

COMMISSION ON OUTREACH AND INTERNATIONAL AFFAIRS

Minutes

March 16, 2017; 3:30-4:30 p.m.

Gateway Center; 902 Prices Fork Road; Suite 120

Attendance: Jan Helge Bøhn, Andrea Brunais, Dave Close, Svetlana Filiatreau, Guru Ghosh, Roberto Leon, Karl Markgraf, Kaveh Rahimi, Heinrich Schnoedt, Gerhardt Schurig, Brett Shadle, Charles Phlegar (guest)

Absent: Bonnie Alberts, Kathy Alexander, Cyril Clarke, David Clubb, Brian Hairston, Ed Jones, Sara Jordan, Djordje Minic, Jordan Schoeneberger, Susan Short

1. **Welcome and Introductions**

Dave Close welcomed the group; self-introductions were made.

2. **Agenda Approval**

Dave Close made the call for motion to approve the agenda; motion made; was seconded and approved.

3. **Call for Announcements**

The call for announcements was made; Dave Close announced that Charlie Phlegar was at the meeting as a guest speaker.

4. **Approval of Minutes, February 16, 2017**

The minutes from the February 16, 2017 meeting were sent out electronically for updates; were approved electronically; were sent to University Council and will be posted to the University Governance website upon approval by University Council. Minutes can be found at: <http://www.governance.vt.edu/>.

5. **First Reading of Resolution for OIRED to CIRED**

Karl Markgraf introduced the materials for the first reading to change the name of the Office of International Research (OIRED) to the Center for International Research, Education and Development (CIRED). Resolution and supporting documents are **attached**. As described, the hope is to bring greater visibility to the organization in order to seek more external funding through various projects and grants. OIRED houses various people that are working on different projects in which a center better describes the organization as opposed to an office. OIRED works on many USAID projects, which is fundamental to the core of Virginia Tech's vision. Competition is increasingly intense, making branding very important now, and this change will help to uplift the visibility and make the organization more competitive.

6. **International Advancement Presentation**

Charles Phlegar, Vice President for Advancement, was a guest speaker to discuss International Advancement; and the vision for the university. Charlie discussed the model at Virginia Tech for fundraising coupled with Alumni Relations is fairly young and not yet robust. Advancement is working on putting new tools and techniques into place as well as hiring experienced staff to grow development. He indicated that unfortunately Advancement is not quite focused on the international fundraising piece; and that their records have a small population of the international alumni group. Charlie indicated that there is an on-going investment to grow the database; current records show only 3,609 international records to include 427 in India; 340 in Canada; 208 in Germany; 208 in South Korea; 175 in the United Kingdom; 146 in Thailand; and 96 in China, yet Virginia Tech annual enrolls over 4,000 international students. There is an Alumni Reunion Event planned in June in London that President Sands may attend to welcome the group. There is a strong need to work to get the international alumni records straight. LinkedIn and social media have been great resources to tap in to find alumni.

An animated discussion ensued, including numerous suggestions on lo-cost, high impact strategies to begin to energize this project. Communications and marketing need to gear up to work with colleges to uplift alumni activities. Charlie indicated that the return on investment is low; and it would take a very

long time to produce a yield. A discussion ensued indicating that Alumni outreach is critical in attracting talent and enhancing the university global brand.

Karl Markgraf indicated that the Global Education Office has records of students that could yield information on study abroad alumni.

Guru Ghosh indicated that faculty that have deep contacts with international students would also be a good resource. Discussion included getting conversations and start inward.

Dave Close indicated that despite the low return on investment; there is a long-term investment; and asked if there might be something the commission could do to assist Advancement in these efforts.

Guru indicated that faculty need to a buy-in to support and raise awareness of international alumni.

Charlie indicated that the University' international vision is unclear. He indicated that a clear vision needed to be communicated and how and where the University raises money is constantly changing.

The COIA members present decided that this initiative is a high priority and will form a sub-committee to create specific recommendations to help guide this effort.

7. **Chairman's Report**

Minutes for reports are to be shared as links by Kim Rhodes in the minutes; Guru is to share the Global Engagement document.

Minutes for University Council can be found at: <http://www.governance.vt.edu/>.

8. **Reports**

a. **Virginia Cooperative Extension (VCE)**

There was no report at this meeting.

b. **University Committee on International Affairs (UCIA) Meeting**

Minutes for the UCIA meetings can be found on-line at:
<http://www.outreach.vt.edu/VP/CommissionsAndCommittees/ucia/uciaminutes.html>.

