

# ANNUAL REPORT

2022-2023



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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 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?*

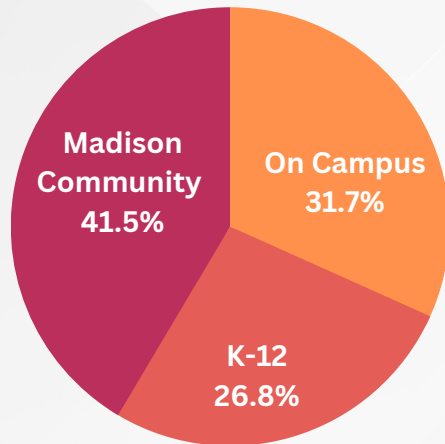
International students interested in sharing their countries and cultures submit their applications to become Reach Ambassadors before the next school year begins. The Reach staff reviews applications and invites applicants to attend an informal interview, where they learn about the expectations and 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.



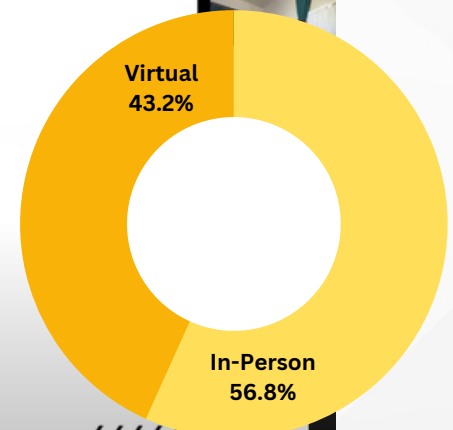
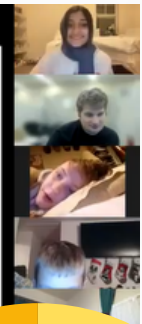


# REACH PRESENTATIONS

## *Presentation Types*



For the 2022-23 academic year, International Reach fulfilled 42 different requests. There were 5 more in-person requests than virtual requests. Of these, 13 were from UW-Madison campus, 18 were in the Madison/Wisconsin community, and 11 were in K-12 schools.



