



Gottfried Bacher
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Biography

Gottfried Bacher is deputy director for EU-Higher Education Programmes and head of the Austrian Bologna Contact Point.

He has been employed with the Ministry of Education, Science and Culture since 1992. Apart from the Bologna Process he has been responsible for bilateral education programs with Central and Eastern Europe as well as EU-education programs. He has been Austrian delegate on the Education Committee of the European Council as well as on the TEMPUS and SOCRATES COMMITTEE of the European Commission. He has served on the Bologna Board and is Austrian Representative on the Bologna Follow-up Group.

Before entering the field of international education Mr. Bacher worked as export manager, and as assistant professor at the Department of English at Vienna University of Economics and Business Administration. He still teaches English in evening classes at a University of Applied Sciences (Technikum Wien).

Gottfried Bachers holds a Master's degree in translation (English, Spanish) from the University of Vienna. He has completed a university course in export management at Vienna University of Economics and Business Administration as well as a training course in EU decision-making processes and institutions at the Federal Administrative Academy. He also spent a year as a Fulbright scholar at the University of Kansas, Department of American Studies.



J. Jorge Klor de Alva
President Latin America Operations
Sr. Vice President of International
Operations

Apollo Group, Inc.

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Biography

J. Jorge Klor de Alva, J.D., Ph.D., re-joined Apollo Group, Inc. (NASDAQ: APOL) in the Fall of 2005 as President of Latin America Operations and Sr. Vice President of International Operations, with the responsibility of leading Apollo Group's international expansion. He is the former Chairman, President, and CEO of Apollo International, Inc. and former Chairman of the Board of Directors of Pitagoras Apollo International, Ltda.—the Apollo International joint venture in Brazil.

Apollo International was founded by Dr. Klor de Alva, when he was President of the University of Phoenix, as a global education company, focused on providing affordable, accredited education programs outside the U.S. At the time he resigned to re-join Apollo Group, Apollo International had over 170,000 K-12 and higher education students, with operations in the Netherlands, India, Brazil, and Mexico.

Until September 2000, Dr. Klor de Alva was President of the University of Phoenix and Senior Vice President of Apollo Group, Inc. He was also a member of the boards of directors of Apollo Group and the University of Phoenix from 1991 to 2003. Prior to joining Apollo full-time, he held the Class of 1940 Endowed Chair at the University of California, Berkeley and before that he was Professor of Anthropology at Princeton University. He has received a number of grants from Spain and Mexico, the National Endowment for the Humanities, the National Science Foundation, and he was a Fulbright Scholar, John Simon Guggenheim Fellow, Harry Frank Guggenheim grantee, and Fellow at the Getty Center for the History of Art and the Humanities. Dr. Klor de Alva has a B.A. in philosophy and a law degree (J.D.) from the University of California at Berkeley, and a Ph.D. in history/anthropology from the University of California at Santa Cruz. He has published over eighty scholarly articles, is co-author of nine social studies textbooks, and has another fifteen books on social science subjects. His most recent books, [The Americans](#) (Second edition: 2003) and [The Americans: Reconstruction Through the 20th Century](#) (Second edition: 2003) are together the most widely used modern surveys of U.S. social and economic history.



Nana Rinehart
Vice President
International Student Exchange Program (ISEP)

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Biography

Nana Rinehart has been the Vice President of the International Student Exchange Program since 1996. Her responsibilities include the following:

- Supervise coordination and implementation of reciprocal exchanges among 270 member institutions in the U.S. and 36 other countries involving 2000 students annually
- Review prospective member applications and oversee integration of new members
- Visit new and current member institutions in the U.S. and abroad, meeting with administrative and teaching staff, students and institutional leaders to review program implementation and ISEP's overall contribution to campus internationalization

As a Program Officer at ISEP from 1993 to 1996 Nana Rinehart administered student exchanges between ISEP member institutions in the US and Austria, France, Germany, Switzerland and the Philippines.

Other Experience:

Taught English at Trinity College and the American University in Washington, D.C.

Education

Ph.D. University of Maryland, M.A. University of Copenhagen

Graduate courses in education, The American University

Studied abroad in France and at the Universities of Oxford and Edinburgh

Attended Connecticut College as Fulbright exchange student

Publications and Presentations

- "Program Design and Strategies" in forthcoming *NAFSA Guide to Education Abroad* (with Leo van Cleve and Stephen Johnson)
- *Rocking in Red Square: Critical Approaches to International Education in the Age of Cyberculture* with Walter Grünzweig. Münster: Lit Verlag, 2002.
- "Study Abroad: Traditions and Current Challenges," in *International Education: towards a Critical Perspective*. EAIE Occasional Paper 12. 2000.
- *International Understanding and Global Interdependence: A Philosophical Inquiry into International Education*. NAFSA Conference Paper, 1998 (with Walter Gruenzweig)
- "Picking Up the Pieces. Reassembling the Universities of the Former German Democratic Republic." *International Educator*, 1995
- Conference Presentations at NAFSA and EAIE

Internationalization of Higher Education
May 30th, 2006

Abstracts

International Educational Exchange—Idealistic or Practical?

