INTERNATIONAL REACH
2014 - 2015 Program Summary
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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:
Volunteers: UW-Madison international students, scholars and their families.
Requestors: Campus personnel & programs, area K-12 teachers, community members
International Reach Staff: Co-Coordinators & Student Program Assistant

HOW DOES REACH WORK?:
International students and legal dependents of international students 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 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 volunteers, continuously facilitating communication and event logistics between the two parties to ensure the presentation is successful. Evaluations are then sent to both the volunteers 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 volunteers to be effective communicators and presenters, as well as enhance professional and personal development of our student volunteers.

PROGRAM IMPACT STATEMENTS

PARTICIPANTS:
“Hearing stories from all over the world is exciting. It’s interesting to share spaces with students that have similar experiences in terms of being foreigners in a different country.”
- Angela from Colombia

“Every experience I have had with International Reach has been meaningful. It was particularly interesting to learn about wedding cultures from all over the world at the International Wedding Fair I volunteered for.”
- Opeyemi from Nigeria

“[My most meaningful experience] was the East High students with [whom] I shared my stories about China’s educational system. People were interested and raised questions that are thought-provoking.”
- Fei from China

REQUESTORS:
“This is a fantastic resource for the schools. We have been teaching culture for years and having the International Reach speakers in the schools is an incredible addition. I am so glad that . . . UW reached out to us through a personal letter to introduce the program and explain how to utilize it.”
- K-12 Teacher

“Thank you! This program is very valuable . . . all of the student volunteers I have worked with have . . . been very professional, responsible and engaging.”
- Reach Volunteer Requestor
For the 2014/15 academic year, International Reach offered the University of Wisconsin-Madison campus and the broader Madison community 108 active Reach volunteers. Being an active volunteer means that (1) is enrolled at the university or is a legal dependent of a currently enrolled student (F-2 / J-2 visa type), (2) has attended a program orientation, and (3) indicated to Reach staff he/she/they plans on volunteering and attending events were possible during the current academic year.

In the 2014/15 academic year, International Reach both increased the geographic diversity of its volunteers as well as welcomed a significant number of new volunteers throughout the year. Over the next several pages, the following details regarding the participant make-up will be explored including:

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

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

The 2014/15 academic year was a busy one for developing the program and welcoming new participants. International Reach oriented a total of **86 new participants into the program** over the course of the year. This number represents the largest growth in program participants over the past ten years the program has been in existence. New volunteers comprised approximately 80 percent of active participants in the program**.

**Active participants have been defined as (1) a participant has attended a program orientation, (2) indicated to Reach staff he or she plans on volunteering and attending events where possible during the current academic year, and (3) is enrolled at the university or is a legal dependent of a currently enrolled student (F-2 / J-2 visa type).**

In addition to the geographical diversity Reach participants brought to the program this year (see page 7), participants also brought diversity in student level, field of study and gender. Fifty-four percent of Reach participants were **undergraduate students** and 35 percent were **graduate students**. Visiting scholars, and dependents (i.e. family members) comprised the rest of participants. Over 70 different degree majors were represented amongst participants as well.

**PARTICIPANT PROFILE**

In addition to the geographical diversity Reach participants brought to the program this year (see page 7), participants also brought diversity in student level, field of study and gender. Fifty-four percent of Reach participants were **undergraduate students** and 35 percent were **graduate students**. Visiting scholars, and dependents (i.e. family members) comprised the rest of participants. Over 70 different degree majors were represented amongst participants as well.
For the 2014/15 academic year, International Reach participants fulfilled 38 requests for International speakers. Of these requests, 13 were on the University of Wisconsin-Madison campus, 21 were for kindergarten through 12th grade schools and the remaining four were for the general community.

While International Reach participants fulfilled 38 separate requests for speakers, many of these requests required more than one participant to present. For example, the Global Youth Summit event in February 2015 alone utilized 14 Reach participants. If events utilizing multiple Reach participants are separated by the individual presentations delivered, then Reach participants delivered 108 presentations during the 2014/15 academic year.

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

International Reach participants presented to more than 2,000 audience members around campus, at schools and in the Madison community for the 2014/15 academic year. The largest audience reached this year was students from K-12 schools around Madison and the state of Wisconsin.

Audience member numbers are either approximations or exact numbers after the event reported by requestors. Therefore the numbers reported here include some approximations. Audience members who attended World Music Fest events with Reach participants have not been included.

PRESENTATION HOURS

International Reach participants presented more than 79 hours around campus, at schools and in the Madison community for the 2014/15 academic year. These hours do not include all of the additional time that participants used to prepare presentations, develop materials, and travel to and from presentation locations.

Audience Reached by Program Year

Presentation Hours
2014-15 REACH SOCIAL EVENTS

For the 2014/15 academic year, International Reach provided training, development and social events for 90 Reach participants. These participants received a variety of trainings, including presentation and storytelling, and opportunities to meet fellow participants.

Social Events:
- October 2014 - Presentation Tips Training
- December 2014 - Interactive Presenting Training
- February 2015 - Storytelling Training
- March 2015 - Resume & Interview Training
- March 2015 - Appreciation Reception

GOALS AND RECOMMENDATIONS

Four out of the five goals for the 2014/15 academic year were accomplished. The results of these goals include:

1. Increase outreach and number of events in community by 50%

During the 2013/14 academic year, Reach participants presented at a total of 13 K-12 and community events. In the 2014/15 academic year, Reach participants presented at a total of 24 K-12 and community events. This equals more than 80 percent increase in the number of events, well over the goal.

2. Expand on international forum event held Spring 2014 (Global Perspectives on Health) to increase opportunities for campus community to engage with Reach presenters.

Unfortunately, the Global Health Institute did not host the forum event again for the 2014/15 academic year.

3. Publicize and award at least two transportation grants to K-12 schools to increase reach of program across state of Wisconsin and to increase cross-cultural impact in the community.

In Fall 2014, International reach supported an event on campus for Middle School students around the state of Wisconsin called the World Appreciation Day. International Reach presenters reached more than 500 middle school students at this event alone. To support the reach of this event across the state, the Reach program contributed more than $1000 in multiple transportation grants.

4. Open Reach trainings to all international students to increase impact.

In Spring 2015, both training socials were open to students outside of Reach participants. During the Storytelling training in February, approximately 13 percent of attendees were not program participants.

5. Continue community building efforts among Reach volunteers. Collaborate with BRIDGE to open select BRIDGE events to Reach volunteers for community and cultural sharing.

In Spring 2015, eight Reach presenters participated in the wedding reception event with BRIDGE and shared wedding traditions in their home culture.
SUGGESTED GOALS FOR 2015/16

The following are suggested goals for the 2015/16 academic year to build on program successes.

1. Formalize partnership with the Department of Public Instruction (DPI) and be included on DPI's website as a resource for K-12 schools in Wisconsin.

2. Increase the number of events on-campus next year by 25 percent.

3. Increase outreach to community partners and increase the number of community events by 50 percent.

4. Increase the number of active volunteers. Ensure that the pool of volunteers at a minimum reflects the geographic diversity of enrolled international students at the University.