

**International Programs Advisory Council  
College of Agricultural Sciences  
Three-Year Review -- October 2003**

**Background**

The International Programs Advisory Council (IPAC) was established in January, 2001 to assist the new Director of International Programs in building an office and establishing new directions to make international programs part of the fabric of the College's future. In June, 2001, IPAC submitted a series of recommendations to the Dean to guide the effort for the first three years. This review looks at the accomplishments of the Office during that timeframe and assesses progress against targeted priority goals. It is based on data gathered by the Office as well as input from the IPAC members. Specific comments from the IPAC members are highlighted in italics.

While this review was designed to assess the office's progress during the last three years, the review also generated ideas for the office to consider in its next round of strategic planning. Those ideas are listed at the end of this document and will serve as a starting point for future IPAC deliberations.

**Overview of Accomplishments**

During the past few years, the office has made significant progress in many areas. The visibility of the office has increased dramatically, both on campus and on the national stage. According to members of the IPAC:

*"There is more openness of the activities of the office. The Office is very proactive in identifying opportunities and then very reactive to assist faculty with the nuts and bolts of a particular assignment."*

*"The last three years have been an amazing refreshing change in the orientation of our College to international issues. I think the Office has been extremely successful in boosting the visibility of international programs and issues. There is more awareness and talk among faculty and students. The small grants program for faculty without international experience has been a major factor. The personnel in the office clearly are behind this success, along with the support from upper level administration. The Office personnel are dynamic -- seeking out opportunities, responding to inquiries and requests, involving many different people. These initial efforts must continue with as much or more energy and commitment. I think the next three years will be the most important."*

*"During the last 3 years the office of International programs has invested a great deal of effort into increasing the visibility of the office and the international programs. As a result of this the flow of information from the office to students and faculties has noticeably increased and the web site provides valuable information about the individual programs, activities and other international opportunities. The increase of activities in the office is also apparent and the number of student programs and students involved in international projects and travel has increased."*

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Specific accomplishments include:

External funding. During the past three years, the number of proposals written and funded has skyrocketed. The following table summarizes the number of proposals submitted and the number awarded through the Office of International Program, as well as with some level of assistance from the Office. (NOTE: This data was collected from the database in the office of Grants and Contracts. It includes only proposals and awards where majority of activity is international. It does not include those proposals/awards where international work is only part of overall grant and therefore may underreport actual level of activity.)

**External Funding Activities**

FY	Principal Investigator: Office of International Programs (OPI)		CAS Units with International Activities	
	# of Proposals and \$Amount Submitted	# of Awards and \$ Amount	# of Proposals Submitted and \$ Amount	# of Awards and \$ Amount
7/00-6/01	3 - \$ 859,187	3 - \$ 132,190	4 - \$1,026,524	No data available
7/01-6/02	6 - \$ 944,952	6 - \$ 533,622	8 - \$1,361,247	3 - \$256,667
7/02-6/03	14-\$1,296,409	13-\$ 871,163	19-\$2,962,380	5 - \$227,373
7/03-9/03	2 - \$ 124,266	3 - \$ 104,967	4 - \$ 448,484	1 - \$150,000
<b>TOTAL</b>	<b>25-\$3,224,814</b>	<b>25-\$1,641,942</b>	<b>35-\$ 5,798,635</b>	<b>9 - \$634,040</b>

Student Involvement. The office has worked with faculty and staff to boost the number of students going abroad to 5% of student population (up from .5% two years ago).

Faculty Involvement. During the second year of the program, the number of applications to the Global Travel Fund mini-grant program more than doubled, indicating growing level of interest in programs among faculty, extension personnel, staff and students.

Office Staffing.

- Marilyn McPheron, originally hired as Administrative Assistant, was promoted to Education Abroad Advisor, reflecting the office's priority on promoting study abroad among our students. In 2003, Marilyn received the College's Trailblazer Award for her creativity and energy in her work to build the Office's programs.
- Claudine Nuernberger joined the office part time and has led office efforts on industry relations and continuous quality improvement through data/survey development and analysis and impact assessments. Her joint appointment in the Office of Graduate Education and Research has led to new synergy between the two offices in support of internationalization of faculty research and graduate programs.

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- Isabel Hansen joined in January (on 100% soft money) as coordinator for Latin American programs, complementing Anatoliy Tmanov's position for Central and Eastern Europe and rounding out our strategy to develop "centers of excellence" for work in those two regions as called for by the International Programs Advisory Council. (Anatoliy is now on 60% soft money.)
- The office currently lacks sufficient administrative support, although we have secured grant funding to cover 80% of a position.

