



2019-2020 Program Summary



University of Wisconsin - Madison

**International
REACH**

CROSS-CULTURAL SPEAKERS PROGRAM

International Student Services

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2019-2020

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

“International Reach has been a key partner of Overture’s International Festival for the past four years. At the 2020 festival student ambassadors provided engaging and dynamic activities that educated our audience about their culture. They created a comfortable and fun environment that allowed people of all ages to ask questions, explore and learn.”

-Meri Rose Ekberg, The Overture Center Event Planner

“Your program has been great for our students! Thanks.”

- Scott Quincey, Edgewood Campus School



Ambassadors

“Every time I really enjoyed meeting new people and sharing cultural experiences. REACH also gave us precious opportunities to get to know Madison people! I appreciate all the chances REACH has given us.”

-Reina Yano, Japan

“When graduating, International Reach will be one of the things that defines my experience here at University of Wisconsin-Madison.”

- 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

2019-2020 Reach Ambassadors

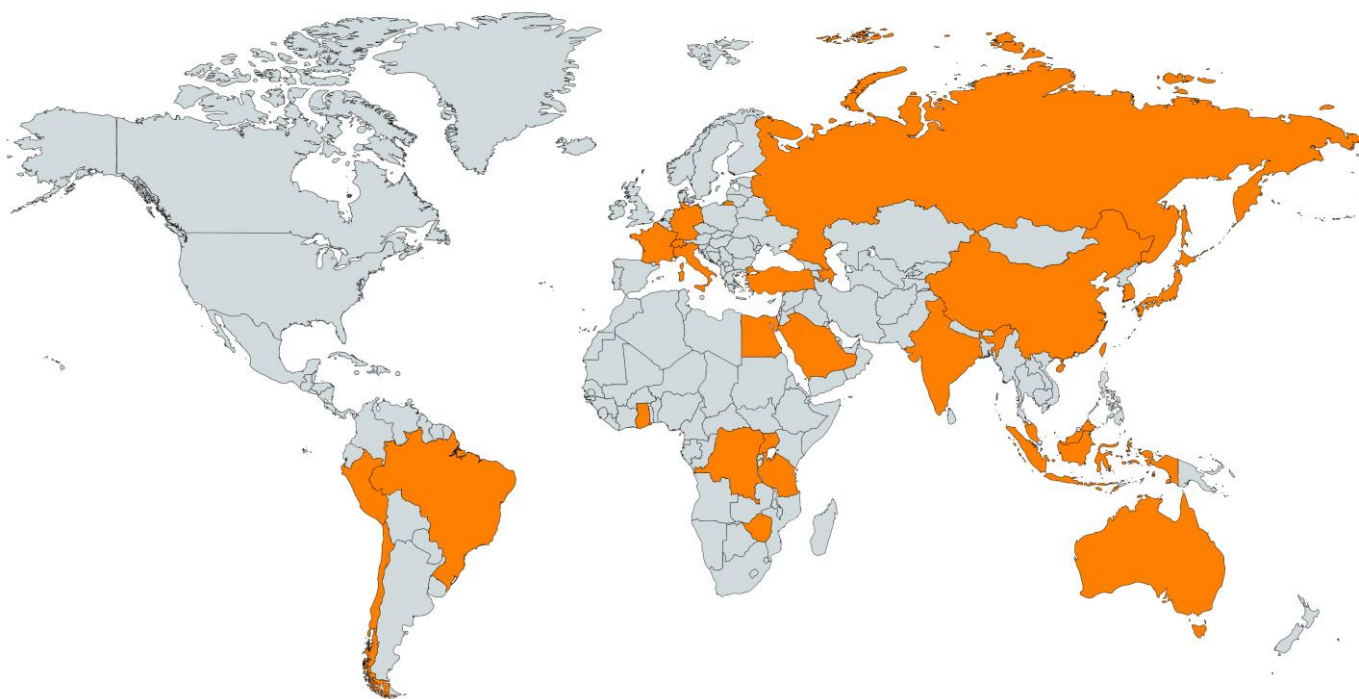
For the 2019-20 school year, International Reach offered the Madison community and campus **82 ambassadors**.

