

NCIV NETWORK NEWS

National Council for International Visitors ★ 1420 K Street NW, Suite 800 ★ Washington, DC 20005



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Training and Networking in the Tar Heel State

BY MARK REBSTOCK, NCIV

Join your colleagues at the NCIV Southern Regional Meeting August 8-10, 2012 in Raleigh, North Carolina for networking, training, the opportunity to share best practices, and for a little southern hospitality.

The 2012 Southern Regional Meeting, hosted by the International Affairs Council of Research Triangle, will take place at the Sheraton Raleigh Hotel situated

downtown within blocks of the state capitol, museums, restaurants, and the Progress Energy Center for



the Performing Arts. Concurrent and plenary sessions will develop participants' communications skills, specifically covering how to weave your story into outreach efforts, programming, advocacy, and volunteer training. Attendees can also take advantage of U.S. Department of State thematic topic sessions focusing on policy issues on which IVLP projects are based, including interfaith dialogue, American politics,

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The 2012 NCIV Western Regional Meeting: "Life Elevated" in Salt Lake City

BY LAURA DUPUY, UTAH COUNCIL FOR CITIZEN DIPLOMACY

How can citizen diplomats better tell their stories? How can we improve the positive impact our work has on the world? Salt Lake City was the scene for answering those questions and more, as friends and colleagues from around the nation traveled here to attend the 2012 NCIV Western Regional Meeting to network, learn, and exchange best practices in citizen

diplomacy. The staff and board of the Utah Council for Citizen Diplomacy (UCCD) were thrilled that we were selected to host this important meeting and have the opportunity to introduce the network to the state that we are so proud to represent.

Carrying on the conversation started at the NCIV National Meeting, the theme of telling the compelling IVLP story and the theme of empowering women and girls through citizen diplomacy came up throughout the keynote and breakout sessions. These dual themes were reminders to all of us that we can make a strong case in our communities that supporting international exchange generally can impact a variety of issues, from poverty and development to entrepreneurship, in profound ways.

Our keynote speakers included women from diverse backgrounds and experiences. Deedee Corradini, former Salt Lake City Mayor and President of the International Women's Forum, delivered a powerful address in which she discussed her fight to get Women's Ski Jumping added as a Winter Olympics event. Ms. Corradini repeated the assertion she made in the *Deseret News* on Oct. 24, 2011:

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Western Regional Meeting Attendees tour the Red Butte Garden at the University of Utah in Salt Lake City.

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Letter from the President: A Tribute to Interns

BY JENNIFER CLINTON, NCIV

Dear Colleagues:

It is part of my DNA to equate summer with internships, a consequence of my background in leading Washington, D.C.'s largest college internship program during the past decade. It always warms my heart to see the massive influx of budding leaders that descend upon the city in the summertime.

I thought it would be fitting to provide a tribute to all of the interns working throughout the NCIV network who make our work possible and share a set of internship best practices NCIV is testing this summer. Every time I visit one of our member organizations whether a CIV, NPA or associate member, I have been impressed with the number and quality of young professionals who are not only engaged in our work, but who serve as a critical engine behind our mission. We at NCIV have three outstanding interns this summer each bringing a unique set of skills, interests and perspectives. I hope you will join me in extending a big THANK YOU to all of the interns who contribute to the IVLP program and thereby promote the importance of citizen diplomacy efforts around the world.

When I joined NCIV I was very impressed with the level of commitment the organization had made to its internship program. This commitment in many ways was made possible by a number of long-time supporters of NCIV who believe in the importance of training the next generation of citizen diplomacy practitioners. This support has allowed NCIV to offer a competitive internship program that provides a stipend to participating students. Each semester we receive anywhere

from 30 to 100 applications for two to three slots.

Part of NCIV's challenge was not in finding great talent, but dedicating the necessary time and discipline it takes to ensure the internship provides a structured learning and development opportunity for students, while at the same time putting our interns' talent to work for the benefit of the organization. This is not always an easy balance. We made a number of the adjustments this summer to our program that made a big difference in the overall experience for both parties.

First we developed a more structured orientation program that provided a comprehensive overview of NCIV's mission, our work, and our network. We also incorporated a professional development plan as a pillar of the program. Each intern spends their first two days after orientation thinking about what skills they possess, what skills they can improve upon, what their career goals are, and how their work at NCIV can foster their talent while helping them achieve their goals and improve weaker areas. Because we recognize the importance of feedback, we will conduct mid-semester and final evaluations. These will allow us to track and guide interns' professional performance, and their progression towards the goals set out in their plan. We are also working with our colleagues at the Department of State and the NPAs to provide opportunities for all IVLP interns in DC to broaden their experience and connect with other interns.

