



# Brock University Guidelines for International Visiting Delegations

Reviewed by SAC 27/01/14

## BACKGROUND

As a major higher education institution serving the educational needs of the communities around us – in Niagara, Ontario, Canada and beyond - Brock University is committed to providing short-term institutional learning opportunities to international visitors and visiting delegations.

With 150+ partnerships with universities across the world and international students, staff and professors at Brock representing more than 80 countries, in addition to our physical proximity to one of the most prominent tourist attractions in the world (Niagara Falls), Brock University is often approached to provide assistance in welcoming international delegations.

Visit requests come from a number of sources including: established and prospective partner institutions, government organizations, Consulates and Embassies, and other organizers of international delegations and visitors. Visit lengths vary from one half-day to several days. Delegation sizes range, typically, from 1 – 10 members. Visit types range from a brief courtesy visit (including only a campus tour and general introduction by one or two university representatives) to a more multi-faceted agenda that may include several meetings with individual faculty or academic departments, senior administrators, multiple office areas, food and hospitality, assistance with local arrangements such as accommodations and parking, and other required details and coordination.

## PURPOSE

The purpose of these guidelines is to establish a consistent approach, response and level of service to international visitors seeking to learn more about Brock, including establishing classification criteria, standardization of response, determination of level of service provided, roles and responsibilities when hosting visitors / delegations and tracking relevant data. It is also the university’s intention to participate in activities that will increase its profile and reputation on a local, national and international level.

## CLASSIFICATION CRITERIA TO DETERMINE ACCEPTANCE OR DECLINATION TO VISITING DELEGATION

- Source of delegation (Are they from one of our established partner institutions? Are they new and prospective? Is it a high-level diplomatic visit? Did a tour agency call us to arrange for the delegation’s visit? Is the delegation accompanied by a member of a nearby Consulate or Embassy?)
- Clarity of purpose and objectives for visit
- Breadth of Delegation Interest and potential impact of the visit by the delegation – will it be university wide or does it pertain to a specific responsive department / area?
- Depending on identified needs / interests, what is the reciprocal interest here at Brock? Availability? Capacity in certain programs? Other issues?

## RESPONSIBILITIES

**Brock International** shall:

- provide leadership and advice regarding international protocol matters and serve as main point of contact for international visitors and delegations;
- liaise with Responsive Departments or appointed representatives, if applicable, to facilitate a delegation visit;
- manage and coordinate all visits with a broad, university-wide focus or multiple areas of interest;
- develop a program tailored to meet the needs of the visiting delegation, as well as demonstrate the benefits of the visit to the involved university staff and faculty.
- follow the “Checklist for International Visiting Delegations” below;

- maintain a university database of international visitors and delegations, providing a yearly summary of this type of activity in an Annual Report; and
- coordinate follow-up, as required or appropriate.

**Responsive Department** (Academic or Administrative Department / Faculty / Centre) shall be responsible for requests for a visit specific to one area. Responsive Department shall:

- notify the Brock International office for the purpose of institutional record-keeping, to avoid duplication of efforts, to identify any connections to existing partners or other activities, for visit program advice and for assistance as required/appropriate;
- follow as appropriate the “Checklist for International Visiting Delegations” below;
- arrange and provide light refreshments or luncheon, as required or appropriate; and
- provide protocol and/or promotional items given out to delegation members during the visit.

## Checklist for International Visiting Delegations

**A request to receive a visiting delegation is received. Ensure that the following steps are taken.**

- Brock International is notified of all requests in order to log the request in a central database, and to assist in determining whether the request can be met, by considering the Classification Criteria as outlined above.
- Where a request is declined, Brock International or the Responsive Department issues a written response.
- Where a request is accepted, Brock International or the Responsive Department contacts the head or organizer of the delegation to complete an on-line form requesting such details as: origin of the request, confirmed members (including full names and job titles) of the delegation, c.v.'s or resumé's of each member, expected dates for their visit to Brock, and clear statement of interest in Brock and purpose / objectives for the visit. Determine whether any language or materials translation will be required.
- Brock International issues a formal letter of invitation to the delegation, if required for travel purposes.
- Brock International or Responsive Department determines the content of the visit program, including contacting appropriate representatives for meetings, coordinating a schedule and all logistical / technical arrangements.
- Brock International or Responsive Department forwards a copy of the final visit program to the head or organizer of delegation, including instructions / maps / parking pass and other details which aid the delegation to arrive at the university. University cell phone or emergency number provided to the head of delegation, in the event of changes, delays or cancellations.

**For every visiting delegation, Brock International or Responsive Department ensures that:**

- A Campus Tour is arranged through Recruitment & Liaison Office.
- Welcome Signage is posted in a prominent location for the delegation's arrival at the university.
- Visit Agenda (finalized) is provided to each member of the delegation upon arrival / during first meeting.
- General University Information Packages are prepared and provided, including added information about specialty areas of interest (where possible). Protocol or promotional items may also be provided.
- Flag of Canada and Country of Delegation are displayed either at a formal part of the visit, or in 1<sup>st</sup> meeting room, or where most appropriate, as a welcoming and respectful gesture to the visitors.
- A picture is taken of the visiting delegation with a senior administrator or at picturesque place on campus, as appropriate to the delegation / visit agenda.
- Appropriate media coverage is arranged by contacting University Communications, submitting an article, posting news about the visit on the Brock International or main university website, etc.
- As appropriate, Brock International or Responsive Department will follow up on any further requests for information or issues that may have arisen during visit but were not addressed or available at the time.