International Reach Program and its active 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 **26 different countries** of the world including all major world regions (i.e. Asia, Africa, Europe, Oceania, and South America).

Australia, Azerbaijan, Brazil, Chile, China, Democratic Republic of Congo, Egypt, France, Germany, Ghana, India, Switzerland, Indonesia, Italy, Japan, Malaysia, Peru, Russia, Saudi Arabia, South Korea, Taiwan, Tanzania, Tibet, Turkey, Uganda, Zimbabwe



<u>Eastern Asia</u>		<u>Southern Asia</u>		<u>Western Asia</u>		<u>Africa</u>		<u>Europe</u>		<u>South America</u>	
China	32	Tibet	1	Saudi Arabia	2	Egypt	1	Italy	1	Brazil	4
Japan	7*	Pakistan	1	Azerbaijan	1	Ghana	1	France	1	Chile	2
South Korea	4	India	3*	Turkey	1	Kenya	1	Germany	1	Peru	1
Taiwan	4					Uganda	1	Russia	1		
		<u>South-Eastern Asia</u>		<u>Oceania</u>		Zimbabwe	2	Switzerland	1*		
		Malaysia	6*	Australia	1	Tanzania	1				
		Indonesia	2			DR of Congo	1				

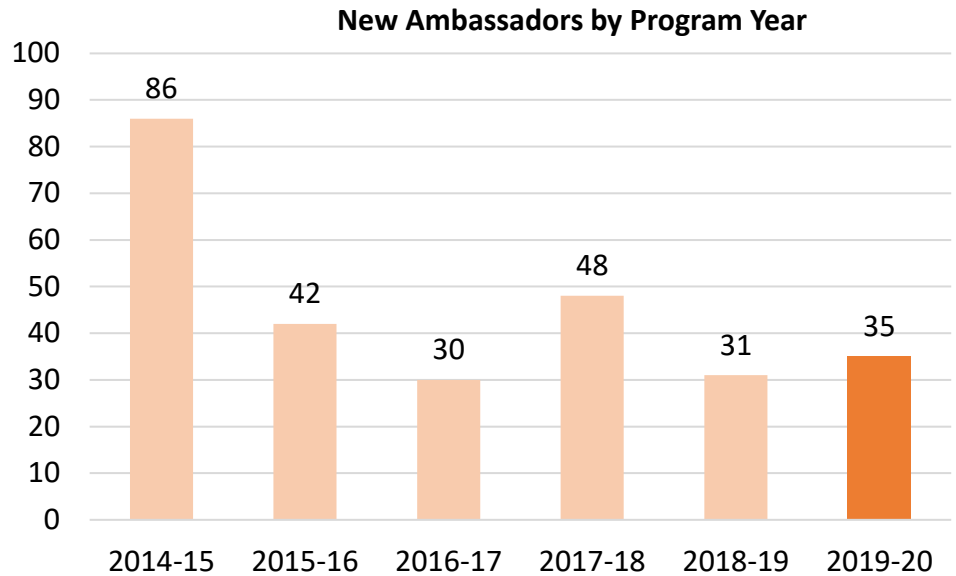
**Indicates countries which have participants who indicated having more than one country of origin.*

2019-2020 Reach Ambassadors

New Ambassador Data

In the 2019-20 academic year, International Reach welcomed a total of 35 new ambassadors into the program. New ambassadors represented 11 of the 26 countries represented in the International Reach Program.