There are dozens of resources out there that speak to designing and implementing a high quality internship program. The National

Association of Colleges and Employers (NACE) has a plethora of resources that detail best practices in internship programs. Visit www.naceweb.org for more information.

At the end of the summer we will have the interns perform a program evaluation to provide feedback so we can continue to improve the program. If there are other approaches that you or your interns find to be particularly valuable, please share them with us. Please do not hesitate to reach out to me or my colleague Zachary Carr (zcarr@nciv.org) who has played a key role in upgrading our internship program.

As we approach the final stretch of summer and certainly beyond, it is important for all of us to think back to the days when we were interns or just starting out in our careers. Remember how important it was (and still is) to receive feedback, guidance and to have someone make extra time to share their experiences and insight. Today's interns and junior staff are tomorrow's leaders. It's the little things that go a long way towards strengthening our network and our mission.

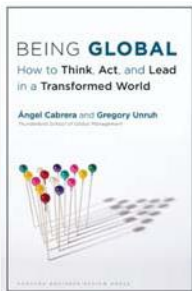
Sincerely,

Jennifer Clinton
President



Committing to Global Prosperity: "Being Global" Reviewed

By BROOKLYN HAMEL, NCIV



There is no doubt that the world is more connected, interdependent, and multidirectional now than at any other time in the past. The continuously evolving state of international networks has rendered old global practices out of date. Having also felt the impact of an increasingly interconnected world, the members of the NCIV network are faced with the challenge of modernizing their role as a part of the global community. The book *Being Global: How to Think, Act and*

Lead in a Transformed World, by Angel Cabrera and Gregory Unruh, reasons that is it no longer enough for leaders to think globally, they must now strive to BE global. The book, inspired by the authors' time at the Thunderbird School of Global Management, is a tool to help guide leaders, like the NCIV members, to transcend cultures and become citizens of the world.

As the world grows more interwoven, the challenges we face have followed suit, becoming ever more intricate and impossible to solve with a unilateral perspective. From this phenomenon stems Cabrera and Unruh's main topics of global

mindset, entrepreneurship and citizenship. The authors stress that all three areas are not innate in leaders, but rather can be strengthened overtime. Becoming global entails a combination of experiences, education and personal principles that come together to create a global citizen who works in contribution to the prosperity of all.

Social responsibility is inherent in global citizenship. Individuals and companies alike have a commitment to the communities they serve whether that community is in their native country or halfway around the world. The book provides inspirational examples of true global

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Couch Surfing: A New Frontier for Home Hospitality

By FRANK KASELL, ENGLISH LANGUAGE OFFICER

"Please come, my friend." So began the response to the first couch request I ever sent through www.couchsurfing.org. Couch surfing, for the uninitiated, is a new term for a very old concept—home hospitality. As citizen diplomats throughout the NCIV network know, home hospitality and home stays have the power to break down barriers, shatter stereotypes, and foster mutual understanding. Through the Couch Surfing website, travelers to an unfamiliar city can find locals who are willing to meet up for coffee, show them around the city, or even offer a place to sleep. It is citizen diplomacy in its purest form. When I was planning my recent trip through China (www.chinesestreetfood.com), I decided to give couch surfing a try. The minute I received the reply to my first request (sent from Shanghai no more than five hours after my message), I was hooked. In the three months that I crisscrossed China, I spent 53 nights in the homes of 30 people I had never met before. I stayed with Chinese nationals, foreign expats, college students, families with children, retired people, men, and women. I slept on couches, floors, and beds in lavish homes and modest, as well as Spartan apartments. Every host was gloriously different and added something new to my Chinese experience.

Becoming a couch surfer is easy. Registration at the Couch Surfing website is free. Once you've signed up, you can search for other registered surfers anywhere in the world. Likewise, they will be able to find you if they search for your city. New couch surfers often

express a concern for safety, which the Couch Surfing website addresses with several safety measures. First, all participants have the opportunity to become a "verified" member. Essentially, a couch surfer can use a credit card to make a small donation to the Couch Surfing organization. This allows the website to verify that a surfer is using his or her real identity on the website. The second key safety measure is a community vouching system. Only couch surfers who have been vouched for three times by other couch surfers have the ability to vouch for the people they have met and trust (the vouching began with the site's founders and the people they trusted, and spread from there). The best safety measure, of course, is that you are never under any obligation to host a person who wants to stay in your home. You can judge from the person's request and profile page (including reviews from other members) whether or not you feel comfortable hosting him or her. For more about couch surfing safely, visit www.couchsurfing.org/safety.

