

THE IMPORTANCE OF GLOBAL EDUCATION



"It's important that college graduates, whatever their location, be not just globally competitive but also globally competent, understanding their roles as citizens and workers in an international context."

Reclaiming the American Dream: Community Colleges and the Nation's Future, AACC 21st-Century Commission on the Future of Community Colleges

SOURCE

1 U.S. Department of Commerce, Bureau of Economic Analysis. July 2019 reports. Retrieved from <https://www.bea.gov/>

Our world and workplace are rapidly changing, becoming more diverse and globalized. For community college leaders and other decision makers, the importance of global education is an urgent need that is deeply rooted in economics—student employability, our ability to live and work successfully in diverse environments, and the prosperity of local communities. As the largest and most diverse sector of U.S. higher education, community colleges are essential and uniquely situated to ensure America's future economic prosperity.

Prosperous Local Communities

U.S. communities, especially in rural areas, are increasingly competing for foreign investment, and globally competent and competitive workers make such communities more attractive to foreign subsidiaries. Community colleges, 43% of which are in rural areas, play a crucial role in helping local communities attract foreign investment. Such foreign investment (i.e., insourcing) has profoundly positive effects on both the local and national economy.

In 2018, the U.S. Department of Commerce reported that¹

- Foreign subsidiaries in the U.S. directly accounted for more than 7 million U.S. jobs and several million more jobs indirectly supported.
- Continuing data indicate that the presence of foreign subsidiaries in local communities boost the pay rate of other workers across the board.
- Foreign subsidiaries and their suppliers contributed \$4.34 trillion to the U.S. economy, about 20% of the U.S. gross domestic product.



Valued Workers

Our local and national prosperity are inexorably linked to the global economy. Today's employers look for and highly value globally competent workers. Community colleges can have a direct and immediate impact on ensuring American prosperity by preparing a future workforce that can live and work successfully in a global economy.

In 2013, a study of over 360 large employers around the world found that they highly valued employees who could work effectively across national boundaries and cultural differences. Employers stated that such skills were necessary to form and maintain important business relationships.¹

Similarly, a more recent study of more than 2,100 U.S. employers found that 93% highly valued employees who "are able to work effectively with customers, clients, and businesses from a range of different countries and cultures."²

Notably, employers are increasingly recognizing the importance of diverse, multicultural perspectives within the workplace. In 2018, the Boston Consulting Group published research findings in the Harvard Business Review that diverse companies were more innovative and produced up to 19% more in revenue.³

Not surprisingly in a March 2019 article, the international law firm Foley & Lardner LLP noted a growing consensus within the corporate private sector that diverse workforces provide a competitive edge. So much so that diversity strategies in recruitment and retention could possibly rise to the level of proprietary corporate secrets.⁴

SOURCES

(1) Booz Allen Hamilton, British Council, & Ipsos Public Affairs. (2013). Culture at work: The value of intercultural skills in the workplace. Retrieved from <https://www.britishcouncil.org/sites/default/files/culture-at-work-report-v2.pdf>

(2) Rebecca Rubin Damari, William P. Rivers, Richard D. Brecht, Philip Gardner, Catherine Pulupa, John Robinson, The Demand for Multilingual Human Capital in the U.S. Labor Market, Foreign Language Annals, 28, February 2017 found at <https://onlinelibrary.wiley.com/doi/pdf/10.1111/flan.12241>

(3) Rocio Lorenzo, Martin Reeves, How and Where Diversity Drives Financial Performance, Harvard Business Review, 30 January 2018 found at <https://hbr.org/2018/01/how-and-where-diversity-drives-financial-performance>

(4) John F. Zabriskie, Katelynn M. Williams, Employers' Diversity Data and Initiatives: Trade Secret or Open Book?, 11 March 2019 found at <https://www.foley.com/en/insights/publications/2019/03/employers-diversity-data-and-initiatives-trade-sec>

Civil Society

A large and diverse cross-section of Americans attend community colleges each year to acquire knowledge and obtain a better life, including large numbers of immigrants. As new immigrants arrive from more diverse places around the world, the face of America is dramatically changing and community colleges play an important role to ensure a civil society which facilitates the free flow of forces necessary for economic development. Increasingly, immigrants are encountered in every facet of American life. Whether as a customer, employer, or employee, the need for intercultural and global competence has become increasingly important in American society.

16+
YEARS OLD

26.8 million U.S. immigrants are 16 years or older.

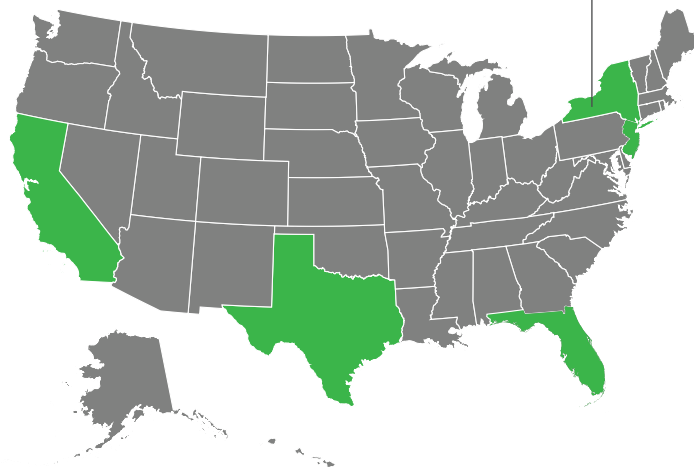


33% of the immigrants in the workforce are in management or professional jobs, **23%** are in service jobs, **16%** are in office and sales jobs, and **15%** are in production and transportation.



Rural areas experience the **LARGEST GROWTH** in immigrant populations.

States with the **HIGHEST GROWTH** in immigrants are **Texas** (2.2 million), **California** (1.8 million), **Florida** (1.7 million), **NY** (nearly 700,000), **NJ** (nearly 600,000).



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