**Priority Areas**

In its June 2001 recommendations to the Dean, IPAC identified four priority areas for the office to focus on in the first three years: Boosting Student Interest; Changing the College Culture; Creating New Partnerships; and Building "Flagship" Programs. Following is a summary of progress in each area.

Boosting Student Interest. This was perhaps the most important area for the Office's work during the last three years and the effort seems to be paying off. During the past three years, the office has worked with faculty and staff to boost the number of students going abroad to 5% of student population (up from .5% two years ago). We have done this through a number of ways:

- 1) Workshops for faculty and advisors on how to build international programs into the classroom curriculum and how to help advise students who want to study abroad.
- 2) Two new mini-grant opportunities were created. The Global Fund was designed primarily for faculty who had never traveled but who wanted to travel to collect material for the classroom. The Study Tour Grants targeted faculty who were interested in building a study tour component into an existing class. Summaries of the expenditures and the impact of these two mini-grant programs are attached at Appendix 1.
- 3) Creating a "menu" of options for our students. Recognizing that College of Agricultural Sciences students have special constraints, we have created a full range of possible programs, including: short term study tours, summer programs, and semester programs specifically designed for agricultural sciences students. We are also a co-sponsor with College of Engineering of a new campus club to promote international internship exchanges in the sciences.
- 4) New scholarship funding. Thanks to an endowment from Boyd Wolff, former Secretary of Agriculture under Governor Casey, we now have scholarship funding available via the GOTCHA fund for our students.

According to IPAC reviewers:

*"From my point of view of having been an undergraduate coordinator for the past three years, there is more student awareness of the opportunities, and more interest in exploring them. More students now enter with the idea of having an international experience. I think a key to this is the variety of opportunities available. Importantly, students can "get their feet wet" with a 1-2 week experience. This opens their eyes,*

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*literally, to other worlds, and shows them (as well as their parents) that they can do this. The result is that they are then more willing, if not eager, to look at longer international experiences, such as summer or semester-long programs. The students who have been on these trips are another reason why interest is growing. They communicate, formally and informally, to other students how much they enjoyed the trip and how much they learned.”*

*To hear from the students on the impact of these experiences, please visit the video link on our website at <http://www.cas.psu.edu/docs/international/Info.html>.*

Changing the College Culture. This area captured the need for international programs to be seen as part of the essence of the College’s teaching, research and extension missions. Probably the biggest accomplishment in this area is the fact that International Programs is identified as a key area for the College’s future in its 2002-2005 Strategic Plan.

Although hard to measure, the Office made a huge investment of time and effort in the following areas:

- 1) The Office of International Programs was a regular and active participant in many traditionally “domestic” events, such as Ag Progress Days (reaching roughly 1,000 children during each of the last three years) and Farm Show, legislative events, and programs such as Governor’s School. We have also made a point of participating in College recruitment efforts, such as the Open House and events for high school counselors. The Director also serves on the Editorial Board for *Penn State Agriculture* magazine and the College Communications Advisory Board.
- 2) Members of the office made regular presentations in the College, including faculty meetings, College committee meetings, student clubs, new staff and faculty orientation, and extension workshops, etc.
- 3) The Director of the office participated in the interview process for key leadership positions in the College to ensure that international programs were considered an important element in the decision-making process.
- 4) The Office conducted on-line surveys (with a 60% response rate) of both faculty and extension to measure the level of international experience and interest. This survey will be repeated every three years as a measure of change.
- 5) The office worked with cooperative extension to ensure that international programs are considered an important element in the next Plan of Work cycle, and it is explicitly stated in the draft language.
- 6) Although not an explicit item in the P&T process, the Dean has articulated that international work is critical to achievement of full professor status.

Despite these efforts, it is not clear what impact is being made. As several IPAC reviewers put it:

*“I cannot gauge this yet. The positive “vibes” from the Dean and Department Heads is encouraging, and is a change in culture from years ago. I think this will pay off in the future.”*

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*“This is a long-term effort, but I see progress. If we can get some big flagship projects, this will help.”*

Creating New Partnerships. This area described the need for the Office to boost the visibility of its programs and sharpen the College’s image in the area of international programs to draw more support from both traditional and non-traditional sources.