9. **Commission Board Member Comments**

Dave Close indicated that maybe COIA can work to get volunteers from COIA to form a sub-committee to work toward an International Advancement/Alumni Strategy.

A motion to adjourn was made, seconded, all in favor; adjourned at 4:37 p.m.

Respectfully submitted,

Kimberly Rhodes
Recording Secretary

TENTATIVE MEETING DATES FOR 2016-2017

*(All meetings will be from **3:30-4:30 p.m.** and will take place at the Gateway Center-902 Prices Fork)*

- April 20, 2017
- May 11, 2017

October 11, 2016

From: Dr. L. Van Crowder, Executive Director
Office of International Research, Education and Development

To: Dr. Guru Ghosh, Vice President for Outreach and International Affairs

Subject: Request to create the Center for International Research, Education and Development (CIRED)

I am submitting this letter of intent to request approval to convert the Office of International Research, Education and Development (OIREED) into the Center for International Research, Education and Development (CIRED). This will increase the visibility of OIREED's work and create a stronger campus presence that more effectively attracts and assists internal clients and stakeholders, as well as allow the center to engage more effectively with external partners.

The center will support Virginia Tech's global mission by developing and managing projects that draw on Virginia Tech's vast knowledge and applying it to raising standards of living in developing countries.

Objectives of the center will include providing opportunities and building capacity for the university's involvement in international research, education and development; identifying and promoting high-priority themes and issues and strategically focusing on country- and region-specific collaborations; generating and communicating information to a range of audiences about the University's and the center's international activities; and increasing and diversifying funding sources.

CIRED will be a college-level center housed in Outreach and International Affairs (OIA). The CIRED Executive Director will plan and develop projects, programs and activities in consultation with the Vice President of OIA and the Associate Vice President for International Affairs.

As part of its governance structure, the center will form a stakeholder/advisory committee to support and provide guidance to the aims and objectives of the center. As is the case with OIREED, the center will continue to be funded through a combination of university funding, sponsored projects and returned overhead. Through its broad mission of research and education, the center will collaborate with the university's colleges, schools, institutes and other centers.

If the proposal to create CIRED meets with your approval, I am prepared to proceed with a formal proposal that includes a full charter and letters of endorsement from units that will have a significant role in the proposed Center for International Research, Education and Development.

**RESOLUTION TO RECOMMEND AUTHORIZATION OF THE ESTABLISHMENT OF A CENTER FOR
INTERNATIONAL RESEARCH, EDUCATION AND DEVELOPMENT (CIRED)
COMMISSION ON OUTREACH AND INTERNATIONAL AFFAIRS (COIA)**

COIA 2016-2017

First Reading by the COIA

March 16, 2017

Whereas, the Commission on Outreach and International affairs (COIA) exists to study, formulate, and recommend to University Council policies and procedures concerning the engagement of the University in service, outreach, and international affairs; and

Whereas, the Office of International Research, Education and Development (OIREd) has submitted a proposal to form a Center for International Research, Education and Development (CIRED); and

Whereas, the aforementioned Center will support Virginia Tech's global mission by developing and managing projects that draw on Virginia Tech's knowledge and applying it to raising standards of living in developing countries; and

Whereas, the objectives of the Center will include providing opportunities and building capacity for the university's involvement in international research, education and development; identifying and promoting high-priority themes and issues and strategically focusing on country- and region-specific collaborations; generating and communicating information to a range of audiences about the University's and the Center's international activities; and increasing and diversifying funding sources; and

Whereas, the establishment of a Center for International Research, Education and Development will increase the visibility of the University's international engagement to more effectively attract and assist internal clients and stakeholders, as well as engage more effectively with external partners;

Therefore, be it resolved, that the COIA recommend authorization of the establishment of a Center for International Research, Education and Development.

RECOMMENDATION:

That the Vice President for Outreach and International Affairs authorize establishment of a Center for International Research, Education and Development.

CHARTER

March 14, 2017

Virginia Tech
Center for International Research, Education and Development
(CIRED)

Overview:

Transitioning the Office of International Research, Education, and Development (OIRE) to the *Center for International Research, Education and Development (CIRED)* will increase its visibility and create a stronger campus presence that will allow the Center to more effectively attract and assist its various internal clients and stakeholders; this in turn will enhance engagement with external constituents.

