

**COMMISSION ON OUTREACH AND INTERNATIONAL AFFAIRS**  
**Minutes**

**August 29, 2019; 3:30-4:30 p.m.**

**Gateway Center; 902 Prices Fork Road; Suite 120**

**Attendance:** Andrea Brunais (guest), Urs Buehlmann, Nick Copeland, Svetlana Filiatreau, Ralph Hall, Ed Jones, Lee Learman (via phone), Juan Luis Nicolau, Morgan Paulette, Susan Short

**Absent:** Cheng Chen, Wayne Crotto, Guru Ghosh, Shelley Martin, Kang Xia, LaWanda Wright, Xiaowei Wu

1. **Welcome and Introductions:** Urs Buehlmann welcomed the group. Self-introductions were made.
2. **Agenda Approval:** Urs made the call for motion to approve the agenda; motion made; was seconded; all were in favor, there was no opposition and the agenda was approved.
3. **Call for Announcements:** The call for announcements was made. Andrea Brunais announced that the Virginia Tech Global magazine ([https://lci.vt.edu/content/dam/lci\\_vt\\_edu/vt-global/VT-Global-Spring2019.pdf](https://lci.vt.edu/content/dam/lci_vt_edu/vt-global/VT-Global-Spring2019.pdf)) was available at the meeting for all those interested in taking copies back to their departments; Susan Short indicated that she would make sure Lee Learman in Roanoke would receive some copies for his colleagues. Donald Hempson will be joining Virginia Tech as the new Associate Vice President for International Affairs on September 10, 2019.
4. **Announcement of Approval of Minutes, April 18, 2019 and May 9, 2019:** Urs noted that the May 9, 2019 COIA meeting was cancelled due to another event members wanted to attend, which was ultimately cancelled as well. Since there was not a May meeting, there are no minutes to approve. Urs announced that the April 18, 2019 minutes were approved electronically and forwarded to University Council for approval and posting. Approved minutes can be found: <http://www.governance.vt.edu/>.
5. **Chairman's Report:** The University Council meeting from the May 6, 2019 included old business: second reading and resolution passing on the following: **Commission on Student Affairs:** 1) Addition of a Statement on Sanction Enhancements for Policy Violations Motivated by Bias for the Student and Code of Conduct (Changes to the Hokie Handbook [www.hokiehandbook.vt.edu](http://www.hokiehandbook.vt.edu)); 2) Resolution to Change the Student Code of Conduct Section on Weapons (Changes to the Hokie Handbook [www.hokiehandbook.vt.edu](http://www.hokiehandbook.vt.edu)); **Commission on Undergraduate Studies and Policies:** 1) Resolution to Approve New Major, Humanities for Public Service, in Bachelor of Art in Religion and Culture; 2) Resolution to Approve New Major, Polymer Chemistry, in Bachelor of Science in Chemistry; 3) Resolution to Approve New Major, Medicinal Chemistry, in Bachelor of Science in Chemistry; 4) Resolution to Discontinue Bachelor of Science Degree in Engineering Science and Mechanics (lengthy discussion ensued; following the discussion, a vote was taken by University Council, and the motion passed with majority of 21 in favor of the resolution and 19 in opposition of the resolution to discontinue the Bachelor of Science degree in ESM). 5) Resolution to Approve Transitional Plan to Facilitate the Change of Date of Entry Graduation Requirements.  
  
