



INTERNATIONAL REACH

2018 - 2019 Program Summary



University of Wisconsin - Madison

International REACH

CROSS-CULTURAL SPEAKERS PROGRAM

International Student Services

www.iss.wisc.edu/reach

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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 / 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: UW-Madison international students, scholars and their families.

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

International Reach Staff: Coordinator & Student Program Assistant

HOW DOES REACH WORK?:

International students, scholars, and legal dependents of international students and scholars interested in sharing their countries and cultures attend one of several Welcome Orientations offered by the Reach staff throughout the academic year. At this orientation, students learn about the expectations and logistical details of the program and join the program. Once a student joins Reach, their information and interests are placed in a speaker database which 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 professional and personal development of our student ambassadors.

PROGRAM IMPACT STATEMENTS

REQUESTERS:

"I hope we are able to have more of your presenters again next year, too. They really bring the world to life for my students."

- Scott Quincey, Edgewood Campus School

"Working with everyone from Reach over the years has been a great asset to our event and they are always dedicated, communicative and prepared. The student volunteers are enthusiastic and great ambassadors to our community."

-Meri Rose Ekberg, The Overture Center Event Planner



AMBASSADORS:

"It's been almost a year since I took part in the presentations, but honestly the memories are still fresh in my mind. It always gave me a sense of fulfillment getting to go to different places sharing about the Ugandan culture where I grew up from but also getting to touch a little more about the Democratic Republic of Congo where I was born. I remember before the presentations, sometimes I would make a little more research to be sure that I gave the right information and in the end it occurred to me as a learning process as well. Often I kept on finding more about the culture that I never knew about. "

- Joel Baraka, Uganda

"International Reach helped me practice my intercultural communication skills, and I really benefited a lot throughout the whole academic year."

- Yong Li, China

"It was fun getting to meet people from different countries, and I loved learning to count from 1-5 in five different languages at one of the training socials."

- Rogers Jeffrey Leo John, India





2018-19 REACH AMBASSADORS AT A GLANCE

For the 2018/19 school year, International Reach offered the Madison community and campus **99 ambassadors**.

In the 2018/19 school year, the Reach Program increased the number of participants and continued to be active members throughout the year to increase cultural knowledge, foster cross-cultural dialogue, and make connections beyond UW-Madison's campus.

Through the next pages of this issue of the International Reach Annual Report, we will highlight the following:

- Geographic diversity of participants
- New participants added by semester and compared to past years
- Profile of participants including student status

GEOGRAPHIC DIVERSITY OF REACH AMBASSADORS

For the 2018/19 academic year, International Reach ambassadors represented **31 different countries of the world** including all major world regions (i.e. Asia, Africa, Europe, North America, Oceania, and South America). The Reach Program's diversity has increased significantly; the ambassadors come from even more diverse areas of the world than before.

Reach Ambassadors by World Region



ASIA

China - 38
 Malaysia - 11
 Taiwan - 4
 South Korea - 2
 Japan - 2
 India - 5*
 Pakistan - 2
 Hong Kong - 1
 Bangladesh - 1
 Thailand - 1

MIDDLE EAST

Saudi Arabia - 2
 Azerbaijan - 1

EUROPE

Turkey - 1
 Russia - 2
 Germany - 2*
 France - 2
 Poland - 1
 Denmark - 1*
 Switzerland - 2*
 Czech Republic - 1

NORTH AMERICA

Honduras - 1

OCEANIA

Indonesia - 3
 Australia - 1

SOUTH AMERICA

Colombia - 3
 Brazil - 2
 Peru - 1

AFRICA

Nigeria - 3
 DR of Congo - 1
 Liberia - 1
 Tanzania - 1
 Uganda - 1
 Zimbabwe - 2