# REACH PRESENTATIONS

## Audience Reached



2,743

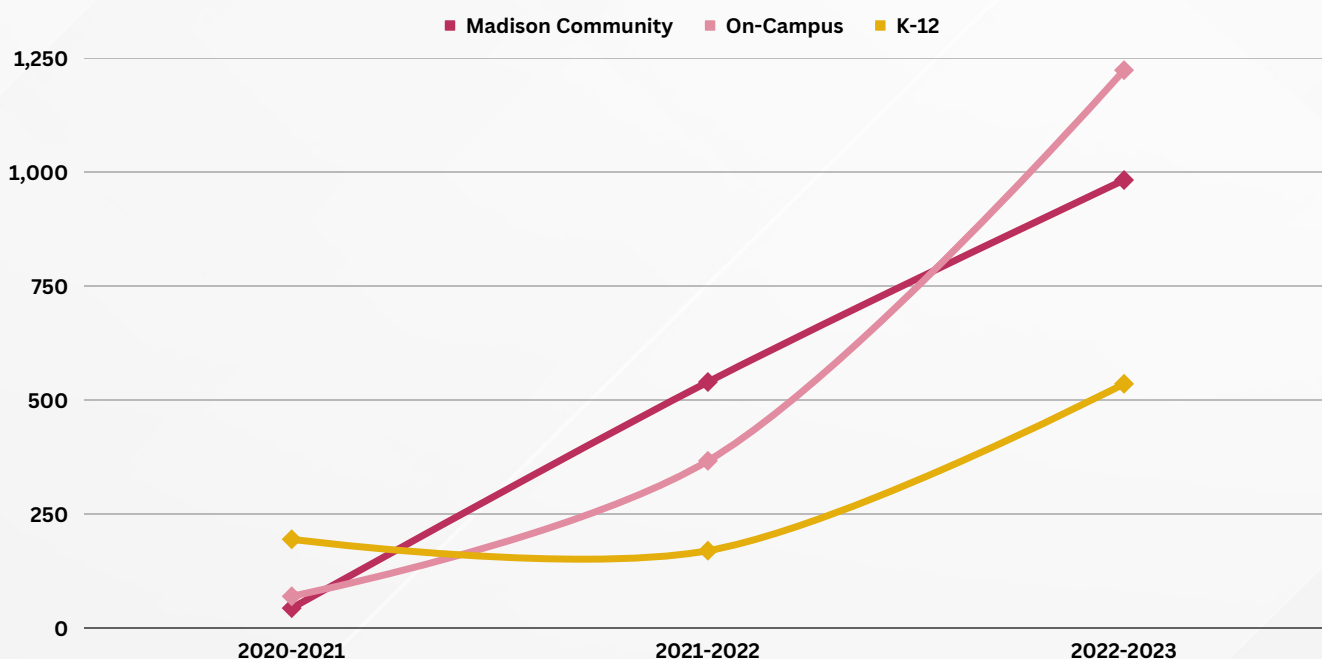


150%



International Reach ambassadors connected with more than 2,700 people\* this academic year. This is approximately a 150 percent increase from the previous year. This total audience includes local school children, senior citizens, UW-Madison students, faculty, staff. from many different backgrounds. The largest audience reached this year was a Madison community event- the International Festival at the Overture Center, with 7 student ambassadors interacting with ~630 community members.

\*Audience reached is calculated using a combination of exact attendance and estimations from requesters, so the numbers reported here are approximations.



# PROGRAM IMPACT STATEMENTS

## Requesters



*Alan Mashen*

"Alan was fantastic! He had a great presentation/visuals, his presentation was engaging and he connected to themes from our class. Students were very interested and gave me a lot of positive feedback after his presentation."

*Joel Jarosky, Teacher, MG21 Monona School*

"Thanks for the program tonight. Now I want to add Brazil to my list. She was excellent. Informative, fun, engaging.. "

*David Blado, Friendship Force- Wisconsin, Madison\**

## Ambassadors

"It was amazing; I loved it! I had a lot of fun making presentations and getting to know the school. It was, for sure, a great experience and one of the best presentations I got to make. Thank you for giving me this opportunity!"

*Alan Mashen, Business Major, Kazakhstan*

"My favorite part about being a Reach ambassador is being able to share my culture with people who wouldn't know about it otherwise. My favorite part within my presentation was definitely the Q&A and seeing what questions people had about Brazil."

*Rayane Prado Nunes, Psychology and Dance Major, Brazil*



*Rayane Prado Nunes*

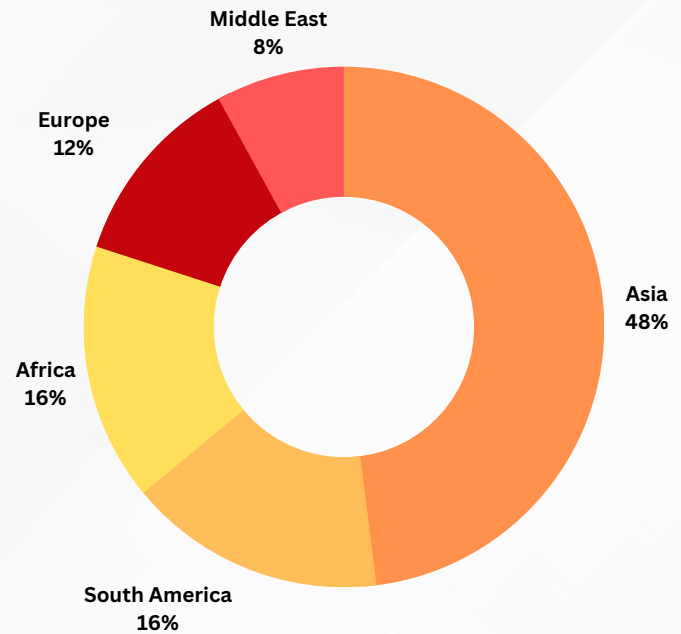


# REACH AMBASSADORS

For the 2022-23 school year, International Reach offered the Madison community and campus 25 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 Representation

