

ExchangeMatters

JULY/AUGUST 2014



Participants in an International Visitor Leadership Program (IVLP) on Hip Hop & Civil Rights during a stop hosted locally by the International Visitors Center of Jackson in Mississippi. (Photo by Sara Williams, 2013)

The Legacy of Freedom Summer

By Sara Williams, Jackson, Mississippi

Inside this issue:

Announcements and Updates **Page 2**

Letter from the President: Connecting to Community Colleges **Page 3**

An Interview with Katherine Brown, Executive Director of the Advisory Commission on Public Diplomacy **Page 4**

Challenges for International Exchange **Page 6**

International Students Meet America **Page 7**

Introducing the Newest Member of the Team **Page 8**

In Brief: Since the inception of the Global Ties network, our members have given international exchange participants a real and unfiltered view of the United States, including the struggles and challenges the country grappled with during the Civil Rights era and, in many ways, continues to grapple with today. In that spirit, the International Visitors Center of Jackson in Mississippi and our members in the South continue to connect international visitors with their communities and the rich history and resources of the civil rights movement. This reflection comes on the occasion of this year's 50th anniversary of Freedom Summer.

As we head into the 50th celebration of Freedom Summer excitement fills the air!

In 1964, thousands of activists from around the world came to Mississippi for what is now known as Freedom Summer.

It continues to amaze me that 50 years have come and gone. As a child of the Movement, with a bird's eye view from the knee of my grandfather, I can still hear the songs of Freedom and the messages of Hope and new beginnings; they are my motivation to this day. I am in awe of what the Veterans of Civil Rights were able to do under the circumstances, with some making the ultimate sacrifice, laying down their lives for freedom... my freedom.

This June marks the 50th anniversary of the historically significant Mississippi Summer Project, more commonly known as Freedom Summer. Native Mississippians and volunteers from across the nation and around the world converged on Mississippi's hallowed grounds to register voters,

Continued on page 8

UPCOMING EVENTS

Member Webinar: Building Your Social Media Toolkit

Tuesday, August 19

Member Webinar: Just for NPAs! Health Benefit Changes for International Visitors

Thursday, August 21

Member Webinar: Working World: Careers in International Education, Exchange, and Development

Thursday, August 28

2015 National Meeting

February 4-7, 2015

CBMs REQUESTING MORE VISITORS

GlobalJax (Jacksonville, FL)

Transparency in Government; NGO Management; Journalism; Business Development/Entrepreneurship; Women in Leadership

The Charleston Council for International Visitors (Charleston, SC)

Civil Rights; The Arts; Economic & Business Development; Historic preservation; Politics & Government

If you would like your organization to be included in this section of the newsletter, please email Collin Burden at cburden@globaltiesus.org with your request. Global Ties U.S. will list three to five highlighted resources (formatted as above). In addition, Global Ties U.S. encourages programmers to consult the Online Resource Directory (ORD), accessible from the Global Ties U.S. homepage (www.globaltiesus.org), for full details on Community-Based Members (CBMs) and their resources.

ANNOUNCEMENTS

Host a Citizen & Public Diplomacy Summit!

Global Ties U.S. invites all community-based members involved in the IVLP to submit a proposal to host a public and citizen diplomacy summit in the fall of 2014 or spring, summer, or fall of 2015. Hosting a summit provides a great opportunity for host organizations and regions to showcase their work engaging citizens and communities in our nation's diplomatic activities. It also provides valuable professional development opportunities for board members, staff, and other volunteers.

These regional events, called *Diplomacy Begins Here*, are funded by the Bureau of Educational and Cultural Affairs through Global Ties U.S.'s Cooperative Agreement with the Office of International Visitors, U.S. Department of State. All *Diplomacy Begins Here* events are jointly sponsored by the Department of State, Global Ties U.S., and local host organizations.

Submit a proposal to host a *Diplomacy Begins Here* summit in your community by August 13. To download the application packet with more information, log-in to the Member Area of the the Global Ties U.S. website at www.globaltiesus.org.

If you have any questions about the summits or the application criteria, please contact Jason Terry, Program Manager of Events and Training (jterry@globaltiesus.org or 202.683.6145) or Carlton McLellan, Director of Membership and Administration (cmclellan@globaltiesus.org or 202.640.4376).

BUSINESS

The updated & interactive version of the 2014 Membership Directory is coming soon! Thank you to all of our members who sent in their updated information. Physical copies will be sent to all members in August. To access the online edition, which includes the latest updates and hyperlinks to online resources, visit the Member Area of our website at www.globaltiesus.org.

GLOBALTIES U.S.