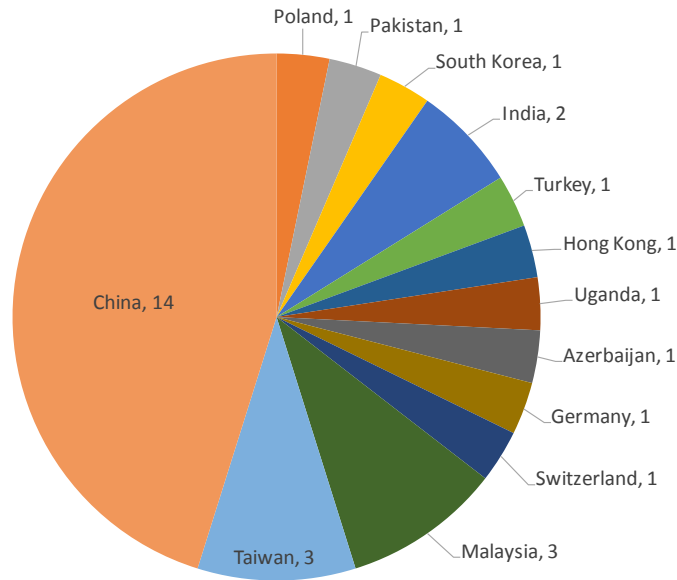
*Indicates countries which have participants who indicated having more than one country of origin.



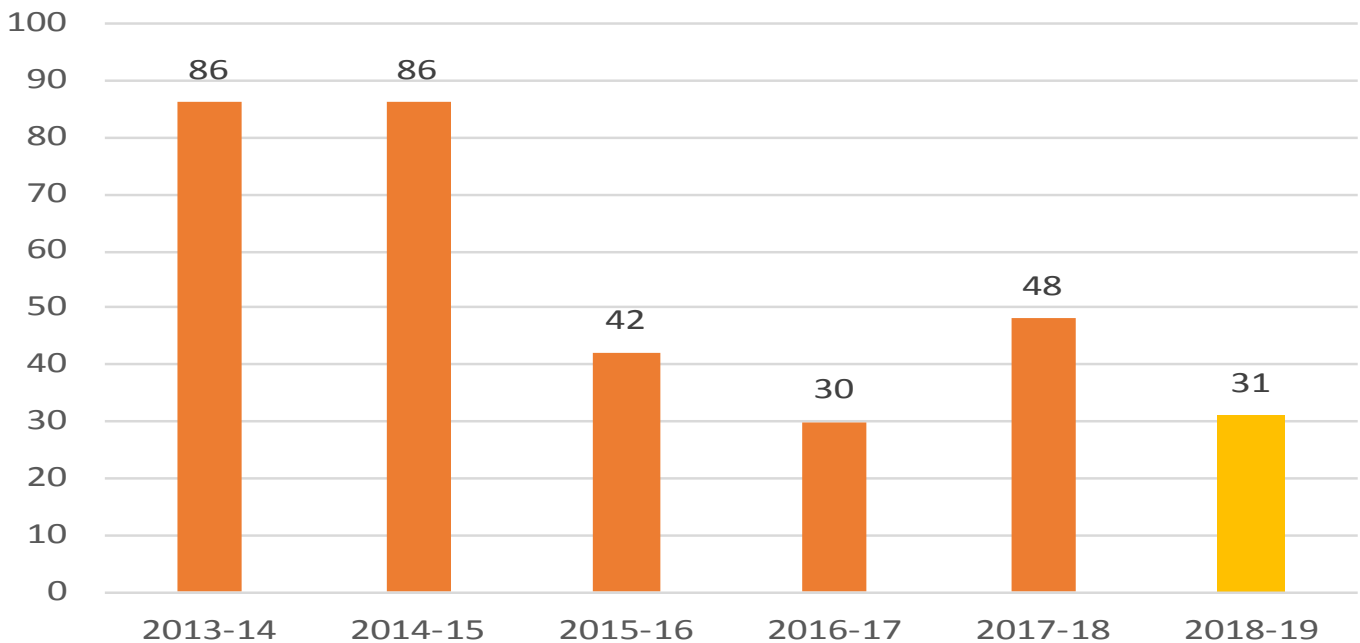
NEW AMBASSADOR DATA

The 2018/19 academic year was a busy one for developing the program and welcoming new participants. International Reach oriented a total of **31 new ambassadors into the program** over the course of the year. **New ambassadors represented 13 of the 31 countries represented in the Reach Program.**