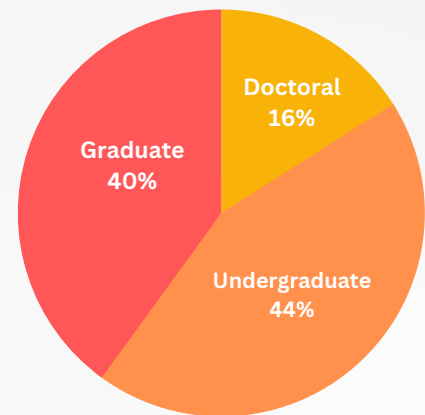
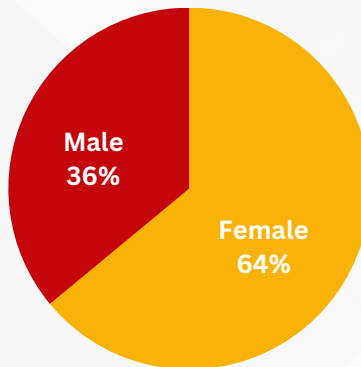
International Reach ambassadors represented 16 different countries of the world: Brazil, Chile, China, Colombia, Germany, India, Indonesia, Kazakhstan, Malaysia, Nigeria, Saudi Arabia, Sierra Leone, Singapore, Slovakia, Slovenia, and South Korea.



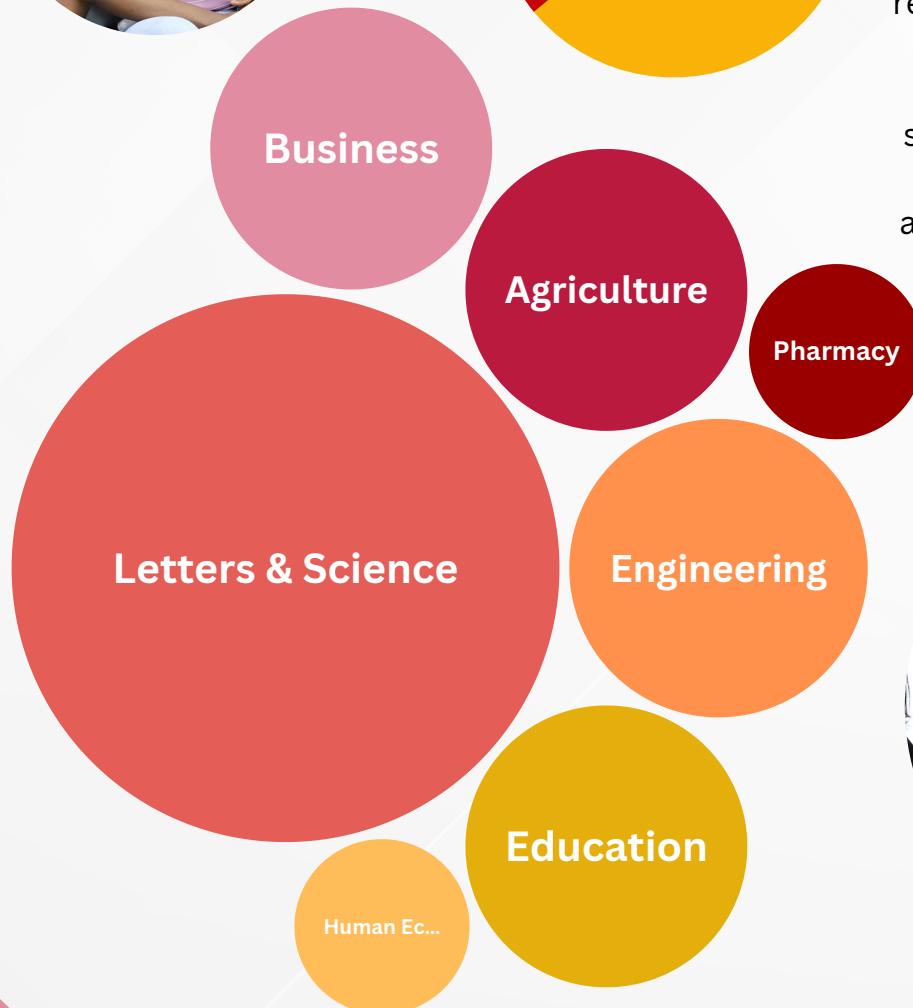
# REACH AMBASSADORS

## *Ambassador Profile*

In addition to the geographical diversity that Reach ambassadors brought to the program this year, ambassadors also brought diversity in student level, the field of study, and gender.