Our vision is a peaceful, prosperous world where individuals build enduring relationships through international exchange.

Our mission is to strengthen relationships between individuals and nations by making international exchange programs more effective.

We are pleased to acknowledge that this publication is funded in part by the Bureau of Educational and Cultural Affairs of the U.S. Department of State under the authority of the Fulbright-Hays Act of 1961.

Editor:
Collin Burden

GlobalTiesUS.org



facebook.com/GlobalTiesUS



[@GlobalTiesUS](https://twitter.com/GlobalTiesUS)



youtube.com/citizendiplomacy



flickr.com/photos/GlobalTiesUS



LETTER FROM THE PRESIDENT

Global Ties to Community Colleges

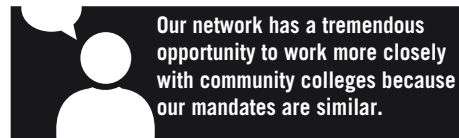
Recently, I had the opportunity to meet with a number of community college faculty and administrators throughout the U.S. They descended on Baltimore for the Community Colleges for International Development (CCID) summer meeting. CCID is a global network of community colleges working together to advance campus internationalization and build a more globally competent workforce.

CCID president Carol Stax Brown has launched an ambitious plan of comprehensive internationalization, focused on three key steps: institutional self-assessment, collaborative discovery of existing resources and opportunities, and recognition of the international impact community colleges are already having.

This effort is so important because community colleges serve almost half of the entire undergraduate student population in the United States - about 12.8 million. Community colleges also count nearly 87,000 international students within their ranks. They provide open access to post-secondary education and provide important workforce development and skills training. According to the American Association of Community Colleges, "globalization is driving changes in our economy, and the need for an educated workforce has never been greater... Without community colleges, millions of students and adult learners would not be able to access the education they need to be prepared for further education or the workplace. Community colleges often are the access point for education in a town and a real catalyst for economic development."

During the conference, there was a

tremendous amount of enthusiasm amongst the attendees for the need to internationalize campuses and curricula; however, one of the common themes I heard was that many find it a challenge to encourage students, faculty, and leadership to fully embrace these efforts. Many just don't see the relevance.



My role in the conference was to share information about the Global Ties network and highlight the similarities between the core tenets of the community college world and our members: they are both deeply rooted in their communities, and work with professionals at all levels of experience to promote prosperity and mutual understanding. I discussed how Global Ties members have worked for over 50 years to internationalize their communities. The synergies between the two networks and efforts are so clear.

I brainstormed with attendees on how to make the case to skeptical students and faculty. Many of the same arguments our network uses to engage members of Congress ring true. We have to connect it to issues that are most important to people, like jobs, family, and economic and community development. It was a sharp reminder to me of how much work we still have to do to counter a growing spirit of isolationism that seems to be taking root locally and nationally.

Our network has a tremendous opportunity to work more closely with

community colleges because our mandates are similar. We act locally to help build the skills and enrich the perspectives of the current and future workforce.

Global Ties U.S., in partnership with the U.S. Department of State, recently issued a request for proposals to our member organizations to host local public and citizen diplomacy summits across the country, called *Diplomacy Begins Here* (read more on page 2). We want to help our members create new, exciting opportunities to demonstrate how there is really nothing "foreign" about foreign affairs any more. Community colleges are ripe for greater international engagement. They want and need our help and expertise.

For those who are already working on your *Diplomacy Begins Here* proposal, I encourage you to reach out to your local community colleges to include them in your planning.

The regional summits are a great catalyst for engagement with community colleges, but they are not the only one. Through CCID and the Executive Director Carol Stax Brown, we would be happy to link you up with local leaders of community colleges who are working on internationalization. Feel free to contact me or our new Manager of Membership Franzi Rook for more information.

Jennifer Clinton, Ph.D.
President, Global Ties U.S.



The Promise & Power of Public Diplomacy

An Interview with Katherine Brown, Executive Director of the United States Advisory Commission on Public Diplomacy, U.S. Department of State

Can you give us a brief overview of the Commission's role and goals?

The U.S. Advisory Commission on Public Diplomacy is a bipartisan body, authorized by Congress, to appraise all U.S. government activities that seek to understand, inform, and influence foreign audiences as well as to build support for those same activities. We are essentially an autonomous office within the State Department with a small staff, in addition to seven members who are appointed by the President and confirmed by the Senate. While the staff is full-time, the Members serve on a part-time basis and live throughout the U.S., representing a cross-section of expertise in global communications and engagement.

What are some of the key priorities during 2014 and 2015?