New Ambassador Demographics



New Ambassadors by Program Year

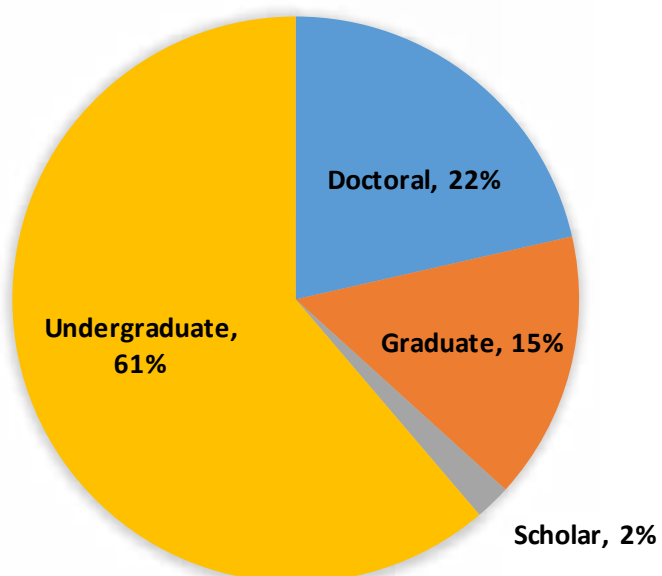




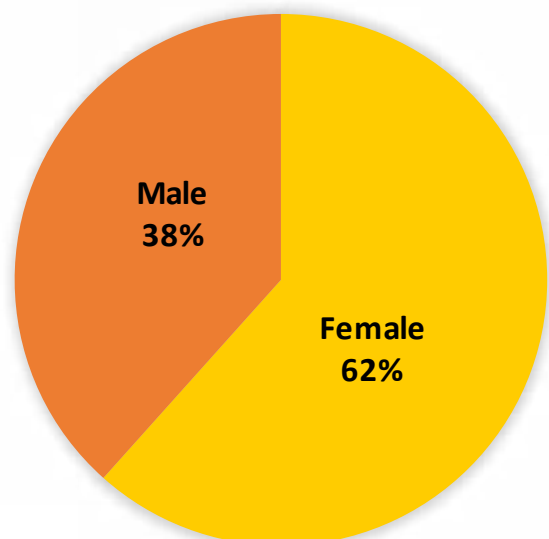
AMBASSADOR PROFILE

In addition to the geographical diversity Reach ambassadors brought to the program this year (see page 7), ambassadors also brought diversity in student level, field of study, and gender. **Undergraduate students** were **61 percent** of Reach ambassadors and **22 percent** were **doctoral students**. Visiting scholars, and dependents (i.e. family members) comprised the rest of participants. **Over 62 different degree majors were represented amongst ambassadors as well.**

