

CRAWFORD, I., FOWLER, J., DOSCHER, S. and HAUG, E. 2021. *Enhancing global learning and intercultural competence through VE/COIL: lessons from the field*, 9 February 2021, [virtual conference]. Hosted on ACENET [online]. Available from: <https://www.acenet.edu/Events/Pages/Enhancing-Global-Learning-and-Intercultural-Competence-through-VECOIL-Lessons-from-the-Field.aspx>

# Enhancing global learning and intercultural competence through VE/COIL: lessons from the field.

CRAWFORD, I., FOWLER, J., DOSCHER, S. and HAUG, E.

2021

The accompanying file is Izzy Crawford's presentation used as part of the webinar, the full recording of this webinar is available from: <https://www.acenet.edu/Events/Pages/Enhancing-Global-Learning-and-Intercultural-Competence-through-VECOIL-Lessons-from-the-Field.aspx>.



*Izzy Crawford, Academic Strategic Lead,  
School of Creative and Cultural Business,  
Robert Gordon University*

# Robert Gordon University, Aberdeen, Scotland



# Institutional Framework and Goals

- **No formal framework or policy for COIL**
- **Delivered ad hoc within Schools**
- **Embedded in the curriculum**
- **Global workplace and employability:**
- **Transversal skills**
- **Intercultural competency**
- **Digital literacy**

**Turning point with Brexit and the pandemic?**



# COIL Project Overview

- **Four countries: Scotland, Germany, USA, Portugal**
- **Five-year partnership (2017 to 2021)**
- **Over 100 students in virtual teams each year**
- **Digital marketing project with global brands**
- **Slack, Doodle Poll, Zoom, EdTed, Prezi**



# Project Challenges

- **Different university schedules and practices**
- **Varying course requirements and disciplines**
- **Built-in project vs. add-on activity**
- **Diverse student/faculty backgrounds**
- **Different evaluation/data protection needs**
- **Time zones, technology, culture, personalities**