While the Commission has a more than 65-year history, it went on a 19-month hiatus from December 2011 to July 2013. Congress brought it back to life in 2013 with a specific mandate to clarify the State Department and Broadcasting Board of Governors' worldwide public diplomacy and broadcasting activities, and to look at how we evaluate those activities' impact. We'll be delivering that report to Congress in late 2014.

Public diplomacy has never been more relevant to how the U.S. engages with the world.

We also have the privilege of advocating for U.S. government officials who work in public diplomacy and broadcasting. In 2014 and 2015, the Commission will convene stakeholders in and outside of government to determine ways to modernize public diplomacy policies, laws, tools, structures, and training to ensure it adequately bolsters our national security. For instance, this summer, we are launching a project with several partners to explore how we can support officials engaging foreign publics in high threat environments, drawing on the lessons learned from such close State Department, Defense Department, and



Katherine Brown spoke about the importance of public diplomacy during the Global Ties U.S. Discover Diplomacy weekend.

U.S. Agency for International Development collaboration after 9/11.

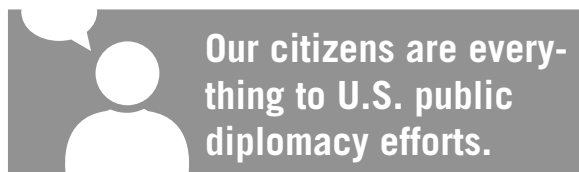
What are the some of the overarching trends in the U.S. government around public diplomacy?

Traditional and public diplomacy have converged. You cannot carry out our defense, diplomacy, or development goals without thinking of people—of the civil society and religious leaders, the media professionals and social media users, the entrepreneurs and businesswomen and men, and the activists and aspiring politicians everywhere. The Cold War sparked a public diplomacy mission to encourage liberal democracies; the September 11th attacks emphasized the importance for public diplomacy to help counter violent extremism. Today, in 2014, we're in a new foreign policy realm where non-governmental officials, or non-state actors, will increasingly shape the international system and decide the success of U.S. foreign policy goals. This also means that engaging foreign publics is a whole-of-government issue. Public diplomacy has never been more relevant to how the U.S. engages with the world.

What are some of the biggest challenges the Commission faces?

The Commission has a large congressional mandate with a very small office to see it through. There are so many experts to learn from and offices to visit – and that's just in Washington. We're aiming to collect as many insights as possible from academics, private sector leaders, and the

citizens and volunteers who represent America and live throughout the country (like the Global Ties network). We also need to learn from our public diplomats in the field, and the global citizens they are trying to reach. Our whole-of-government and worldwide mandate from Congress means we have to choose our projects wisely so we can produce well-timed research that affects how our leaders think about public diplomacy's role in national security, and not become overwhelmed.



What role do you see citizens playing in our nation's public diplomacy efforts?

Our citizens are everything to U.S. public diplomacy efforts. Whether it be welcoming exchange students or short-term visitors into their homes, or traveling abroad to learn about a new culture, most of the world comes into contact with the United States through us. I grew up with exchange students in my home in Los Altos, California, and I became one in Denmark when I was 16-years-old. Those experiences profoundly affected my worldview and humbled me, as similar experiences did for many of my friends and colleagues. When you hear about amazing individuals like Wazhma Sadat, an Afghan woman who participated in a State Department-sponsored exchange program as

You cannot carry out our defense, diplomacy, or development goals without thinking of people.



a teenager, recently graduated from Yale University, and founded Kamyab Afghanistan, a consulting and marketing firm that empowers Afghan women entrepreneurs, I also think about her original host family in Florida. They didn't just welcome Wazhma into their home, they helped shape Afghanistan's future. That's an incredibly powerful act.



Homestay host Ross McDowell, of Illinois, and IVLP participant Veri Junaidi, of Indonesia. (Photo by Margaret and Ross McDowell, 2013)

What role do you see our network playing in our nation's public diplomacy efforts?

Part of the Commission's value is harnessing the expertise of people who work in public diplomacy, officially and unofficially. We'd love to hear from you on what you think is and is not working when it comes to official U.S. public diplomacy activities. (You can e-mail us at pdcommission@state.gov!) Ensuring that the Global Ties network, too, continues to thrive, is an enormous boon to the Commission's larger advocacy work to make sure the American public knows how central public diplomacy is to U.S. foreign policy. Thank you for all that you do.



Reconnecting with our Roots: Challenges for International Exchange

By Jason Terry, Global Ties U.S.