Ambassador Classification



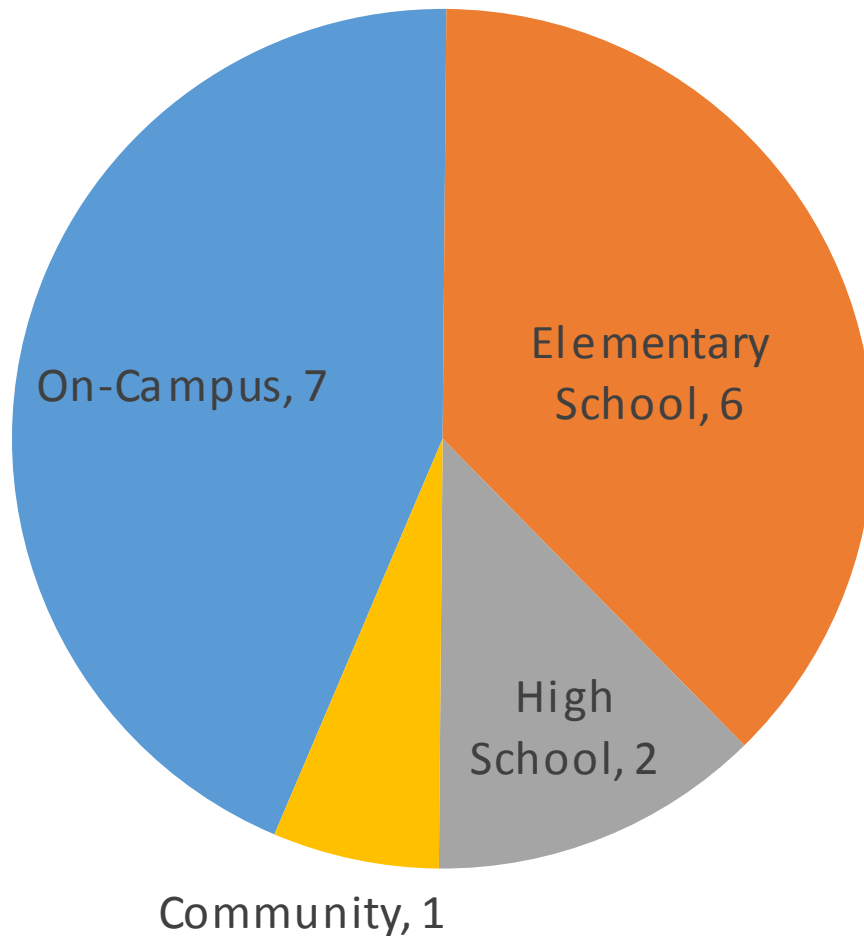
Gender



2018-19 REACH REQUEST EVENTS

For the 2018/19 academic year, **International Reach ambassadors fulfilled 16 requests** for International speakers. Of these requests, 7 were for the University of Wisconsin-Madison campus' students and staff, 8 were for kindergarten through 12th grade schools and the remaining were for the general community.

