

Racialisation and International Academic Mobility: Mixed Legacies in the Fulbright Programme

Gerardo Blanco

Center for International Higher Education

BOSTON COLLEGE.




BOSTON COLLEGE

Lynch School of Education and Human Development

CENTER FOR INTERNATIONAL HIGHER EDUCATION

Global mobility and branding

- Branding and reputation management are crucial as both HEIs and countries take position globally.
 - Global academic mobility is a particularly competitive aspect of internationalisation.
 - The Fulbright programme is emblematic of U.S. higher education.
 - J. William Fulbright became controversial (again) in 2020 at the University of Arkansas.
 - Branding of the Fulbright programme has carried on (business as usual) with an increased focus on diversity.
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

A race problem in the United States

- Anti-Black racism is evident in many aspects of U.S. internationalisation.
- Anti-Asian racism and violence grew during the pandemic.
- Anti-Latinx racism has been present in anti-immigration rhetoric.
- Contemporary U.S. society, including higher education, cannot be separated from indigenous genocide and slavery.
- And yet, Critical Race Theory is becoming banned from schools and universities.



Not a “woke” problem

- Student-led deliberative processes around the world have brought into question the legacies of characters like Fulbright and Rhodes.
- Who is the real ❄️? In Florida and elsewhere, the argument against CRT has been the “feelings” of white students. Local governments and the Board have overruled the outcomes of democratic processes.
- The silence of the international education community is deafening.





Journal of Marketing for Higher Education

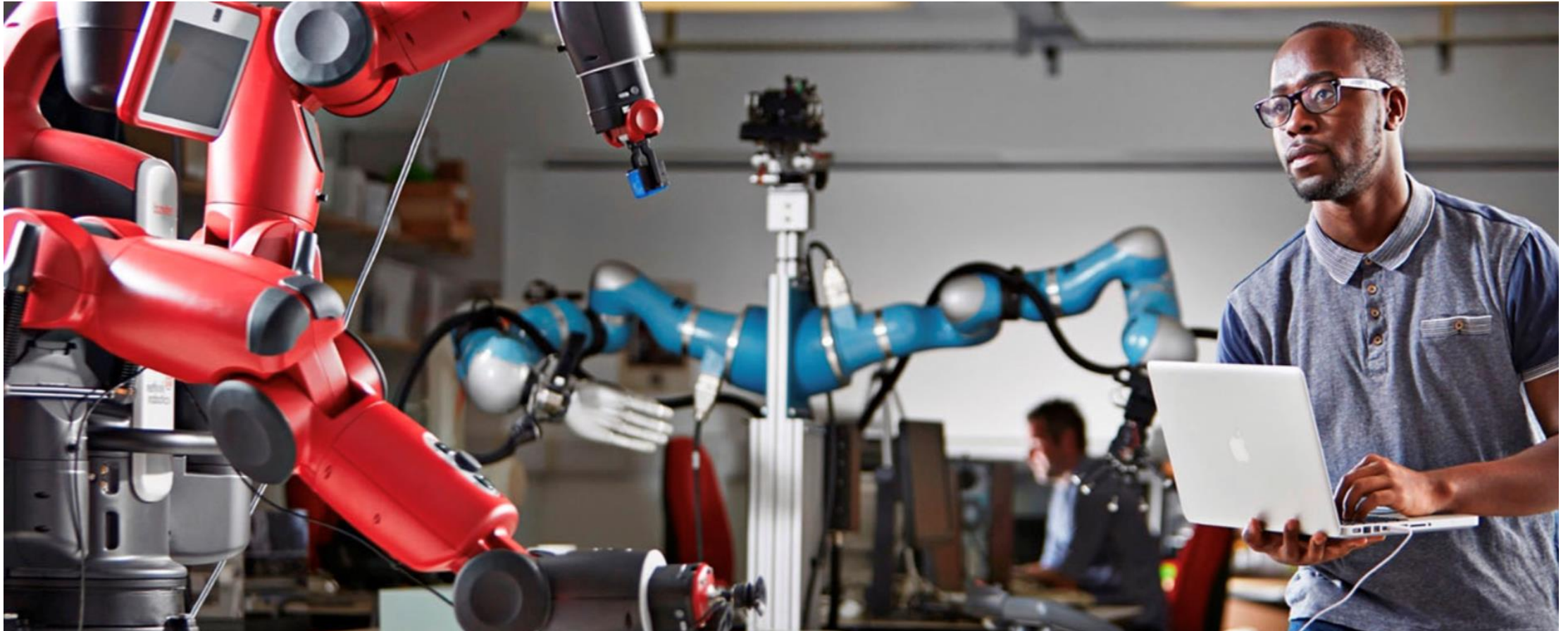
ISSN: (Print) (Online) Journal homepage: <https://www.tandfonline.com/loi/wmhe20>