Undergraduate students were 44 percent of Reach ambassadors. The remaining 56 percent were graduate and doctoral students. 7 different schools and colleges were represented among ambassadors, with Letters and Science having the largest representation.



# REACH AMBASSADORS

## *Growth and Development*

In the beginning of the academic year, we asked ambassadors to reflect on their new position. As the year came to a close, we asked them to reflect on the past academic year serving as a Reach ambassador. The table below shows how their definition of intercultural dialogue and cross cultural understanding has evolved in just 7 months, which reflects their growth, knowledge, and experiences gained throughout the year.

	<i>How would you define intercultural dialogue and/or cross-cultural understanding?</i>
Student #1	<b>Before:</b> The interdisciplinarity between world cultures, understanding both the similarities and differences in order to have a higher global awareness
	<b>After:</b> Sharing certain aspects about your culture, listening about the same aspects from other cultures and then seeing what are the similarities, the differences - all while respecting how each other think
Student #2	<b>Before:</b> People from different cultural backgrounds coming together to discuss topics that they may or may not agree on with patience and understanding.
	<b>After:</b> Respectful communication with an open mind between people from different backgrounds to improve our understanding of each other



# REACH AMBASSADORS

## *Growth and Development*

In the end of year reflection, ambassadors were also asked to share things they learned about themselves (or others) and give advice to future ambassadors. You can find some of our favorite responses below.

***Do the most presentations they can in the most varied settings possible, it's very cool to see what different people think about your country.***

***Do more volunteer activities and don't skip socials with your fellow Reach ambassadors who are fantastic people!***

***Get involved and be open-minded.***

***I have learned that I am really passionate to talk about my country and I have learned there are so many interesting countries which share great cultural values.***

***I learned that I really enjoy interacting with people I have never met before. There is so much you can talk about and although we are all different, you can always find something that you have in common.***

# TRAINING SOCIALS

For the 2022-23 academic year, International Reach provided training, development, and social events for the cohort of 25 Reach ambassadors. These ambassadors received a variety of trainings and had the opportunity to meet fellow ambassadors. The Training Socials allow Reach ambassadors to connect with one another and build community by learning something new and sharing a meal together.



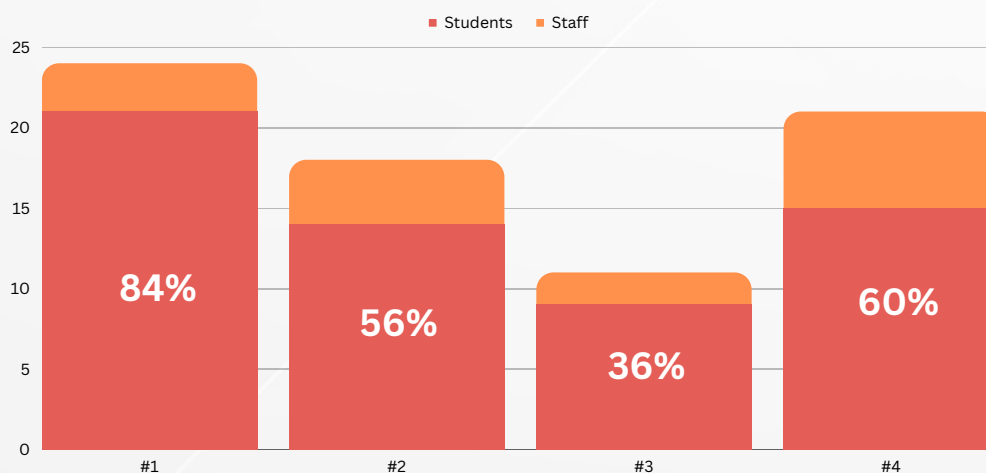
## Training Social Topics

**#1 "Making Effective Presentations"** presented by guest speaker from the Writing Center and International Reach alumna Nattaporn Luangpipat (October 2022)