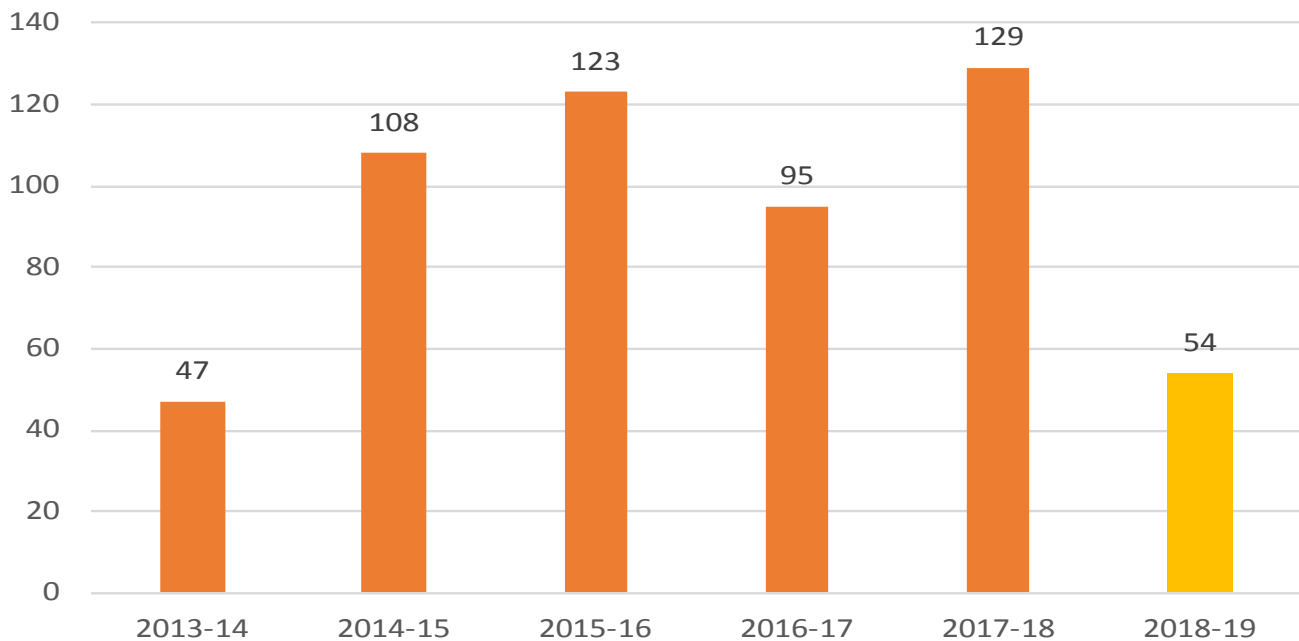
Event Request Types



Unfortunately, this year, International Reach was unable to keep their partnership with the Lindbergh Elementary School for an after-school program due to low response rates. Because of this, the number of elementary school requests decreased compared to last year. To make up for this, International Reach plans to establish partnerships with more on-campus requesters, such as the Peer Learning Association, in the upcoming school year (2019-2020).

INDIVIDUAL PRESENTATIONS

Individual Presentations by Program Year



While International Reach ambassadors fulfilled 16 separate requests for speakers, many of these requests required more than one ambassador to present. For example, the Madison International Festival utilized 11 Reach ambassadors. If events utilizing multiple Reach ambassadors are separated by the individual presentations[†] delivered, then **Reach ambassadors delivered 54 presentations** during the 2018/19 academic year.

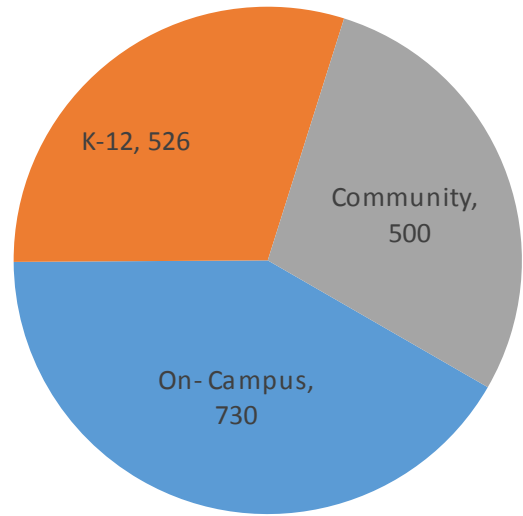
[†] Individual presentations are counted by the number of Reach ambassadors who presented at any event throughout the year. That means that an event which utilized three ambassadors would be counted as three individual presentations.