The impetus for the transition to become a Center is an expanded vision of the opportunities available from drawing together multidisciplinary faculty teams to develop innovative responses to complex global problems. Propelled by the University's renewed focus on increasing international collaboration, **Beyond Boundaries**, CIRED will be central to strategic approaches and practical models for international engagement that will position Virginia Tech as a pre-eminent global land-grant university leader.

Background:

Since its creation in 1993, the Office of International Research, Education, and Development has provided essential support and resources to the University faculty, administration and staff to acquire and implement international projects and activities. This is accomplished by drawing on and strengthening the expertise of faculty, staff and students in units, departments and colleges across Virginia Tech's campus. The result has been an international research, education and development operation that has brought in more than \$150 million since 1993 and has a current sponsored research and education portfolio of \$60 million.

Vision:

The vision of the Center is to link Virginia Tech to the world, supporting the university's global mission by developing and managing projects that draw on Virginia Tech's vast knowledge and applying it through multi-disciplinary and multi-institutional partnerships to raising standards of living in developing countries. Providing opportunities for faculty and student involvement in research, teaching and development of solutions to problems beyond our nation's boundaries,

results in benefits to the university and to the people and communities it serves throughout the Commonwealth of Virginia.

Short- and Medium-Term Objectives:

- Support university efforts to become a premier global land-grant university
- Provide opportunities and build capacity for the university's high-quality involvement in international research, education and development
- Identify and promote high-priority themes and issues that will establish and leverage the university's expertise and excellence abroad
- Strategically focus on comparative advantages and niches that lead to country- and region-specific collaborations
- Provide technical, financial and human resource support and assistance to university global engagement through strategic partnerships
- Provide leadership for new and innovative approaches to global problems, challenges and opportunities
- Help create campus policies and structures that support responsive and robust international programs and projects
- Generate and communicate information to internal and external audiences about the University's and the Center's international activities, successes and the benefits of global engagement
- Increase and diversify funding sources with the goal of growing the Center's program and project portfolio.

Clientele:

The Center will operate at the college level, serving faculty, administrators, staff and students involved in international affairs. As part of a public university with the mission to serve the needs of the Commonwealth of Virginia, the Center recognizes mutually beneficial relationships with a wide range of agencies and citizens, and will cultivate these relationships accordingly. Clientele also include an array of international partners, for example foreign universities and research institutions, international centers, governments, non-governmental organizations, and foundations and funding agencies such as USAID. A current representation of the Center's projects and programs includes:

- The USAID [Integrated Pest Management \(IPM\) Innovation Lab](#) (IPM I L), which develops and implements approaches to pest management that help raise the standard of living

and improve the environment in select developing countries. Approaches developed in this project have global application and benefit.

- The USAID [Innovation for Agricultural Training and Education](#) (InnovATE) Program, which works to achieve sustainable food security, reduce poverty, promote rural innovation and stimulate employment by building human and institutional capacity.
- The Women and Gender in International Development Program (WGD), which works towards gender equity in development by promoting gender sensitivity in every project through training and interdisciplinary research and ensuring that women and other disadvantaged groups benefit.
- [The USAID Education and Research in Agriculture \(ERA\) in Senegal](#) , which strengthens the country's institutional and human capacity in agricultural education, training, research and outreach.
- The USAID [BHEARD Higher Education in Agriculture Initiative](#) , which supports graduate education at Virginia Tech by four South Sudan students
- The Innovative Agricultural Research Initiative (iAGRI) in Tanzania led by Ohio State University with a consortium of universities including Virginia Tech to strengthen training and collaborative research capacities of Sokoine University of Agriculture (SUA).

Through its broad mission of research and education, the Center will collaborate with most of the university's colleges for expertise, including the

- College of Agriculture and Life Sciences
- College of Architecture and Urban Studies
- College of Engineering
- College of Liberal Arts and Human Sciences
- College of Natural Resources and Environment
- College of Science
- Graduate School
- Pamplin College of Business
- Virginia-Maryland Regional College of Veterinary Medicine
- Virginia Tech Carilion School of Medicine and Research Institute

Additionally, the Center will collaborate with other centers and institutes including:

- Center for Public Health Practice and Research
- Center for Leadership in Global Sustainability
- Biocomplexity Institute of Virginia Tech
- Fralin Life Science Institute
- Institute for Critical Technology and Applied Science
- Institute for Society, Culture, and Environment

Governance:

CIREd will be a college-level center housed in Outreach and International Affairs (OIA). The Center Executive Director will plan and develop projects, programs and activities in consultation with the Vice President of OIA and the Associate Vice President for International Affairs, including providing annual and other reports as requested. The Executive Director will be Van Crowder who currently heads up OIRED.

