



International  
**REACH**

# ANNUAL REPORT 2021-22

University of Wisconsin - Madison



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2021 - 2022 ANNUAL REPORT

**INTERNATIONAL REACH**

International Student Services at UW-Madison



# PROGRAM OVERVIEW

International Reach is a unique, cross-cultural speakers volunteer program that places international speakers in schools, campus venues and community organizations for short presentations. It provides interesting opportunities for international students and dependents to share perspectives on their home countries with teachers, students and area residents for the purposes of furthering global education and intercultural dialogue.

## GOALS

The International Reach cross-cultural speakers program strives to:

- Enhance the international student experience
- Support the Wisconsin Idea & campus internationalization
- Foster global awareness & cross-cultural understanding

## PARTNERS

*Ambassadors:* A cohort of specially chosen UW-Madison international students

*Requestors:* Campus personnel & programs, area K-12 teachers, community members

*International Reach Staff:* Coordinator & Student Program Assistant





# PROGRAM OVERVIEW

## **HOW DOES REACH WORK?**

International students and scholars interested in sharing their countries and cultures submit their applications to become Reach Ambassadors before the next school year begins. The Reach staff reviews applications and invites applicants to attend an informal interview, where they learn about the expectations and logistical details of the program. Once a student is invited and chooses to join Reach, their information and interests are placed in a speaker database and their biographies will be posted on the Reach webpage. This information is referenced when a requestor approaches the Reach staff about bringing a speaker to their classroom or event. The Reach staff then matches the Requestor with one or more ambassadors, continuously facilitating communication and event logistics between the two parties to ensure the presentation is successful. Evaluations are then sent to both the ambassadors and requestors to evaluate each event for strengths we can maintain and areas we can improve. The Reach staff also hosts a series of training socials designed to help train Reach ambassadors to be effective communicators and presenters, as well as enhance the professional and personal development of our student ambassadors.







# PROGRAM IMPACT STATEMENTS

## Requesters

"I am very happy this resource exists. I hope it is meaningful for the Ambassadors as well and gives them some cultural insight, and that the program continues!"

*-Natasha Pierce, Memorial High School*

"I just wanted to reach out and THANK YOU again for your presentation on Tuesday evening!! We really enjoyed meeting Sourabh and learning about India. His passion for the culture and history was evident and we loved that!!"

*-Amber Rehberg, UW-Madison*



Madison International Festival, 2022

## Ambassadors

"I enjoyed being able to experience and appreciate the different cultures that the campus has to offer, as well as share my own culture with the community."

*-Duraïd Abukhamseen, Reach Ambassador*

"I am so grateful for being a Reach Ambassador during my college years. As a cross-cultural speaker program, Reach offered various opportunities for me to present my real experiences as a Chinese badger and participate in cultural discussions. That taught me to be open and respectful to diversity, but also to be proud of my own uniqueness and share it bravely."

*-Yiting Duan, Reach Ambassador*

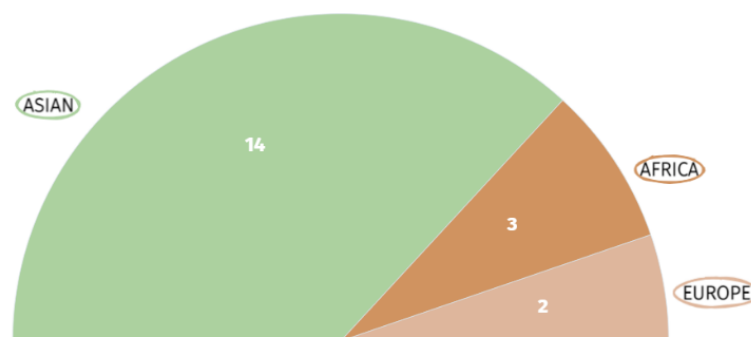


## 2021-2022 REACH AMBASSADORS

For the 2020-21 school year, International Reach offered the Madison community and campus 20 ambassadors. The International Reach Program and its cohort of ambassadors continued to promote diversity and increase cultural knowledge, foster cross-cultural dialogue, and make connections beyond University of Wisconsin-Madison's campus.

### ***GEOGRAPHIC DIVERSITY OF REACH AMBASSADORS***

International Reach ambassadors represented **15 different countries** of the world: China, Germany, Malaysia, India, South Korea, Saudi Arabia, Nigeria, Slovakia, Sierra Leone, Slovakia, Kazakhstan, Jordan, Vietnam, Thailand, and Singapore.