New business included a motion for first reading and action of both resolutions (commonly referred to as "waiver of first reading"), voted and passed on the following: **Commission on Faculty Affairs:** 1) Resolution to Amend the Faculty Handbook Promotion and Continued Appointment Procedures for Faculty in University Libraries. A vote was taken on the approval of the resolution, and the motion passed. **Commission on Undergraduate Studies and Policies:** 1) Resolution to Amend Implementation for Pathways General Education Curriculum to Extend Pathways Ad Hoc Review Committee.
6. **Election of Vice-Chair:** The background on the duties of the Vice-Chair was given: 1) the Vice-Chair is responsible for assembling a sub-committee to review application packets and collect voting for the Alumni Awards for Outreach Excellence (both Individual and Team Awards). Deadlines for application packets are 4:00 p.m. January 31, 2020. In order to be eligible for the Vice-Chair position, nominees must have one year after current year in order to serve as the Chair for COIA. Kimberly Rhodes read the list of eligible members from the most current roster that had more than one year of service on the commission left. The group decided to let those at the meeting think of whether they would serve, and also give the opportunity for those that were unable to make the meeting to consider serving. Voting will take place at the September meeting. All those that had questions, concerns are welcome to contact either Urs or Kimberly off-line and they would be willing to meet and discuss in more detail.
7. **Reports:**  
**VCE:** Ed Jones discussed some of the activities for the Virginia Cooperative Extension (VCE). Ed referred to the Virginia Tech Global magazine ([https://lci.vt.edu/content/dam/lci\\_vt\\_edu/vt-global/VT-Global-Spring2019.pdf](https://lci.vt.edu/content/dam/lci_vt_edu/vt-global/VT-Global-Spring2019.pdf)) that contains several articles involving VCE. He talked about the global agricultural report with the College of Agriculture

and Life Sciences, the World Food Prize event in Des Moines, Iowa in October; the Borlaug lecture; Food and Safety programs in Senegal and the 4-H Program. Ed also talked about the Ireland exchange and the work to strengthen relations; and visits to China to get collaborations moving forward with some of the 39 agricultural universities in China. Andrea mentioned that the latest edition of Save our Towns will be released soon, and VCE is a big supporter of Save Our Towns. In turn, there is a lot of mention for extension and the involvement with Appalachian Communities and the reporting of the communities.

**UCIA:** Svetlana Filiatreau reporting on the August 26, 2019 meeting of the University Committee on International Affairs (UCIA). Highlights included the nomination and confirmation for UCIA Vice-Chair, Latanya Walker; by-laws update to include a representative from VT Carilion School of Medicine, which will be brought forth to COIA after the approval process at UCIA; member updates on the internationalization data task force, China orientation, Hokies in London, the Black Alumni Reunion 2020 Award Nomination, Language Flagship grant, UN-FAO Internship Program, presentation on COLCIENCIAS internships, cohorts from Pakistan, language study opportunities; and UCIA objectives for the upcoming year. The minutes for all UCIA meetings that have been approved thus far are available at the following link on-line: <https://www.outreach.vt.edu/VP/CommissionsAndCommittees/ucia/uciaminutes.html>.

**ELC:** Susan Short spoke to the Engagement Leadership meeting from June 6, 2019, which included the Engagement Scholarship Consortium annual meeting to be held in Denver, Colorado with the pre-conference October 6-7 and the conference October 8-9, 2019 (<https://engagementscholarship.org/>). Virginia Tech will host the 2020 conference in Philadelphia, PA; Kris Tilley-Lubbs (School of Education) and Catherine Cotrupi (VT Engage) have volunteered to serve on the program committee for this event. Discussion also included ways to attract more application packets within the faculty community for the Alumni Awards for Outreach Excellence. The fall kick-off meeting of the Engagement Leadership meeting is scheduled for September 5<sup>th</sup>, more information to come on that meeting. Minutes can be found (<https://www.outreach.vt.edu/about/commissions-committees/elc/elcminutes.html>).

8. **Global Alumni Engagement Sub-Committee Update:** Svetlana gave a report on the global alumni engagement sub-committee (**see attached report**). As a summary, the main purpose and focus of the sub-committee that was formed through COIA was to identify global alumni and methods for engaging international alumni; determine what barriers exist; research other models; review the current structure and advancement for connecting and friend raising. There are multiple systems that are unable to communicate with each other, and FERPA policies prevent access to information. The recommendation was for a 2-year plan to develop the process; perhaps at the November COIA meeting, and after the Provost's visit at the October meeting to discuss student study abroad funding, the process can be further discussed.