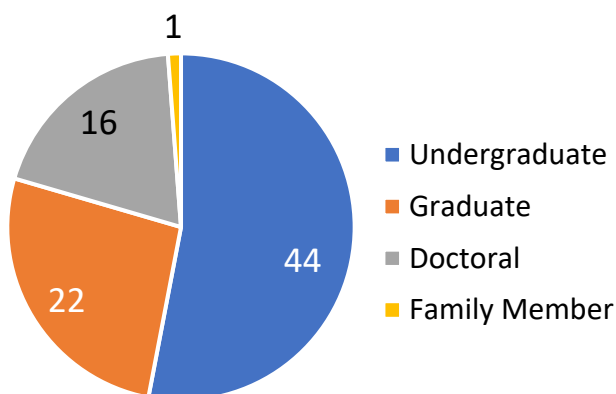
2019-20 New Ambassadors Demographics	
China	13
Japan	6
Brazil	3
Malaysia	3
Chile	2
South Korea	2
Egypt	1
Ghana	1
Italy	1
Kenya	1
Saudi Arabia	1



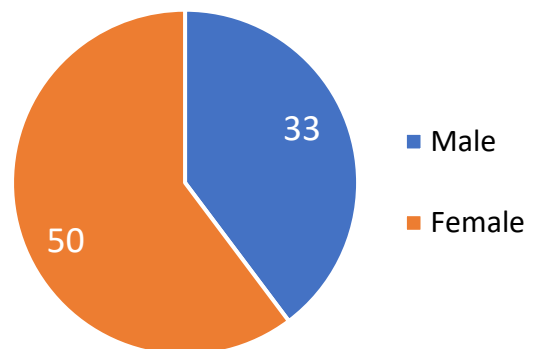
Ambassador Profile

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 53 percent of Reach ambassadors and 27 percent were graduate students. Doctoral students and dependents (i.e. family members) comprised the rest of the ambassadors. Over 50 different degree majors/study areas were represented amongst ambassadors as well.