Nana Rinehart, Vice President, International Student Exchange Program

“Education is the best means - probably the only means - by which nations can cultivate a degree of objectivity about each other's behavior and intentions... Educational exchange can turn nations into people, contributing as no other form of communication can to the humanizing of international relations.” Senator J. William Fulbright

“Education is becoming an internationally traded commodity to be purchased by a consumer in order to build a ‘skill set’ to be used in the marketplace or a product to be bought and sold by multinational corporations, academic institutions that have transmogrified themselves into businesses, and other providers.” (Philip Altbach, “Farewell to the Common Good,” *International Educator*, 11 (4), 2002

Has the idealistic purpose of international education defined by Senator Fulbright more than 40 years ago been lost in the current environment in which individual students collect international “experiences” as career credentials while governments and institutions recruit students from other countries in order to enhance national and institutional prestige—and revenue?

International educational exchange is a small subset of international student mobility. It involves cooperation among institutions in different countries to facilitate reciprocity, provide services according to mutually agreed standards, and allow the individual student to earn credits at a host institution that count towards a degree at a home. The principles are simple, but implementation is complex and labor intensive. The outcome, however, achieves both practical and idealistic goals: Students gain cross-cultural communication skills that will benefit their future careers and an understanding of international cultural diversity that just might contribute to “the humanizing of international relations.” After all, as Margaret Mead has said, “Never underestimate the ability of a small group of committed individuals to change the world. Indeed, they’re the only ones who ever have.”

Internationalization of Higher Education
The Apollo Group Perspective

Dr. Jorge Klor de Alva, President, Latin America Operations, Apollo Group, Inc.

This presentation is meant to contribute—from the perspective of the world's largest private higher education company—to the current dialogue on the challenges and opportunities brought on by the internationalization of higher education. For over 30 years the Apollo Group, through its University of Phoenix, has been educating working students, permitting them to earn accredited university degrees when it was otherwise impossible or too costly for them to do so. Its innovative education model, which today is educating over 310,000 students in 248 campuses in the U.S. and other countries, has been both a source of concern among traditional institutions and a huge positive for governments and corporations looking for ways to lower education costs, improve performance, maximize access, and instill accountability.

Through the exploration of three interrelated questions, I will attempt to address why there exists a strong interest among educators in international expansion, what challenges are expected to be addressed by the globalization of higher education, and what Apollo Group expects to contribute as it globalizes, seeking to do well by doing good as it assists countries to meet these challenges.

Internationalization of Higher Education
May 30th, 2006

Background Information

bridges

"From Bologna to London" - on the Road to the European Higher Education Area

bridges vol. 9, April 2006 / Feature Article

by Barbara Weitgruber

<http://www.ostina.org/content/view/544/>

Higher Education in Austria and the Bologna Process

bridges vol. 3, October 2004 / Feature Article

by Gottfried Bacher

<http://ostina.org/html/bridges/article.htm?article=1177>

**US Satellite Campuses in the Middle East:
Cross-Cultural Mediators or Missionary Outposts?**

bridges vol. 9, April 2006 / Feature Article

by Sonja Strohmer

<http://www.ostina.org/content/view/547/>

Austria

**Activities and Priorities of the Federal Ministry for Education, Science and Culture
during the Austrian Presidency of the European Council**

http://eu2006.bmbwk.gv.at/index_en.htm

Austrian Bologna Website

www.bologna.at

Europe

Activities of the European Union – Education, Training, Youth

http://europa.eu/pol/educ/index_en.htm

**The Bologna Declaration on the European space for higher education:
an explanation**

<http://europa.eu.int/comm/education/policies/educ/bologna/bologna.pdf>

Bologna Ministers' Meeting, London, UK, 2007

Information on implementation since the 2005 Ministerial Conference in Bergen

www.dfes.gov.uk/bologna/

European Association for Quality Assurance in Higher Education
<http://www.enqa.net/>

The National Unions of Students in Europe
<http://www.esib.org>

European University Association
<http://www.eua.be>

Council of Europe
<http://www.coe.int>

USA

International Student Exchange Program
<http://www.isep.org/>

NAFSA - Association of International Educators
<http://www.nafsa.org/>

Institute of International Education
<http://www.iie.org/>

American Council on Education (ACE)
www.acenet.edu/

Apollo Group, Inc.
<http://www.apollogrp.edu/>

The Chronicle of Higher Education
<http://chronicle.com/>