Urs asked the commission if it was their desire for him to bring the objectives of COIA forth to university governance as priorities 1) To continue to push forward with seeking scholarships for study abroad and 2) to push forward with an international alumni database for giving "Global Alumni Advancement Engagement". The commission agreed that those should be the top priorities for the academic year.

9. **Commission Board Member Comments:** Susan announced that three floors of The Inn at Virginia Tech and Skelton Conference Center (IVTSCC) were currently being used to house 325 undergraduate students. She thanked the Inn leadership team and the Division of Student Affairs for a smooth transition. Susan reminded the group that The Inn (4<sup>th</sup> floor hotel rooms, Conference Center, Preston's Restaurant, Continental Divide) is still open for business and will continue to host conferences, meetings, and meals. Additionally, as a reminder, there are Inn incentive funds available to assist departments with new business conferences/events being brought to The Inn.

A motion to adjourn was made, seconded; all were in favor. The meeting adjourned at 4:28 p.m.

Respectfully submitted,

Kimberly Rhodes, Recording Secretary

**TENTATIVE MEETING DATES FOR 2019-2020-***(All meetings will be from **3:30-4:30 p.m.** and will take place at the Gateway Center-902 Prices Fork)*

- September 19, 2019
- October 17, 2019
- November 21, 2019
- December 12, 2019
- **NO JANUARY MEETING**
- February 20, 2020
- March 19, 2020
- April 16, 2020
- May 7, 2020

**Commission on Outreach and International Affairs:  
International Alumni and Advancement Subcommittee Report  
February 22, 2019**

**Subcommittee members**

Back, Donald – Executive Director, Language and Culture Institute  
Clubb, David - Director of the Cranwell International Center  
Filiatreau, Svetlana – Director, Pamplin International Programs  
Gibson, Monika - Assistant Dean and Director, Student Services, Graduate School  
Kender, Michael - Professor of Practice in Finance  
Leuschner, Ian - Director of International Support Services  
Mitchell, Elizabeth – Pamplin, Assistant Dean of Advancement  
Mitchell, Carl - Associate Director of Development, COE  
Scales, Glenda - Associate Dean for Global Engagement and Chief Technology Officer, COE  
Sanderlin, Nicole - Director of Global Engagement  
Walker, Latanya - Director of Alumni Relations for Diversity and Inclusion  
The committee is co-chaired by Svetlana Filiatreau and Ian Leuschner

## Subcommittee charge

VT's Commission on Outreach and International Affairs (COIA) approved the subcommittee's charge on February 28, 2018. The subcommittee's scope of responsibilities as documented in the charge document:

In collaboration with the Advancement division, the COIA International Alumni Relations & Advancement Subcommittee will:

Recommend definitions for the terms "global" alumni or "international" alumni.

Clarify reasons and strategic objectives to engage with global/international alumni.

Consider the ways these align with the university's institutional culture, its commitment to service, and Virginia Tech's aspiration to be a global land grant university

Identify methods to engage international alumni, including

connecting VT alumni and current students;

engaging alumni in life-long learning and integrate knowledge into work-life contexts;

increasing alumni awareness of opportunities to engage in their communities

individually and in the workplace

Benchmark successful models and approaches used in other higher education institutions and recommend best practices.

Pinpoint institutional processes, resources and systems necessary to collect useful data across the various university databases:

Potential changes in our business processes

Changes necessary in our IT configurations and/or systems to align systems and meet all stakeholder needs

Resources and personnel needed make changes and effectively manage international alumni relations within colleges and units

Suggest universal database codes to categorize various types of international affiliations for both students and alumni

Conduct a comprehensive listing and review of databases currently used across the university

Collect information on current and previous initiatives to engage alumni throughout the world and make recommendations for potential replication in other areas of the university.

Examples: Hokies on Wall Street Mike Kender

Recommend a process for capturing "institutional faculty memory" and working with VT faculty (current and retired) to connect with global alumni.

Develop a two-year work plan for the April 2018 COIA meeting.

The COIA International Alumni and Advancement Subcommittee met three times – March 9, 23, and April 17.