I recently attended the Ron Moffatt Seminar on Peace and the Global Civil Society hosted by colleagues at NAFSA: Association of International Educators and the Joan B. Kroc School of Peace Studies at the University of San Diego. Ron was a mentor to me early in my career. My academic background is in conflict resolution, and before I stumbled backwards into exchange work, I thought I was going to spend my career doing post-conflict peacebuilding, helping local communities around the world recover from massive upheaval. Instead, I found myself a part of perhaps one of the greatest conflict prevention undertakings ever conceived: simply helping people from around the world connect with one another. Ron Moffatt shined a light for me, taking me under his wing in the last months of his life to help me see that our work was for a greater good.

The weekend began with a speech by Albie Sachs, an architect of South Africa's post-apartheid constitution, who challenged us to "find the Mandela" within ourselves, and advised that younger generations "be as cheeky as we were when we were young. Be as bold; be as challenging." A dinner discussion with Michael Ignatieff, Harvard professor and former leader of Canada's Liberal Party, allowed us to examine the privilege that can be both granted and diminished through an exchange program. On one hand, participating in an exchange is a sign of influence and prestige, yet on the other hand, gaining experience outside one's home country can simultaneously make one come back feeling more like an outsider than when they left. Yet Ignatieff also noted that "the defining characteristic of human beings is difference."

We often have no idea how many wars we prevent... or just how many lasting collaborations we create



Over the next two days, about 100 of us had incredibly powerful conversations around connecting local and global human rights struggles and peace deficits, acting to ensure that potential exchange participants don't end up knowing more about the challenges faced in their destination country than they do in their own neighborhood. We also dove into the notion of conflict as a space for learning, allowing participants to build dialogue skills, learn to appreciate

other narratives, and develop their own leadership. One speaker noted that "today, conflict resolution is friending you on Facebook."

Yet both the discussions and pre-seminar readings hinted at a broader disconnect between the peacebuilding and exchange communities. Peacebuilders see themselves as working in post-conflict scenarios, cleaning up the mess and building out accountability structures to prevent a recurrence of violence. Exchange professionals, by contrast, see themselves as building relationships and skills to advance any number of causes, ranging from human rights to environmental sustainability to entrepreneurship. However, the anticipated rise in "rapid response" exchanges in coming years will necessitate these communities to learn and embrace each other more fully. Exchange professionals want to infuse expertise and leadership into challenging situations, while we can learn much from peacebuilding's maxim to "do no harm" as we intervene in complex contexts.

I left the seminar experience contemplating three challenges for our field, specifically the ongoing need to:

- advocate for our work as a broad profession and speak to our impact with one voice;
- integrate peace and justice themes into exchange programs at all levels, and in all disciplines and fields of practice; and
- take a life-long learning approach to exchanges, and realize that they happen among youth, students, and professionals, and use that frame to connect current and future changemakers across borders.

Addressing these challenges means facing the reality that we often have no idea how many wars we prevent, what kind of innovation we spark, or just how many lasting collaborations we create. Some of that we can measure, but a lot of it remains just out of our grasp.

But these challenges also allow us the opportunity to step back and look at our work in greater context. We're not just exchange professionals; we're conflict prevention specialists, economic incubators, learning facilitators, change agents, and builders of civil society. Learning from others around the world also sheds light on our struggles here at home: the ongoing need for social and economic justice, the challenges of securing healthcare for everyone,

and building the leadership of our youth. Our international work probably informs more local-level activism than headline-grabbing initiatives. Back in January, IVLP Gold Star Kaspars Zalitis and I traded a few stories on our different adventures in training police officers on LGBT issues in our respective communities. It was a brief, frankly funny, moment of solidarity that I think inspired us both.

I wept at my desk when I got the news that Ron had passed on in early 2008, just nine months after we were first

connected. I was still establishing my footing in the field, but I knew we had lost a visionary who had committed himself to getting international exchange back to its roots. Our field has grown and professionalized in profound ways since the 1940s. Ultimately we're in this work not just to open the eyes of others, but our own as well. Yes, we must continue our good works in creating dynamic exchange experiences, but we also have to constantly remember that in so doing, we are quietly shaping a better future.

Helping International Students Meet America

By Britt Mercadante, Global Ties U.S.

The world is growing more and more interconnected each day. This simple fact is reflected in the rise in number of international students attending American colleges and universities. According to the Open Doors report released by IIE, the number of international students enrolled in U.S. institutions for the 2012/13 academic school year climbed to a record high of 819,644. This represents a 7% increase over the previous academic year as well as a 40% surge from over a decade ago. Hailing from countries all over the world, particularly China, South Korea, and India, the United States continues to be international students' preferred destination for higher education.