Speaking from personal experience, couch surfing is an exciting way to interact with people of different cultures. As a solo traveler, the free accommodation was nice, but the opportunity to learn about a new city from a local was priceless. NCIV network members know better than anybody that the best way to learn about a country is to connect with its citizens—couch surfing is a marvelous platform to form those connections. ★



Southern Regional Meeting, Continued from Page 1

programming LGBT projects, and the involvement of youth.

The Opening Reception on Wednesday evening will offer a taste of North Carolina at the Cloer Family Vineyards, a family owned, 18 acre vineyard outside of Raleigh. Thursday evening will offer attendees the

chance to spend time with Research Triangle area volunteers for an evening of home hospitality—relax with your friends and colleagues for an evening of good food and conversation.

For more information, including the preliminary program, visit www.nciv.org/2012-SRM. ☆

Using Social Media at the Southern Regional Meeting?

We are calling on all Twitter and Facebook users to spread the message! Keep your fans and followers up to date with what’s happening at the Southern Regional Meeting. If you are tweeting, include the hashtag **#nciv2012south**, and if you are on Facebook, remember that you can “tag” us in your posts by typing “@National Council for International Visitors.”

Don’t forget to connect to the NCIV Network now and throughout the conference to hear stories about the impact of citizen diplomacy. Maybe one of the stories being retold will be your own. Connect with NCIV online:



Follow us on Twitter @NCIVNetwork



Like us on Facebook.com/NCIVNetwork

"Being Global" Reviewed, Continued from Page 3

leaders who care not only about the success of their endeavors, but also the impact it has on all who are involved. A particularly motivating story featured in the book is that of Paul Meyer, founder of Voxiva. Mr. Meyer decided he did not have to accept the widely held belief that one has to choose between either profit or public service. Instead he combined the two in in a successful network communications company. Voxvia is able to make a profit and help people through projects like the village touch-tone phone system that was launched in Peru. This system enables village health workers to inform the government about how to help treat disease and prevent epidemics. Contracts for projects like the health communication network in Peru is how Mr. Meyer used his business savvy to make a difference in the world. His company embodies the “not-only-for-profit” mindset that is emphasized in the book.

this new phenomenon of social entrepreneurship. Nonprofits must increasingly “become adept at selling innovative products and services that drive their social missions.” Globalization has forced companies to become socially responsible and leaders to tackle the worldwide issues that remain unsolved. The complexity of today’s challenges has created a greater need for cross-sector collaboration in efforts to find solutions. For example, Voxvia teamed up with the Peruvian government, the Markel Foundation, Ben Cohen of Ben & Jerry’s, and the World Bank to tackle health issues in the Andean region. Thinking, acting and leading globally, when successful, raises the normal standard of operations and takes advantage of new age of globalization in order to have a positive impact on the world. The book teaches that becoming a citizen of the world is essential to seizing today’s opportunities.

pertinent to the mission of the NCIV network. Because of the expansive impact NCIV members have both in and out of the U.S., the “being global” philosophy is particularly significant to our work. The book contains question and answer sections at the end of each chapter that are great evaluation tools to measure how global you are and areas that can be improved. The stories and examples of global leaders in the book provide an abundant source of motivation for how the NCIV network can not only work together, but also with outside entities to amplify the reach and impact of our already successful programs. The connection between being a leader in citizen diplomacy and being a global leader is an important lesson that any member of the NCIV network will take away from this quick and insightful read. ☆

Cobrerá and Unruh assert that nonprofits also play a vital role in

Being Global provides important insight and guidelines that are



The Impact and Practice of Citizen Diplomacy

BY SHERRY LEE MUELLER, PH.D., AND MARK REBSTOCK, NCIV

The University of Southern California's *Public Diplomacy Magazine* recently featured an examination of citizen diplomacy by Sherry Lee Mueller, Ph.D., and Mark Rebstock of NCIV. Using the work of the NCIV network as a case study, it relayed success stories, lessons, and key questions for developing and advancing citizen diplomacy. What follows are highlights from the article.

Success Stories

Below are a few examples of the results of the International Visitor Leadership Program; one of America's most effective and long-standing citizen diplomacy programs:

★ The executive director of the Malaysian Medical Relief Society helped establish incident command systems in preparation for natural disasters based on systems she had seen first-hand in Miami, Florida.