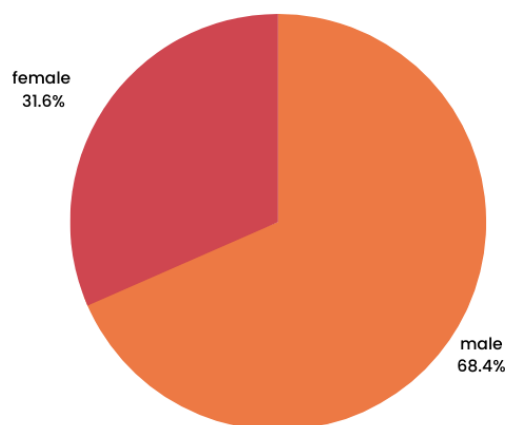


# 2020-2021 REACH AMBASSADORS

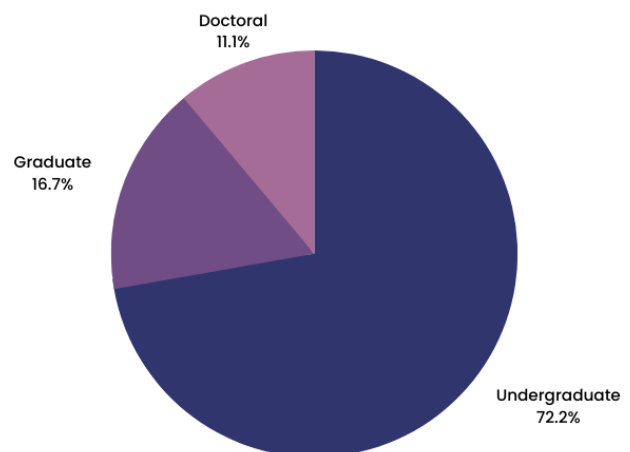
## AMBASSADOR PROFILE

In addition to the geographical diversity that Reach ambassadors brought to the program this year, ambassadors also brought diversity at the student level, their field of study, and gender identity. Undergraduate students were 72.2 percent of Reach ambassadors, 16.7 percent of ambassadors were graduate students, and 11.1 percent of ambassadors were doctoral students. 20 different degree majors/study areas were represented among ambassadors as well.