Ambassador Classification

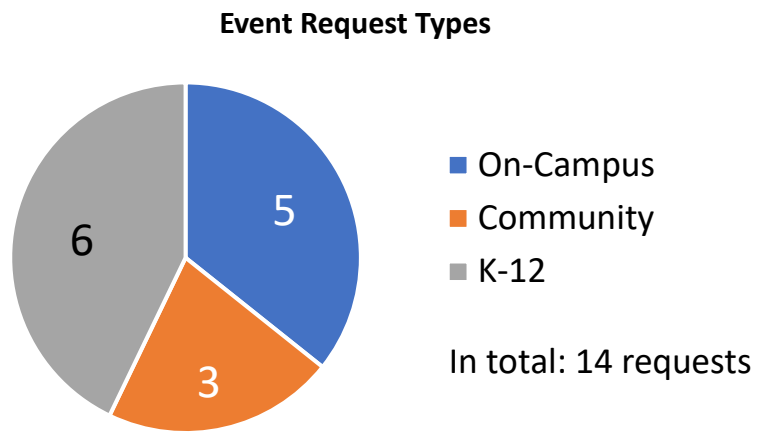


Gender



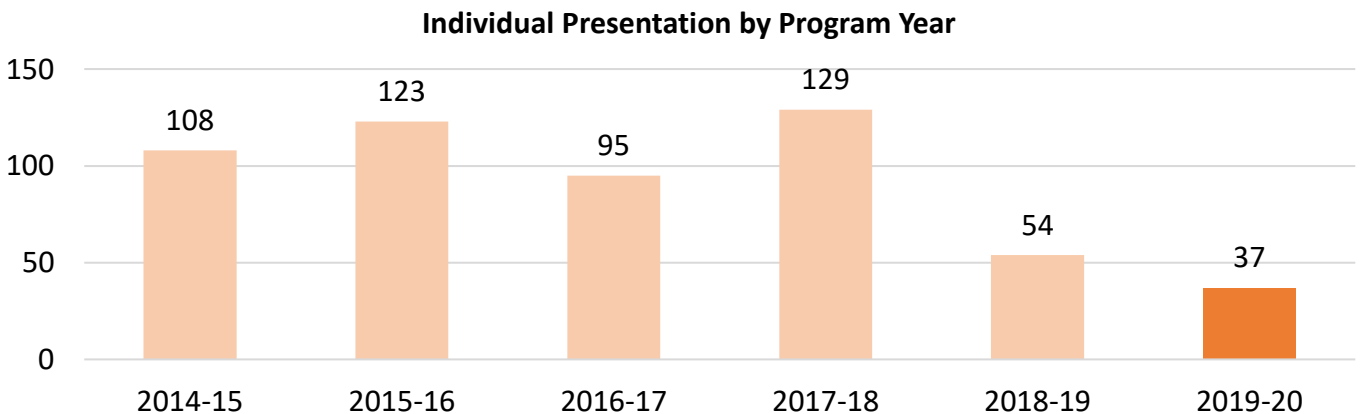
2019-2020 Reach Events

For the 2019-20 academic year, International Reach has received 17 requests, and the ambassadors fulfilled 14 requests (3 were canceled due to COVID-19 pandemic). Of these requests, 6 were from kindergarten through 12th grade schools, 5 were from the University of Wisconsin-Madison campus organizations, and the remaining were from the Madison community.



Individual Presentations*

While International Reach ambassadors fulfilled 14 separate requests, many of these requests required more than one ambassador to present. For example, 11 Reach ambassadors participated in the Madison International Festival 2020. If events utilizing multiple Reach ambassadors are separated by the individual presentations delivered, then Reach ambassadors delivered 37 presentations during the 2019-20 academic year.



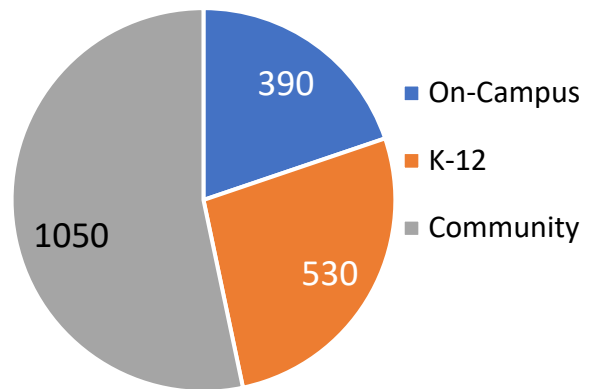
*Individual presentations are counted by the number of Reach ambassadors who presented at any event throughout the year. That means that an event which utilized three ambassadors would be counted as three individual presentations.

Audience Reached

International Reach ambassadors presented to more than 1,970 audience* for on-campus UW students and faculty, for students at schools, and for members of the Madison community for the 2019-20 academic year. The largest audience reached this year was the members of 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.