★ The founder of an NGO in Uzbekistan is using child size, multicultural puppets that portray children with disabilities developed by the PACER Center in Minneapolis, MN to foster acceptance and overcome misconceptions among Uzbek schoolchildren about people with disabilities.

★ A breast cancer surgeon in Kosovo regularly consults with doctors via video-conference calls to the Moffitt Cancer Center in Tampa, FL, changing the lives of cancer patients in the Balkans.

★ A former Czech democracy activist turned Presidential advisor, gained the foreign policy and Transatlantic understanding that led him to be a strong pro-American voice in Czech foreign affairs and to champion the Czech Republic's joining NATO.

Lessons for Citizen Diplomacy Practitioners

1) For some organizations engaged in federally funded international exchange programs, advocacy with the U.S. Congress must be a top priority.

In *Forces for Good*, a book on nonprofit management, authors Heather Grant and Leslie Crutchfield discuss the six characteristics of highly successful nonprofits. One key characteristic is engaging in advocacy. Wise NGO leaders realize it is not enough to deliver quality services; you must also influence the public policies affecting your field. NCIV's annual Breakfast on the Hill, collaboration with the Alliance for International Educational and Cultural Exchange, training at National and Regional Conferences, and ongoing relationship

building with members of Congress and their staffers (especially at the state and district levels) are vital components of NCIV advocacy efforts.

2) Outreach to alumni should be considered an integral component of exchange programs.

Since 2003 one of the signature events at the annual NCIV National Conference has been an IVLP Alumni Luncheon. With travel funded privately (first United Airlines and then Carlson Companies), various alumni have described the impact of their U.S. experiences. They include a Yemeni NGO leader with long-standing ties to Minot, ND, a Japanese journalist, and a Czech presidential advisor. Willem Post, the TV commentator on US Presidential elections in The Netherlands was the first speaker. Willem was so impressed by the volunteerism of the NCIV network that he worked with the Mayor to found The Hague Hospitality Center for Foreign Media and Visitors modeled after NCIV member organizations.

3) "Partner or die."

NCIV's ongoing partnership with Girl Scouts of the USA is an excellent example. Conversations between Director of Global Action for the Girl Scouts and NCIV led to a proposal to the U.S. Department of State's Office of International Visitors that there be a Multi-Regional IVL Project for Girl Scout and Girl Guide administrators from around the world. The State Department embraced the idea. In November of 2011, 23 visitors from around the world participated in a project that culminated in the Centennial Celebration of the Girl Scouts of the USA in Houston. The officials at Girl Scout headquarters in New York said this project strengthened the movement worldwide in addition to being life-transforming experiences for the participants. Now NCIV members who host Summits on citizen diplomacy are asked to involve the Girl Scouts as well as members of Congress in these local assemblies of leaders representing organizations with international missions. ★

To read the entire article, which expands on all these points and more, visit: <http://j.mp/NCIV-PDmag>



Reflections on the 2012 NCIV Western Regional Meeting in Salt Lake City, Utah

I was especially impressed with the former Mayor of Salt Lake City and her ability to communicate her work to promote your city as an Olympic venue [and] translate those lessons learned to help the women's ski team.

-Alma Candelaria, Director, International Visitor Leadership Program



My biggest take-away was learning strategies to strengthen our volunteer base through more thorough training. My favorite take-away was seeing Salt Lake in a whole new light - wonderful city!

-Megan McGlothlen, Executive Director, Montana Center for International Visitors

The dedication which I witnessed by the volunteers of UCCD was truly outstanding, it seemed to go beyond the spirit of service, but rather the service of the spirit!

-Alexander P. Durtka Jr., NCIV Board Chair

Telling the Compelling IVLP Story session was a jump-start to get my creativity going again!

-Janet Elliott, Executive Director, International Visitors Council of Los Angeles





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“Significant power is unleashed when a global association of diverse women of extraordinary accomplishments promote better world leadership with new ideas, new solutions and new perspectives.” Ms. Corradini, grew up in Lebanon and speaks Arabic, and is a regular contributor to UCCD’s IVLP programs on a wide range of issues, particularly as it relates to women’s rights. Her experiences speak to the important role international exchange, and the global mindset it creates, has in meeting the challenges that face the world today.



Karen de Bartolomé, executive director of WorldDenver (left), presents an NCIV Gold Start to Deedee Corradini, president of the International Women’s Forum (right).