**#2 Visit to "Sifting & Reckoning: UW-Madison's History of Exclusion and Resistance"** at the Chazen Museum of Art (November 2022)

**#3 International Reach Jeopardy!** (February 2023)

**#4 Poster-Making Workshop** for International Festival at Overture Center for the Arts (April 2023)



\*The percentages included here reflect the percent of the total students that participated in the event.

# APPRECIATION RECEPTION

At the end of the school year, International Reach held an Appreciation Reception for the 22-23 student volunteers. We invited requesters from campus and the community to join us as special guests to thank them for supporting the program by providing opportunities to Reach ambassadors to share their culture and experiences with the Madison community. During the event, everyone shared a meal followed by a presentation that summarized and celebrated our accomplishments this academic year. The slides included data and statistics to show our growth and improvement, along with some photos taken over the year. We reminisced on memories made both giving presentations and gathering together, and reflected on the impact the program has had. Ambassadors received certificates to recognize them for their participation, hard work, and dedication to International Reach. We presented gifts to graduating ambassadors and honored the one student volunteer that fulfilled the most requests with a special award and trophy!





# 2022-23 OVERVIEW

## Challenges

### Increased demand for requests

This year was the first year fully "back to normal" after the pandemic. Because of this, we received a lot more requests than previous years. While we are grateful that we received so many requests it was challenging to keep up with all of the requests and we were not able to fulfill all requests because of requester time management and ambassador availability.

### Attendance

This year, we had a couple of instances where Reach ambassadors did not show up to a request on time or on the correct day. This failure to meet our expectations was communicated and resolved by second semester through more thorough and timely communication. Unfortunately, attendance at Training Socials decreased throughout the school year. However, the students that did attend found them engaging and helpful!

### Communication

Similar to past years, it has been difficult to get students to communicate promptly and effectively with Reach staff. Finding a balance of sending regular emails but not overwhelming students' inboxes has been challenging.

## Accomplishments

### Community Building and Retention

It was great to see students create friendships this year. We witnessed them spending time with one another outside of Reach events, exchanging phone numbers, and being excited to see one another at each gathering. We also only had one ambassador quit during the year because of conflicting commitments and 12 ambassadors will be returning next year.

### Requestors and Requests

This year, we were able to continue many of our community partnerships from last year and created a couple of new partnerships as well- most notably with Kromrey Middle School World Language Club. Also, for the first time in a few years, requestors were invited to the Appreciation Reception which was a great way to thank them for supporting the program.

### Signature Presentations

In the beginning of the year, we tasked each ambassador with creating a signature presentation. This was great because they had a template presentation prepared early on and seemed more willing to volunteer and accept invitations to present on short notice. Also, our first Training Social topic was creating effective presentations, which helped them build confidence in creating their own presentations and understand our expectations.

# FUTURE STRATEGY

## **Communication**

Next year, we plan to use the application GroupMe in addition to email. The GroupMe will primarily be used to send reminders and encourage ambassadors to share resources and opportunities with one another. We are adapting to this more informal way of communicating with the goal of getting more engagement and accountability, and avoiding overwhelming students' inboxes.

## **Image and Outreach**

This year, we hope to make our webpage look more professional by taking headshots of each Reach ambassador for their biographies on the website. Headshots will also be a nice thing for students to have to use on LinkedIn or other professional needs. Another goal for this year is to have a stronger social media presence and think of new ideas and methods of engaging with our audience while providing ambassadors with new and interesting opportunities to share their culture and experiences.

## **Provide more varied opportunities for all ambassadors**

We often get requests for presentations about specific regions or countries. Some ambassadors don't receive as many opportunities and therefore do not participate as much. With the new International Community Center space, we hope to provide more opportunities for students to do open presentations and present about anything that they are passionate about to their peers and UW-Madison staff .