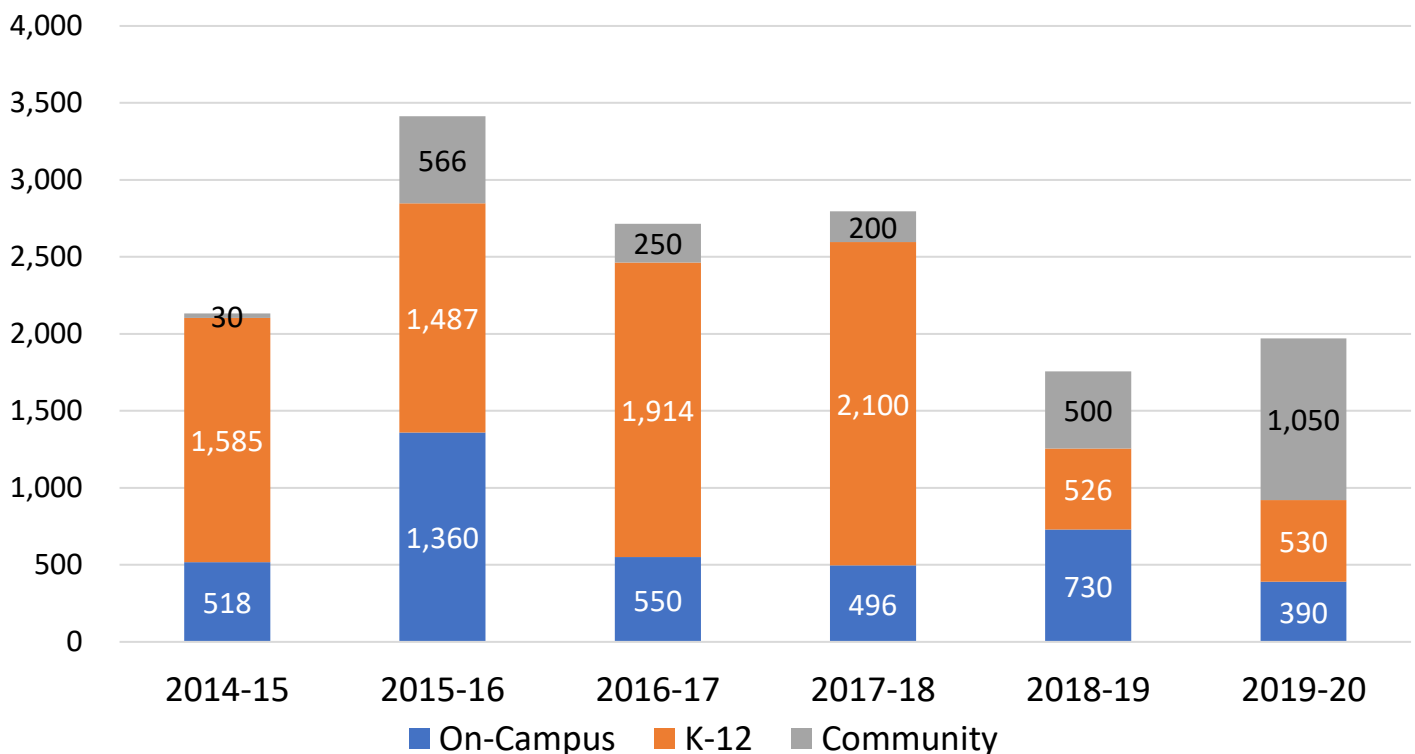
Audience Reached in 2019-20



1,970

Audience Reached in 2019-20

Audience Reached by Program Year



Highlighted Endeavors

Madison International Festival

The largest event that Reach ambassadors participate annually is the Madison International Festival. This year, 11 ambassadors participated in this event and 9 countries were represented (Brazil, China, Germany, Japan, Korea, Malaysia, Tibet, Taiwan, and Uganda) The ambassadors shared their cultures with the members of the Madison community by using posters, traditional clothing, board games, and other cultural materials. About 700 visitors came to our booth, and this number is over twice last year's number.



Edgewood Campus Schools

Another event that should be highlighted this year was Edgewood Campus Schools Presentation. This year, 5 ambassadors from Malaysia, Uganda, China, and Japan participated in these presentations for both in the fall and spring semesters and presented to 7th-grade students learning world geography and history. The presentations were successful that International Reach has received very positive feedback.