Fulbrighters without Fulbright: branding US internationalization of higher education in a context of racial justice

Gerardo L. Blanco, Matthew Rombalski & Jhon Maldonado Mosquera

To cite this article: Gerardo L. Blanco, Matthew Rombalski & Jhon Maldonado Mosquera (2022): Fulbrighters without Fulbright: branding US internationalization of higher education in a context of racial justice, Journal of Marketing for Higher Education, DOI: [10.1080/08841241.2022.2143000](https://doi.org/10.1080/08841241.2022.2143000)

The face of the Fulbright programme



Emmanuel Johnson. Courtesy of the Fulbright Program.

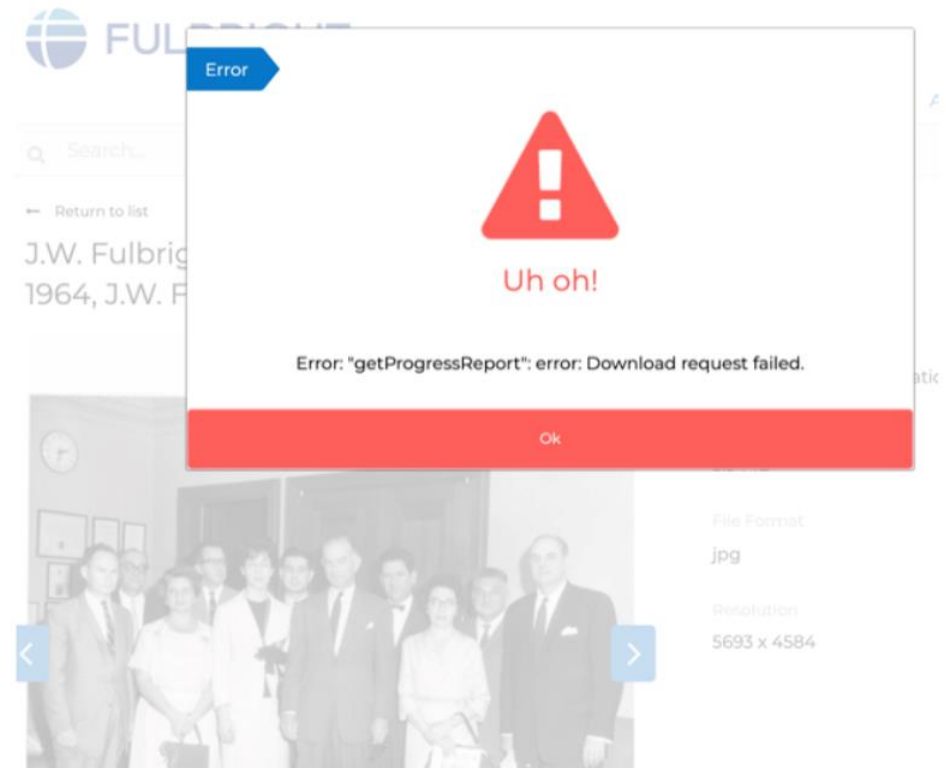
Brand personality in the Fulbright programme

- Aaker (1997) brand personality attributes: Competence, excitement, ruggedness, sincerity, and sophistication.
- Exciting competence: “Innovators. Trailblazers. Fulbrighters.”
- “Passionate and accomplished students, scholars, artists...”
- A balanced background: Sincerity, sophistication, and ruggedness.



Next steps

- *His voting record on civil rights contributed to the perpetuation of racism and inequality in the United States.*
- NOT to cancel or re-brand
- HBCUs, Fulbright Noir, Fulbright Latinx...
- Look closely at “Top-Producing Institutions.”



Thank you!

blancoge@bc.edu



BOSTON COLLEGE

Lynch School of Education and Human Development

CENTER FOR INTERNATIONAL HIGHER EDUCATION