AUDIENCE REACHED

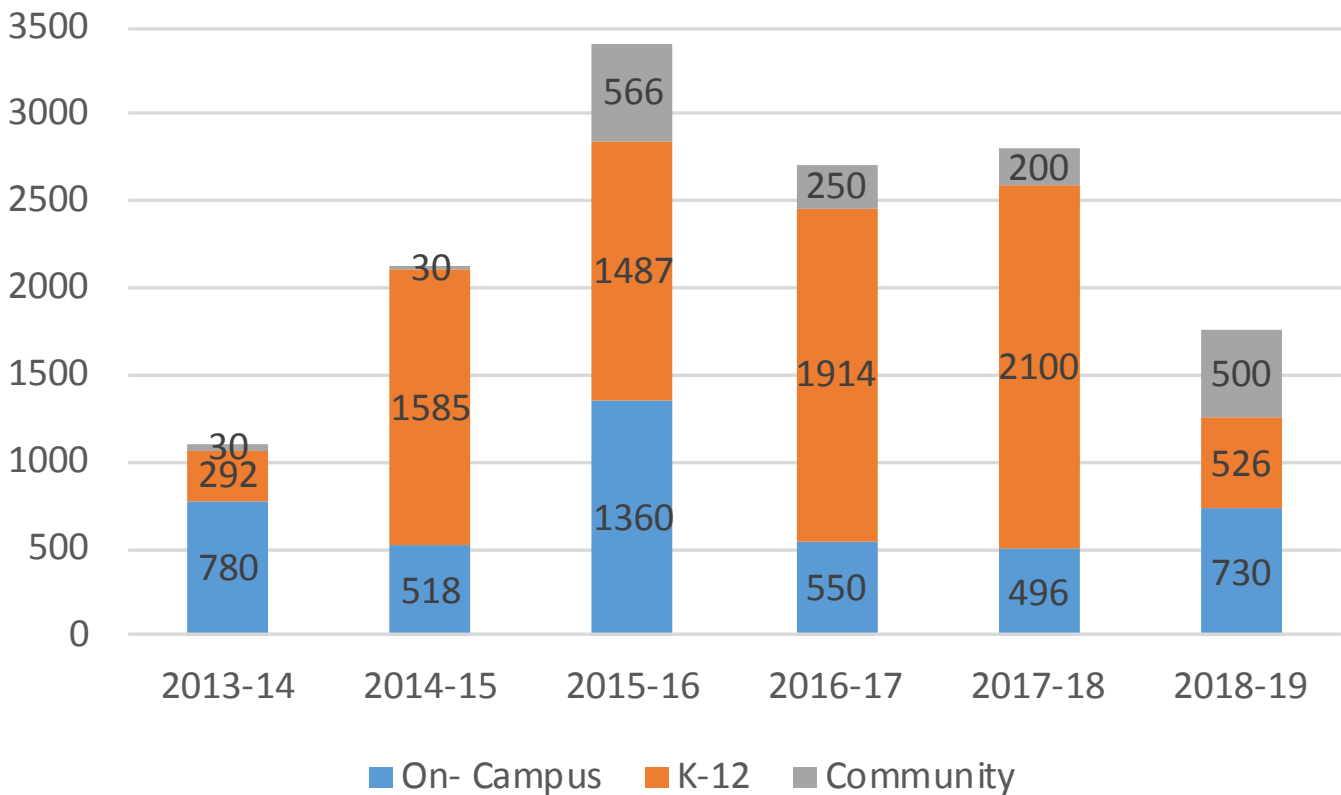
International Reach ambassadors presented to **more than 1700 audience members[‡]** for on-campus UW students and faculty, for students at schools, and for members of the Madison community for the 2018/19 academic year. The largest audience reached this year was students and staff from the University of Wisconsin-Madison.

[‡]Audience member numbers are either approximations or exact numbers after the event reported by requestors. Therefore the numbers reported here include some approximations.

Audience Reached[‡]



Audience Reached[‡] by Program Year



HIGHLIGHTED ENDEAVORS

The largest event that Reach ambassadors participate in annually is the Madison International Festival. Typically students give presentations about a certain aspect of their home country, but this year participants held mini-language lessons instead. This year, eleven ambassadors participated in this event and seven languages were represented (Polish, Portuguese, German, Malay, Hakka, Mandarin, and Cantonese). This format worked great for the event and **brought in about 300 more people** in comparison to the last two years.

