation across all campus institutions resulted in a first university-wide strategy concept with the following key areas of action:

- International Campus
- Study and Teaching
- Research and Junior Researchers
- University Management

All areas of action as well as the measures and goals are guided by the commitment of providing “Quality before Quantity” and the University’s motto “Open to New Approaches”.

In 2014, Oldenburg University participated in the Audit “Internationalisation of Universities” organised by the German Rector’s Conference (HRK). In April 2014, a second self-evaluation report on the current status of internationalisation at Oldenburg University was prepared. At two site visits, the representatives of the HRK praised the university’s strong commitment to internationalisation on all levels. They also gave recommendations on the further internationalisation process. In December 2014, Oldenburg University received the HRK certificate for the successful completion of the audit.

To further pursue internationalisation at Oldenburg University, varied instruments were determined, of which some will play out over short periods while others are long-term in nature and will require further teams involving participants from all institutions on campus.