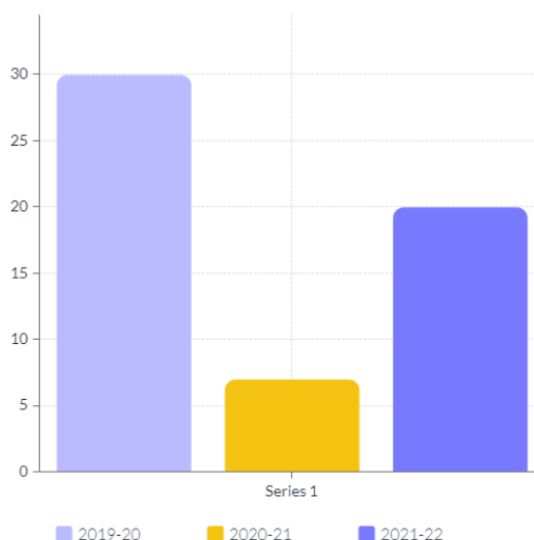
**AMBASSADOR GENDER**



**AMBASSADOR CLASSIFICATION**



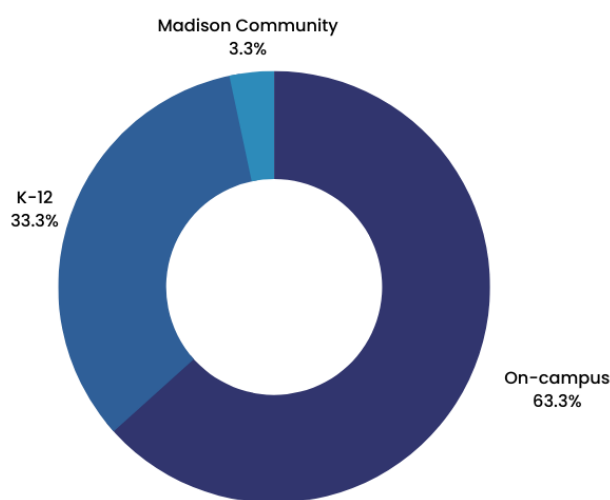
**# OF AMBASSADOR MAJORS**





## 2021-2022 REACH EVENTS

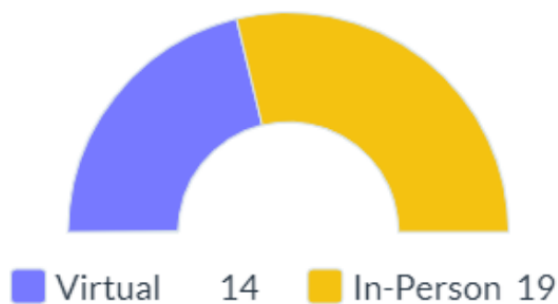
For the 2021-2022 academic year, International Reach has received and fulfilled more than 30 different requests. Of these requests, 19 were from the University of Wisconsin-Madison campus organizations, 10 were from middle and high school teachers, and the remaining were from the Madison community.



**Event Request Types**

## **IN-PERSON PRESENTATIONS**

After the pandemic, Reach received a higher amount of in-person requesters from local schools and Madison community in comparison with last year. In 2021-22, we have 19 virtual presentations and Reach ambassadors fulfilled 33 separate requests.