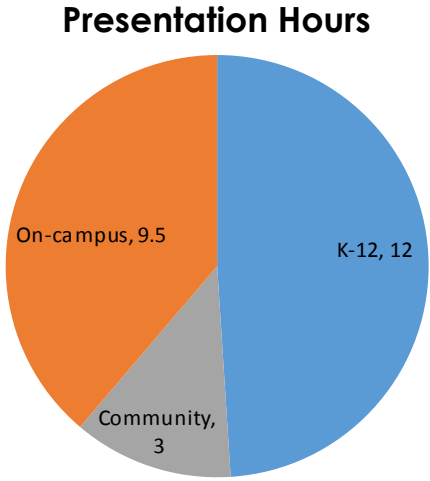
Another event that was important to International Reach this year was the Peer Learning Association cultural workshop. About 6-7 ambassadors participated in this workshop, both in the spring and fall semesters, and in total this event reached about 200 people on-campus. The workshop was so successful that International Reach has now partnered with the Peer Learning Association to continue assisting them next year.



PRESENTATION HOURS

International Reach ambassadors presented **more than 24 hours^{††}** for UW students and faculty on campus, for students at K-12 schools, and for members of the Madison community for the 2018/19 academic year. These hours do not include all of the additional time that ambassadors used to prepare presentations, develop materials, and travel to and from presentation locations.

^{††}Presenting hours were counted as actual presented hours after events.



2018-19 REACH TRAINING SOCIAL EVENTS

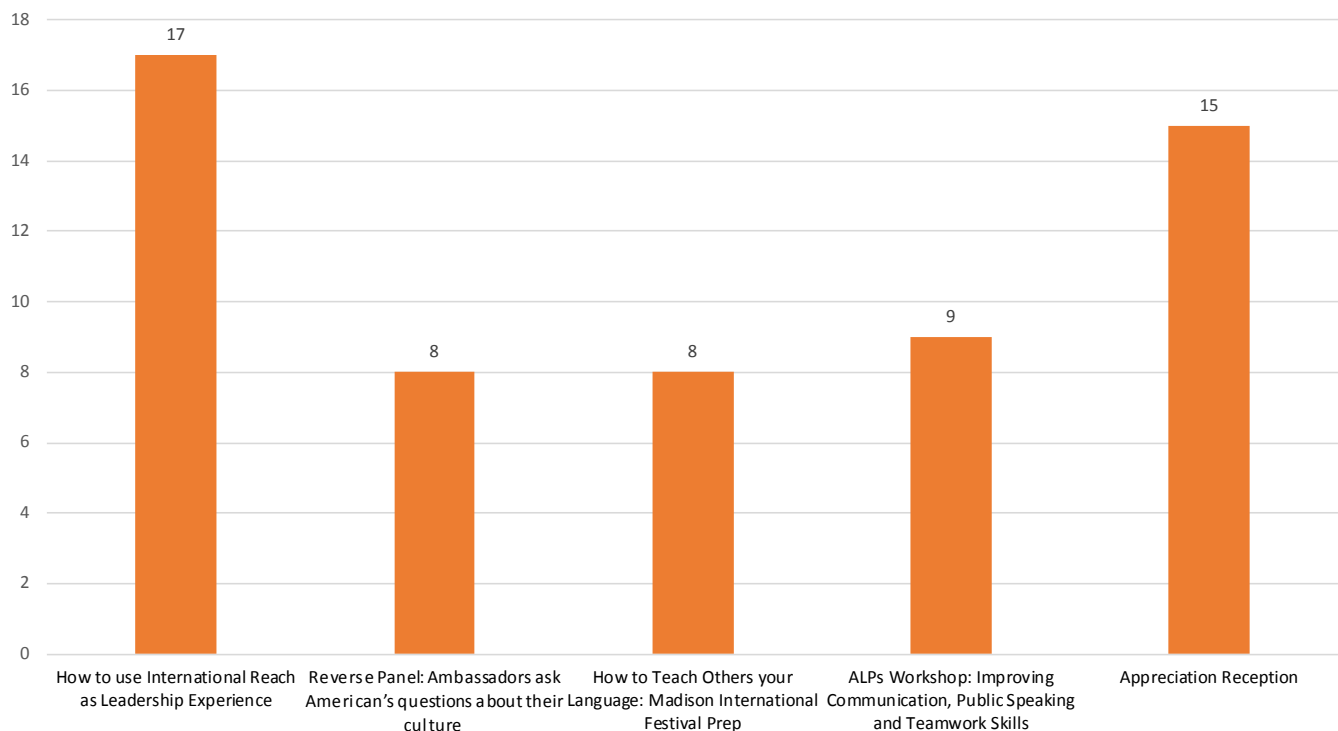
For the 2018/19 academic year, International Reach provided training, development and social events for **35 Reach ambassadors**. These ambassadors received a variety of trainings, including presentation and improvisation, and opportunities to meet fellow ambassadors.