The number of international students enrolled in U.S. institutions has risen 40% in the past decade

But despite the impact these students can have on strengthening ties between individuals and nations, there remains a significant challenge in ensuring that they have a positive and diverse experience. Though many universities offer opportunities for international students to integrate into the university and the surrounding community, many struggle to find opportunities that allow them to experience the true diversity that the United States can offer.

The Global Ties network can play an important role welcoming international students, helping them connect with their community and accomplish their academic and professional goals. Thanks to initial support from key leaders and donors, Global Ties U.S. has developed a program called Meet America. Designed for international students who are enrolled full-time in a U.S. academic institution and who have lived in in the U.S. for at least one year, Meet America will combine tourist and educational travel with career development and professional networking opportunities for participants. The one-week pilot program

is set to take place this upcoming Thanksgiving week, with more programs of varying lengths to follow in 2015.



Focus group research with international students in the DC area confirmed that many students are interested in the opportunity provided by Meet America for a variety of factors. Students want to "improve their language skills," and "learn more about American cities and communities," particularly in parts of the U.S. that receive less attention than their coastal counterparts. A large majority of participants agreed that their interest in "forming strong bonds and long-lasting connections" with Americans would be the main motivation to participate in Meet America.

The Global Ties network has a strong history of participating in similar programs, as member organizations previously collaborated with the State Department on the Mid-Winter Community Seminar program that arose in the 1950s and spanned several decades. Established as an opportunity for international students to experience living in another U.S. community separate from their host academic institution, it expanded to incorporate a diverse range of activities including seminars, visits to cultural heritage sites, and home stays that were designed to introduce participating students to various components of U.S. society. In addition, organizations within the network have their origins in providing international students with the opportunity to authentically experience the Thanksgiving holiday.

Meet America draws upon this vast and rich background to create a unique opportunity that helps enhance the experience of international students in America and forges lasting bonds between individuals and countries. Members of Global Ties will have the opportunity to host student groups through fee for service programming. To learn more, contact Franzi Rook at brook@globaltiesus.org.

Meet Franzí Rook: The Newest Member of the Global Ties U.S. Team

By Franzí Rook, Global Ties U.S.

I am excited to join Global Ties U.S. as the Program Manager for Membership, and I look forward to working with all members of the Global Ties network across the country. I will work closely with Carlton McLellan, Ph.D., Director of Administration and Membership, in the management of member services, on-boarding and continuous support for new members to the network, and other efforts that help ensure a strong and vibrant Global Ties network. I will also manage new initiatives, including our forthcoming Meet America Program. You can see my full bio on the Global Ties U.S. website.

International exchange, education, and global issues are central to my education and professional experience. I have a master's degree in Public Administration, focused on Nonprofit Management and Leadership, as well as a master's degree in International Training and Education, and I am excited to be in a position that utilizes both. As exchange participant myself (Fulbright '07), I know first-hand the important and powerful impact that personal connections can have during exchange programs, however brief or long they are. Global Ties members are fostering intercultural understanding every day and I am delighted to be working with such a great network!



THE LEGACY OF FREEDOM SUMMER

Continued from page 1

promote workers' rights, and gain access to healthcare and public education for all Mississippians. These groups of young people worked and lived in communities across the state. They registered as many voters as possible and set up Freedom Schools. Freedom Summer volunteers also hosted training sessions and workshops in three areas: youth organizing, organizing and building community, and political power. Freedom Summer was a paradigm shift, and placed a spotlight on the struggle against segregation and other forms of race and gender-based disenfranchisement. These efforts were centered in Jackson and led by The Council of Federated Organizations (COFO), an umbrella civil rights group that coordinated the efforts of the National Association for the Advancement of Colored People (NAACP); The Student Nonviolent Coordinating Committee

(SNCC); The Congress of Racial Equality (CORE); and the Southern Christian Leadership Conference (SCLC).

Their work serves as an inspiration to countless Americans, and through international exchange programs like the U.S. Department of State International Visitor Leadership Program (IVLP), we can help disenfranchised groups across the globe benefit from their courage and exemplary leadership.

We are extending an invitation to visit Mississippi during this year of activities, events, lectures, workshops, trainings, and learning opportunities highlighting the best practices of the civil rights movement!

ExchangeMatters

JULY/AUGUST 2014

GLOBALTIES > U.S.



facebook.com/GlobalTiesUS



@GlobalTiesUS



youtube.com/citizendiplomacy



flickr.com/photos/GlobalTiesUS

1420 K Street NW, Suite 800 | Washington, DC 20005
info@globaltiesus.org
Tel: 202.842.1414 • Fax: 202.289.4625
GlobalTiesUS.org