The presentation by Dr. Valerie Hudson, Professor and George H.W. Bush Chair in the Bush School of Government and Public Service at Texas A&M University, also served as an example of the importance of forging global connections to meet the challenges that the world faces. We had the distinct honor of hearing about her research on women and children around the world, which was recently published in her book *Sex and World Peace* with co-writers Bonnie Ballif-Spanvill, Mary Caprioli, and Chad F. Emmett. Using the largest extant database on the status of women in the world today, she and her colleagues found that there is a strong and highly significant link between state security and women’s security. “In fact, the very best predictor of a state’s peacefulness is not its level of wealth, its level of democracy, or its ethno-religious identity; the best predictor of a state’s peacefulness is how well

its women are treated.” (Foreign Policy, April 24, 2012).

The meeting attendees also had the opportunity to hone their skills as programmers, nonprofit leaders, and citizen diplomats. NCIV President Jennifer Clinton presided over a session entitled “Strategic Planning – Increasing the Impact of Citizen Diplomacy over the Next 50 Years.” It was a dynamic and engaging session that speaks to the power of our network and the opportunities available to all CIV’s in the coming years.

A lot of buzz was created by the session entitled “Creating the Compelling IVLP Story” presented by Utah based writer Peta Owens-Liston. In this interactive session, she shared the tools and strategies

necessary to tell a good story, which included writing and interviewing activities. Kyle Moyer, NCIV, Vice Chair, moderated a panel on Building Relationships with Our Elected Officials, which highlighted the importance of sharing our stories and demonstrated the vital importance of advocacy at the local, state, and national levels. The two sessions show that it is essential to take the time to share our stories in order to strengthen our network and widen the impact we have on our communities and the world.

Attendees were given a taste of all that Salt Lake City has to offer, from the opportunity to join guided tours of Temple Square to the chance to join in a home hospitality experience. Our final event was unconventional by any standards, but what better way to spend our last hour with friends than with a drum circle! “Rhythms for Life” owner Mike Liston brought over 70 different drums and lead us in a celebration of music and camaraderie, which illustrated the power we all have when we come together to follow a common beat.

The closing session was particularly moving to me, as I had the opportunity to introduce Ambassador Ryan Crocker, U.S. Ambassador to Afghanistan, in a video address that he made for the Western Regional Meeting. In his remarks he thanked each of us in the NCIV network for our commitment to building a more peaceful world. I hope you’ll take a moment to watch the video, see photos, download session handouts, and more on the NCIV website at www.nciv.org. ☆

Thank you to everyone who completed NCIV's 2012 Communications Survey!

Your feedback will help us improve this newsletter.
More questions or comments? Contact Collin Burden at cburden@nciv.org.



New Member Spotlight: The Global Visitors Center at Furman

Located at the foothills of the Blue Ridge Mountains, Greenville, South Carolina is rich in natural resources and beauty as well as culture and innovation. Established in 1869, Greenville was known as the "Textile Center of the World." Today, it is the home to internationally recognized industries and is a leader in developing public/private partnerships. Greenville's entrepreneurial spirit and strong workforce creates an incredible magnet for business.



investment per capita in the nation. Greenville is home to Fluor, Hubbell Lighting, BMW and Michelin.

The Global Visitors Center at Furman (GVC) brings international awareness and fosters cross-cultural interactions to the upstate communities of South Carolina. The GVC organizes meetings of international delegations and community leaders for discussions of local issues at

the global level. For more information, please contact Bianca Walker, Program Manager at (512) 689-4222 or bianca.walker.furman@gmail.com. ★

With more than 250 international firms, the upstate region of South Carolina boasts the highest international

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The mission of NCIV is to promote excellence in citizen diplomacy.

Citizen diplomacy is the concept that, in a vibrant democracy, the individual citizen has the responsibility to help shape foreign relations, one handshake at a time.

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<http://www.nciv.org>

CIVs Requesting More Visitors

Paris International Fellowship
(Paris, IL)

Agriculture; Rural Healthcare;
Libraries; Prison System; Youth
Development

World Trade Center Institute
(Baltimore, MD)

Local Government and the
Rule of Law; Disability Rights
and Issues; Entrepreneurship;
Domestic Violence Issues;
Journalism and Media

If you would like your CIV to be included in this section of the *NCIV Network News*, please email Collin Burden at cburden@nciv.org with your request. NCIV will list three to five highlighted resources (formatted as above) for two to three consecutive issues. In addition, NCIV encourages programmers to consult the Online Resource Directory (ORD), accessible from the NCIV homepage (<http://www.nciv.org>), for full details on CIVs and their resources.

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