## **Findings**

### **Strategic Significance**

By Identifying Virginia Tech’s international alumni, the university can better leverage those located in or tied to global geographic regions. These alumni provide critical opportunities to enhance and support the university’s goals to become a Top-100 Global University, increase student cultural competence, provide more study-abroad experiences, and to build greater alumni engagement and philanthropy. Alumni can assist with student recruiting, collaborate on global research, provide employment opportunities for graduates and identify internships and study abroad opportunities for students. Whether Hokies are living abroad or just passing through, benefit from building social networks, attending special events, continuing lifelong learning, and forging professional relationships.

### **Target Populations**

The subcommittee recognized several categories of international alumni, and global university “friends” which are especially key to achieving these goals. Each would need a unique code which is shared across the university.

- International alumni who did not complete their degree who remain connected to the university (not currently transferred from the registrar to the alumni database)
- International undergraduate and graduate students who originate abroad
- Alumni who initially originated abroad (not currently transferred from the registrar to the alumni database)
- Current students participating in study-abroad
- Alumni who participated in Study abroad (not previously coded)
- Alumni presently working in another country
- Faculty and staff who have worked abroad and may have international contacts and resources Hokies living abroad and the broader university
- Virginia Tech’s Intensive English Program participants
- Members of Virginia Tech’s special American study programs for individuals referred through their country’s state department (i.e. future dignitaries and corporate leaders).
- Exchange students (semester or summer)
- Alumni who were part of a short-term student program (credit or non-credit: 2 weeks and up)
- In-bound international students participating in US government-sponsored student programs (Fulbright, IREX, American Councils, etc.)

They began to identify internal stakeholders and collect information on programming, information needs and uses, current data resources, and relevant data personnel. Further, the subcommittee began identifying the capabilities needed from broader “platform” that would allow for current multiple data sources to be cohesively integrated, while also meeting the needs of a number of internal stakeholders.

4.1. The subcommittee has determined that the following questions need to be answered for each of these student categories:

- Who are they, what data is needed/ desired by ALL stakeholders?
- Where do each of those data pieces currently reside?
- What data sharing is available – for students and for when they become alumni?

- Do these different data systems have capacity to “talk to each other” (and/ if we need to potentially create a broader system that would enable us to pull these data and have access to manage variety of programming and outreach).
- What barriers exist and what individuals/ offices that may be viewed as having capacity to control/ remove these barriers.

The subcommittee members noted that as long as there is a student ID number and a category, essentially anything can be imported into the AIMS/Blackbaud system, the university’s advancement data management platform. However, as the system is a third-party provider, FERPA policies may prevent data migration from student systems into AIMS. Policy adjustments may be needed to request certain student data for the purposes of alumni engagement, global education, international internships and career placements, as well as for the development of alumni-facilitated/ hosted academic and continuing/ executive education programs to be delivered in the chapter locations. Currently, Registrar serves as the data steward for student records.

Further, VP of IT needs to weigh in on this due to the increased privacy regulations thru the European Union.

4.2. The subcommittee determined that VT community should initially focus on international alumni who studied at VT on a student visa, the International Student Alumni (ISA). The subcommittee has recommended gathering the following data for the ISA.