Social Events:

- **October 2018** - How to use International Reach as Leadership Experience
- **November 2018** - Reverse Panel: Ambassadors ask American's questions about their culture
- **February 2019** - Madison International Festival Prep: How to Teach Others your Language
- **March 2019** - ALPs Workshop: Improving Communication, Public Speaking and Teamwork Skills
- **April 2019**- Appreciation Reception



Training Social/Event Participation



GOALS AND RECOMMENDATIONS

Three goals for the 2018/19 academic year were posed. The results of these goals include:

1. Continue on-campus outreach to increase campus involvement.

Throughout the given academic year, International Reach was able to increase their on-campus audience reach from last year by 234 people. This being so, this goal was reached but it is still something that can be improved upon since we had a lower number of requests fulfilled this year. Additionally, this year we established a partnership with the Peer Learning Association, so hopefully that will help increase campus involvement within the next year.

2. Improve relationships with Reach requesters to build intentional relationships.

As mentioned in the prior goal, we established a partnership with an on-campus organization. On top of that, we improved relationships with Reach requesters by inviting them to the Annual International Reach Appreciation Reception. We hoped that by doing so requesters would help our relations with them. We continue to invite requesters to the Appreciation Reception from now on and as long as budget permits to do so.

3. Create and promote resources, such as informational videos, as options for requesters.

Unfortunately, we were unable to create informational videos for the International Reach program this academic school year due to changes in staffing within the International Student Services office and the program itself. To make up for this, the Reach program was able to provide skype options for requesters. The program only had one opportunity to try this format but it worked great. We hope to keep offering Skype as an option for requesters next year.

SUGGESTED GOALS FOR 2019/20

The following are suggested goals for the 2019/20 academic year to build on program successes.

1. Continue creating and promoting resources, such as informational videos, as options for requesters.

Since we were unable to fully execute this goal during the 2018-2019 academic school year, we hope to make it a goal once again next year. To ensure that it gets fulfilled, we will let the new program assistant (that will be hired in November) know about it and begin working on it over the summer.

2. Update Online Orientation - will help if there is a similar situation to the university being closed.

One of the reasons that we believe we had a lower number of Reach ambassadors this academic semester was due to the fact that both of our in-person orientations in the beginning of spring had to be canceled due to the weather. Therefore, by updating the online orientation and the way we let international students know about it, we hope to be able to prevent this type of issue if it were to happen again.

3. Improve emailing system to create a streamlined process.

The first step that needs to be taken to fulfill this goal is switching the method of sending request emails. Currently, International Reach utilizes Microsoft Word and does mail merges, but we would like to switch to Mailchimp, an email marketing website. By doing so, the email process of sending out request information to ambassadors would become more automated and our communication to ambassadors would have a more cohesive feeling in terms of branding. Additionally, Mailchimp can be used to create an automated email chain that can be sent out to interested students at the beginning of the semester. This would be great to create as it could lead to an increase in total Reach ambassadors. Lastly, by making this change the International Reach Program Assistant will have more time to focus on improving requester relationships, partnerships and any other side projects.