As part of its governance structure, the Center will form a stakeholder/advisory committee to support and provide guidance to the aims and objectives of the Center, including serving as a conduit of information for university and other stakeholders on the Center's international work; generating new ideas and directions for the Center's future international engagement; and identifying topics and target areas to further the Center's work and its capacity to contribute to the university's goal of becoming a leading global university

The Center will invite distinguished and promising Virginia Tech faculty as well as international scholars and practitioners to become affiliated with the Center.

Anticipated Resource Needs:

The Center will continue to be funded by a combination of university funding, sponsored projects and returned overhead. The university funding includes support for the Executive Director; Director, Women and Gender in International Development; Director, International Finance and Administration; Associate Director, Finance and Administration; and Administrative Assistant to the Executive Director and partial funding of office space. Sponsored funding supports project and program specific positions within the Center and returned overhead funds the remaining resource needs of the Center.

Anticipated Distribution of Returned Indirect Costs:

The Center will continue OIRED's policy of establishing departmental grant funds to support the activities of VT faculty collaborators. The college portion of returned overhead from these departmental funds will continue to be shared 50%/50% with CIREd. This sharing of returned overhead generates funding for VT departments and CIREd.

Statement of Executive Director's Qualifications:

Van Crowder has a PhD from Cornell University in Adult and Continuing Education. He started his international career with the University of Florida working on a project in Bolivia funded by USAID. He subsequently worked at UF as Assistant Director, International Programs in Agriculture, as well as Associate Professor in the Department of Agricultural Education and Communication. He has extensive experience with international development agencies and projects, including work with the Food and Agriculture Organization of the United Nations (FAO) and the Millennium Challenge Corporation (MCC/Department of State). At MCC he served as Senior Director for the Education, Health, and Community Development portfolio. At FAO, he served as Agricultural Education Officer, Senior Officer Communication for Development, and as the Country Representative in Nicaragua. He has consulted with the World Bank and USAID, among other organizations, in numerous countries in Latin America, Africa, and Asia. In addition to Executive Director OIRED, he holds a tenured professorship in Virginia Tech's Department of Agricultural, Leadership and Community Education.

March __, 2017

Dr. Guru Ghosh
Office of the Vice President for Outreach and International Affairs
Gateway Center 120
902 Prices Fork Road
Blacksburg, VA 24061

Dear Dr. Ghosh,

I am writing this letter in support of the proposal to transition the Office for International Research, Education and Development (OIRE) to a college-level Center for International Research, Education and Development (CIRED) to be located in the Office of Outreach and International Affairs.

For many years, OIRE has provided essential support and resources to the University faculty, administration and staff to acquire and implement international projects and activities. This is accomplished by drawing on and strengthening the expertise of faculty, staff and students in units, departments and colleges across Virginia Tech's campus. As a Center, it will be even better positioned to draw on the university's expertise to address complex global problems, and thus contribute more significantly to Virginia Tech's role as global land-grant university.

Numerous faculty in our college/unit are currently engaged in international activities, or have expressed interest in such engagement. The proposed creation of CIRED will assure increased accessibility to services and support for our faculty in development of international projects and pursuit of funding, which will strengthen and broaden the impact of international activities in our college. The new Center will improve the visibility of our international endeavors across campus and enhance our engagement with external stakeholders.

I endorse the mission of CIRED to support the university's global mission by developing and managing projects that draw on Virginia Tech's vast knowledge and applying this knowledge through multi-disciplinary, multi-institutional partnerships to raise standards of living in developing countries. I believe this is an exciting opportunity to establish Virginia Tech as a leader globally for Research, Education and Development. CIRED will be central to strategic approaches and practical models for international engagement that will position Virginia Tech as a pre-eminent global land-grant university leader.

The College of _____ looks forward to continuing our relationship with CIRED and fully supports the creation of this Center. We appreciate the opportunity to expand the university's capacity in this area.

Sincerely,