- 1) The Director made dozens of presentations to industry groups, trade associations, extension conferences, congressional events, outreach conferences, and national organizations, and has developed an excellent rapport with the Pennsylvania Department of Agriculture, as well as with USDA and USAID.
- 2) The Office has developed new marketing materials, displays, a website, and a bi-annual newsletter to promote the College’s achievements and strengths.
- 3) The Office has developed extremely good partnerships with International Programs at Penn State, as well as with the individual Colleges, particularly Engineering, Science, Schreyer’s, Health and Human Development, Business, and Commonwealth College. In recognition of the Office’s efforts and impact on campus, the Director received the Lamar Kopp Award for campus internationalization in 2003.
- 4) The Director has been named to several external committees at the national level, including:
  - NASULGC International Agriculture Committee, Chair, Northeast Region (2000)
  - NASULGC Commission on Food, Environment, and Renewable Resources, National Leadership Advisory Committee (2001)
  - Integrated Pest Management Collaborative Research Program, Board of Directors (2001)
  - Bean Cowpea Collaborative Research Program, Board of Directors (2002)
  - Steering Committee, Global Interdependence Initiative, U.S. Department of Agriculture (2002)
  - Steering Committee, National Initiative to Internationalize Extension, USDA (2003)
  - Steering Committee of Experts, Association for International Agriculture and Rural Development (2003)
  - USAID Board for International Food and Agricultural Development, Strategic Partnership for Agricultural Research & Education (SPARE) Committee (2003)

As a result of these efforts, the Office has secured new support from both traditional (USDA and USAID) and non-traditional sources (Department of Defense, Department of State, Department of Education), as well as new donor funds.

Despite these efforts, however, the Office has not done a good job of publicizing its work in this area. As several IPAC reviewers stated:

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*“It is critical to get our name out there and be a player. I’m sure it’s going on, but I haven’t really seen it.”*

*“I am not quite aware of the partnerships that the Office is building with various sources of funding.”*

*“It is difficult from the website or other mailings from the office to generate a summary list of the current domestic partners or funding agencies.”*

Creating Flagship Programs. The office’s growth strategy hinges on growing our programs in two key areas: Central and Eastern Europe and Latin America. To that effect, in the past three years, the Director has hired a coordinator for Central and Eastern Europe, Dr. Anatoliy Tmanov who is currently on 60% soft funding. The coordinator for Latin America, Isabel Hanson, is on 100% soft funding. Key accomplishments in these areas include:

- Central and Eastern Europe. New programs funded by Department of State and Department of Defense for work in Moscow, Russia and Lviv, Ukraine. A growing number of faculty and extension with experience in the region through temporary assignments on grant funds or through volunteer experiences with ACDI/VOCA or CNFA.
- Latin America. New programs in Costa Rica for students and in partnership with the University of Costa Rica to make Spanish FINPACK available to farmers, rural entrepreneurs and bankers. New linkages with the Interamerican Institute for Cooperation in Agriculture of the Organization of American States for introducing FINPACK to other countries in Central America.

Despite growth in this area, we need to do a better job of publicizing the work and involving more people (researchers, educators, and extension specialists) with the goal of building “depth” into our programs. The Latin America programs, in particular, need to be broadened. As IPAC reviewers stated:

*“I think there is excellent work being undertaken with Central and Eastern Europe. I see many fliers around...I have not heard much publicity about the Latin American programs.”*

*“The Eastern Europe and South America programs are growing...The office has made significant program and the future goals are in the right direction. Currently, the main efforts are focused on undergraduate students. I believe in the future it would be beneficial to include research and extension components as part of the flagship programs. I think that this would attract more young faculty.”*

*“To me, our most visible flagship program is the eastern european effort. I has all three land grant missions and Penn State is in a leadership position. I am not very familiar with the South America flagship.”*

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**Other Initiatives**

The Office has also led a significant outreach effort and has successfully built community-wide interest in international agriculture issues around the United Nations' World Food Day, held each October. This year's events include a keynote address by Dr. George McGovern, a unique "edutainment" event called Café Hunger, an information fair in the student activities union, and a faculty/student panel.

**Looking Ahead**

As part of the three year review, the members of the International Programs Advisory Council also discussed membership in the council. IPAC members agreed that some level of continuity was important and that membership should rotate only as vacancies occurred. The Office will review current membership and work with unit leaders to replace individuals on an as needed basis.

Finally, IPAC raised the following items as areas for work in the future. These items will form the basis for discussion during the next round of strategic planning, due to begin in January, 2004.

- increasing the number of students to 10% of the population;
- creating a study tour in each department;
- integrating the study tours into the curriculum;
- involving more graduate students;
- involving more faculty;
- updating marketing materials;
- improving outreach/publicity/updating marketing materials;
- assisting faculty in proposal writing;
- "deepening" our flagship programs to involve more types of activity
- focusing more on Latin America;
- raising additional donor funds;
- conducting graduate and alumni surveys;
- considering improvements to the P&T process;
- reaching out to other Penn State campuses.