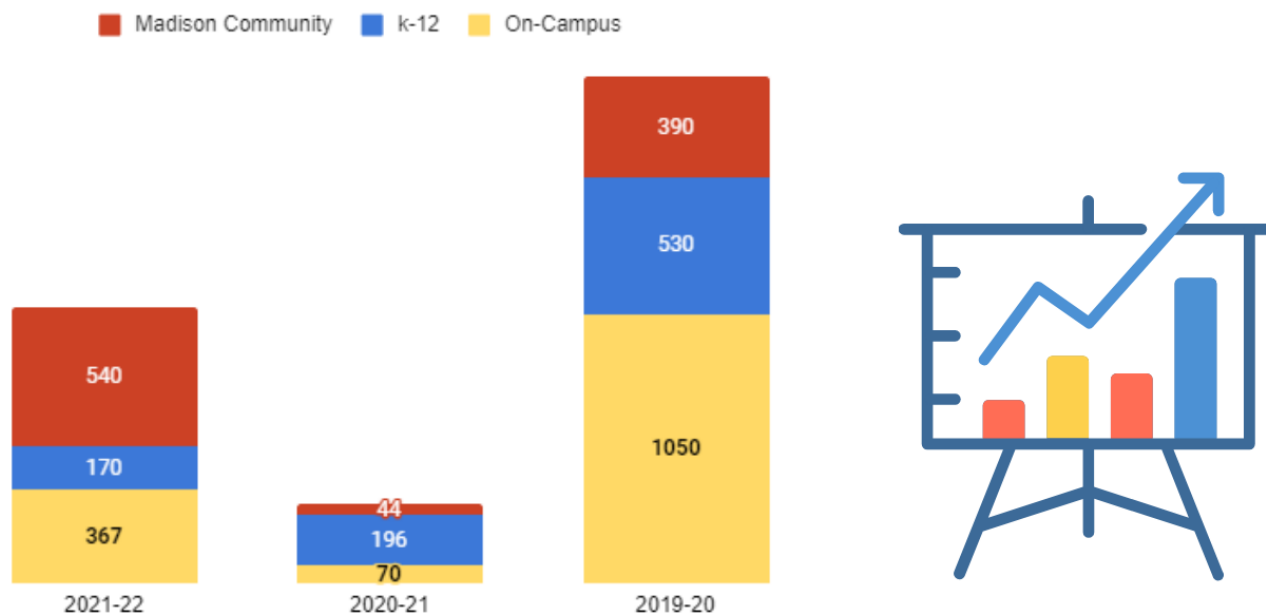
**# of Presentation Types**

# 2021-2022 REACH EVENTS

## AUDIENCE REACHED

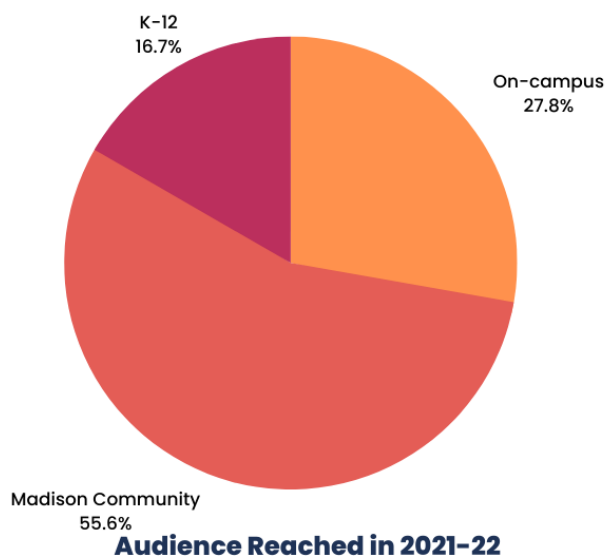
International Reach ambassadors presented to more than 1000 people\* for on-campus UW students and faculty, students at K-12 schools, and for members of the Madison community during the 2020-21 academic year. The largest audience reached this year was in the Madison Community at the Madison International Festival.

\*Audience numbers are either approximations or exact numbers after the event reported by requestors. Therefore, the numbers reported here include some approximations.



**Audience Reached by Program Year**

The audience reached during the last three school years has been lower than others because of the COVID-19 pandemic and our switch to a cohort model. However, you can see that the audience reached has increased this year with the return to in-person and hybrid presentations.





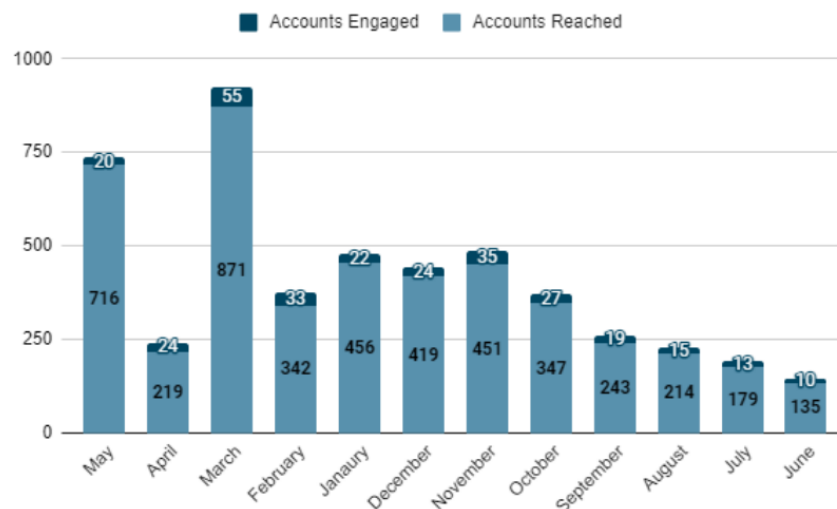
# SOCIAL MEDIA REACH & ENGAGEMENT

The unfolding of the current global pandemic during the past 2 school years inspired International Reach to become more active on social media platforms. The program found new ways to connect with our audience and still provide ambassadors with a platform to share their culture and experiences. Posts had a variety of purposes, including ambassador introductions, fun facts about their home countries, special things about their cultures, and holidays/festivals



## REACH AND INTERACTIONS

This page includes data collected from Instagram Post Insights. “Reach” is the number of different accounts that saw the post, while “interactions” are actions taken from the post, such as profile visits. The Reach social media did not start tracking post insights until May 2021, and from June 2021 to May 2022, March 2022 reached the highest people.





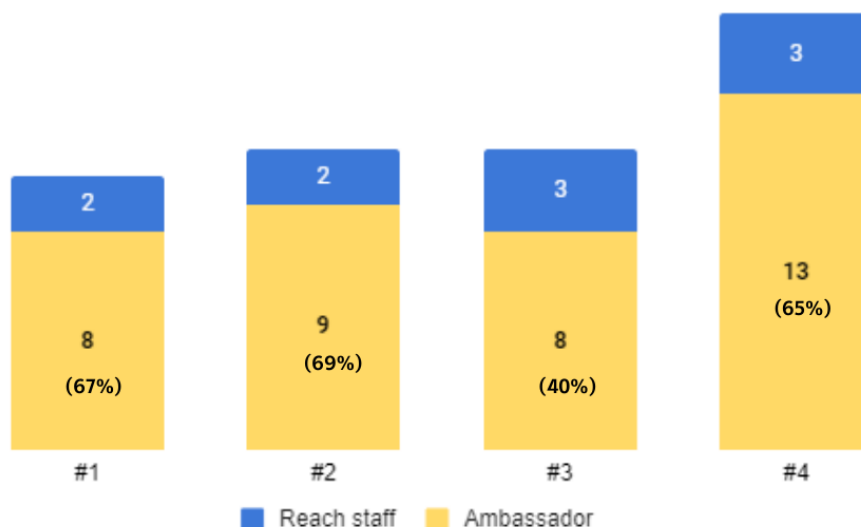


# 2021-2022 TRAINING SOCIALS

For the 2021-22 academic year, International Reach provided training, development, and social events for the cohort of Reach ambassadors. These ambassadors received a variety of training and opportunities to meet fellow ambassadors. This year, the Reach held three in-person training social events.