Data Needed	Data Sources and Indicators	On-Campus Units
<ol style="list-style-type: none"> <li>1. Name</li> <li>2. Date of Birth</li> <li>3. Country of Birth</li> <li>4. Country of Citizenship</li> <li>5. Physical/ Mailing Address</li> <li>6. Email</li> <li>7. Phone Number</li> <li>8. Major(s)</li> <li>9. Degree(s) Earned</li> <li>10. Graduation Year</li> <li>11. Years of Attendance</li> <li>12. Current Employer</li> <li>13. Position Title</li> <li>14. Student ID Number</li> <li>15. Matriculation Status</li> <li>16. Study abroad Indicator</li> <li>17. International Student Indicator</li> <li>18. Student organizations participated</li> <li>19. Student events attended</li> <li>20. LinkedIn profile</li> <li>21. Country-specific social media platform profile (cell phone for WeChat, WhatsApp, KakaoTalk, etc.)</li> </ol>	<ul style="list-style-type: none"> <li>● Most of this data is in the student data mart (ES Data Warehouse).</li> <li>● Years of Attendance is not in student data mart it would need to be calculated</li> <li>● Current Employer is not in student data mart</li> <li>● Study abroad indicator is not in student data mart but is determined by enrollment in study abroad courses.</li> <li>● Degree status dimension. That would provide a degree term, if it was awarded, the degree code, degree college, degree major</li> <li>● There is an international degree indicator in the admissions data mart</li> <li>● Entity dimension would contain the student id, and other identity information.</li> <li>● Alumni data mart would have some of this information but has been decommissioned (data resides for past years and is not current)</li> <li>● MicroStrategy reporting tool can be utilized (there is a university site license, but developer licensing would most likely need to be purchased) to pull many different data sources for reporting. A unique identifier in each system would be required.</li> <li>● Banner</li> </ul>	<ul style="list-style-type: none"> <li>● Cranwell International Center (UG)</li> <li>● Graduate School (GR)</li> <li>● DSA - collecting student activities through GobblerConnect. All data is collected, but not tied to an entity/student ID</li> <li>● GEO - study abroad alumni</li> <li>● VT Engage - data for service learning and other non-credit programs</li> <li>● Awards and other distinctions (fellowships, scholarships, etc) received while enrolled could also be very valuable, although this is not centrally stored anywhere either</li> <li>● Advancement: Alumni Relations, Development</li> <li>● Banner, Registrar's Office (items 1-11)</li> <li>● Career and Professional Development - Collects graduate employment data, as well as internship and co-op information</li> </ul>

## Proposed Two-Year Plan 2019-2021

- 1) Identify key internal stakeholders\* and organize a retreat to prioritize needs and develop action plans and responsibilities in the fall semester of 2019
  - a. Invite facilitation from the global alumni engagement experts Gretchen Dobson and Mitch Leventhal (former Vice Chancellor for Global Affairs at the SUNY system administration - <https://academicassembly.com/board-and-executive-team/mitch-leventhal-phd/>)
- 2) Conduct audit of the current information systems and determine the capacity for access/integration of all needed data sources and types
  - a. Suggest necessary changes in our IT configurations and/or systems and identify stakeholders who need to be involved.
  - b. Develop universal database codes that can be used to identify specific international alumni categories.
  - c. Check if any such systems have been created since VT has transitioned to a new database that ensures alignment if software and data collection.
  - d. Determine the best platform for ongoing data capture:
    - Identify the data available for ISA
    - Develop a plan for capturing and updating data going forward
    - Determine key internal stakeholders and their data needs
- 3) Describe needed changes in our business processes that are necessary to:
  - a. to accomplish engagement goals
  - b. clarify current obstacles to data collection
  - c. and make data collection recommendations
- 4) Recommend the addition of functions and/ or positions within various university units to more effectively manage international alumni relations.
- 5) Develop a set of policies for all stakeholders to access these data and governance structure
- 6) Create a strategic framework for ISA
  - a. Identify the relevant constituency groups among ISA
  - b. Identify activities and infrastructure needed for alumni engagement
  - c. Identify the countries of ISA
- 7) Pilot the system with initial data points and a limited pool of solid alumni data pool (e.g., class of 2016). Once this is working, expand to other classes, additional data points, and other types of alumni.
  - a. Start with those with a degree then backtrack to find the rest of information
    - i. Narrow the list of countries that we want to target for maximum impact
- 8) Develop implementation plan to include the following:
  - a. Combine activities (international conference attendance, orientation, recruitment, partnership maintenance, alumni) so as to get the most out of the travel budget for alumni activities
  - b. Combine events (such as orientation and/or recruitment) to engage enthusiastic alumni with prospective students
  - c. Create an international alumni corner on the alumni website, with links to college and international office sites, with materials and information relevant to creating/maintaining an international alumni chapter
  - d. Publicize international chapters through our international network at the university and encourage faculty visiting these countries to make contact with them