2019-2020 Reach Training Social Events

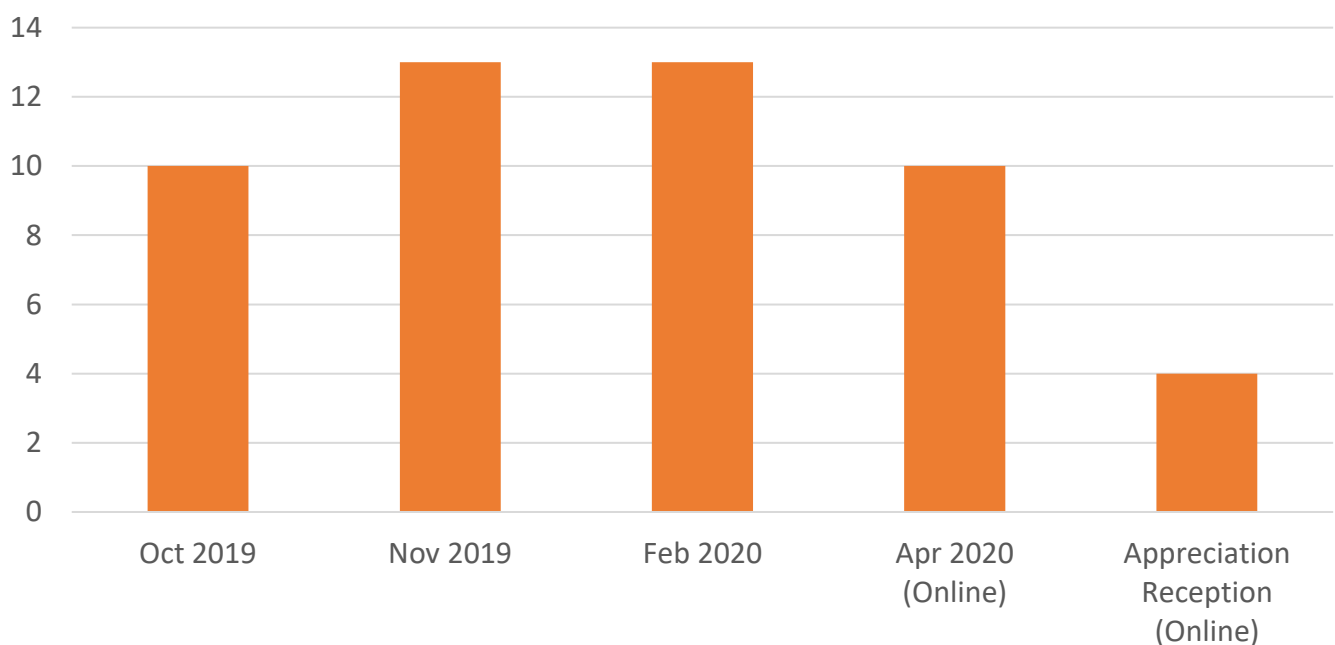
For the 2019-20 academic year, International Reach provided training, development and social events for 31 Reach ambassadors. These ambassadors received a variety of trainings, including presentation and improvisation, and opportunities to meet fellow ambassadors.

Training Social Events:

- October 2019 – Intercultural Communication Presentation and Workshop
- November 2019 – Presentation about Wisconsin with Thanksgiving themed food
- February 2020 – Preparation for International Festival & Socialize with new ambassadors
- April 2020 – Building Relationships with People from Different Cultures (Online)
- April 2020 – Appreciation Reception (Online)



Training Social Participation



Challenges Faced in 2019-2020

1. Decrease in Active Ambassadors

Although the number of new ambassadors every year has been rather consistent in the past 5 years, the number of active members has been decreased.

2. Decrease in Events Requested

The number of events requested from both the community and the UW-Madison organization has drastically decreased in the past 5 years; hence the number of individual presentations has also declined.

3. COVID-19 Pandemic

Since mid-March 2020, all the in-person requests, services, and activities were suspended due to developments with the COVID-19 Outbreak. The program also did not accept any requests thereafter.

Strategy for 2020-21

1. Modifying program structure and improve relationships with Reach Ambassadors.

One of the biggest reasons for not being able to have many active ambassadors as much is because many new ambassadors sign up to become ambassadors in the beginning of the semester but they were not able to actually participate in the events and requests. We are working to change the program in order to encourage more students to be more active in the program.

2. Focus on on-campus outreach to increase campus involvement.

Since the program may not be acknowledged well enough on-campus, and we believe that there are more opportunities within the UW-Madison community, we will focus on on-campus outreach and promoting the program to increase the number of partners and requests.

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

We would like to create informational videos as well as offering an online format of presentations. This could offer more options for the partners, and we will be able to continue working with the partners in the case of unusual circumstances such as the COVID-19 pandemic.



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