## TRAINING SOCIAL TOPICS

- #1: "The Danger of a Single Story" - October 2021
- #2: "Indigenous American History and Thanksgiving Myth" - November 2021
- #3: Social Justice Workshop - February 2022
- #4: Professional Development: Transferrable Skills Workshop - April 2022



# of participants in 2021-22 social trainings

The percentages included here reflect the percent of the total students that participated in the event. In between #2 and #3 is when we recruited new ambassadors and our total number of ambassadors jumped from 13 to 20.



## REACH APPRECIATION RECEPTION

At the end of the school year, Reach held an appreciation reception for the 21-22 ambassadors. It was a potluck style and everyone brought special dishes from their cultures to share. We gave out Reach certificates to ambassadors to recognize them for their participation and dedication this year. We also presented gifts to graduating ambassadors, premiered the Reach video made by Joy Chen, and shared some data and statistics to help summarize our accomplishments this year.



## REACH VIDEO

One notable project this year was creating a video about the International Reach program, in order to create a video to introduce and promote the program to the campus and community.

Ambassadors gave interviews and talked about their experiences as Reach ambassadors and expressed what they liked and what they have learned from the program.



# OVERVIEW IN 2021-2022

## CHALLENGES FACED IN 2021-2022

### **1. Ongoing COVID-19 Pandemic**

**Requests-** The return back into in-person requests during the Fall semester was slow and uncertain. During the Spring semester, the Covid testing requirements were complicated and it impacted the number of in-person requests.

**Participation-** Presenters' plans were often affected by covid-19, such as testing positive, having close contact with positive cases, etc. Because of students' busy schedules, not all requests were able to be rescheduled. Ambassadors were most interested in in-person requests, but these were not always available due to the ongoing pandemic.

## ACCOMPLISHMENTS IN 2021-2022

### **1. Ambassador involvement and foster community**

This year, Reach held 4 social training events, 2 orientations, and one appreciation celebration. For most events, the majority of the ambassadors came to participate and made friends with one another outside of the program.

### **2. Requestors and requests**

Reach accepted both virtual and in-person requests this year and increased the number of different types of requests. We created new partnerships, presentation series, and strong connections with organizations from UW-Madison and Madison community, including WI 4H International Program and Friendship Force of Wisconsin-Madison.

### **3. Diversity**

Reach started the school year with 13 ambassadors from different Asian countries and 1 from Nigeria. For the second semester, we recruited more students to increase diversity and better represent the international student body. We then had 20 ambassadors and increased the number of ambassadors from European, African, Central Asian, and Middle Eastern countries. For next year, we will have Reach ambassadors from Latin American countries for the first time since we changed to the cohort model in 2020.



# **STRATEGY FOR 2022-2023**

## ***1. Create and maintain opportunities for ambassadors to present***

Reach recruited 24 ambassadors for next year and we want everyone to participate as much as possible, so it is necessary to create and maintain opportunities. We want to continue the cooperation with the past requestors while exploring different types of opportunities from the school and the community, in order to provide more opportunities to active ambassadors so they can have a more meaningful experience.

## ***2. Build more strong connections with one another and the Madison community***

Helping Reach ambassadors create a community with one another and get connected with the larger Madison community is something we want to continue doing. The cohort model has been a great tool for creating a sense of community, but we would also like to do activities like volunteering together or doing other activities during breaks so that ambassadors feel more connected to one another and also to the community that they live in.

## ***3. Improve communication between Reach ambassadors and Reach staff***

With an increase in requests, we want to avoid overwhelming students while still providing lots of great participation opportunities. We want to send all information once or twice a week to make sure we provide all the needed information, but the emails won't overwhelm or confuse students. We also want to find better ways to track attendance and participation and increase accountability of Reach ambassadors and their responsibilities as a Reach ambassador.



International Student Services

INTERNATIONAL DIVISION

UNIVERSITY OF WISCONSIN-MADISON