

June 2011 Meeting Minutes

The 251st meeting of the J. William Fulbright Foreign Scholarship Board took place in Washington, D.C. on June 6-7, 2011.

Members in attendance at the quarterly Board meeting were: Chair Anita B. McBride, Vice Chair Shelby Lewis and Members Mark Alexander, Jean Becker, Mark Brzezinski, Gary Edson and Robert D. McCallum, Jr. Participating via conference call on June 7 were Members Lisa Caputo and Dina Powell. Excused were John W. Johnson and Jan O'Neill.

Monday, June 6, 2011

Members of the Board attended a reception hosted by Peruvian Ambassador to the United States Luis M. Valdivieso in honor of the FSB, Assistant Secretary Ann Stock, and administrators and students and alumni of the U.S. - Peru Fulbright Program. Also in attendance were Executive Directors of Fulbright Commissions in Peru, New Zealand and France.

Tuesday, June 7, 2011

In the closed session, the Chair proposed and Members approved unanimously the creation of the legislative committee and the by-laws committee. All members agreed to participate in the committees.

The Executive Director reported that, in closed session, the Board had discussed the possible qualification of domestic partners of the same sex for Fulbright dependent benefits.

Chair Anita McBride called the public meeting to order at 10:00 a.m. She welcomed Assistant Secretary Ann Stock and Principal Deputy Assistant Secretary J. Adam Erel.

Assistant Secretary Report:

Ann Stock, Assistant Secretary for Educational and Cultural Affairs (ECA)

J. Adam Erel, Principal Deputy Assistant Secretary for Educational and Cultural Affairs

The Assistant Secretary opened with an expression of appreciation for the previous evening's reception at the Peruvian Ambassador's residence. She noted that Ambassador and Mrs. Valdivieso are two of the Program's model alumni. She was delighted to meet so many other alumni of the U.S.-Peru Fulbright Program.

Assistant Secretary Stock regretted that she missed the meeting in March as she was traveling to Iraq and Kuwait. She noted that Deputy Assistant Secretary Alina Romanowski had briefed the Board about their trip to Indonesia and Malaysia in early February, but she wanted to add her view that the Indonesia visit was incredibly productive. She recognized East Asia and Pacific Branch Chief Matt McMahon, who traveled with her delegation.

In Jakarta, they visited the Fulbright Commission, AMINEF, as they were preparing to move to new offices. AMINEF and EducationUSA staff discussed their efforts related to the visit of President Obama, and how to address Indonesian President Susilo Bambang Yudhoyono's goal of doubling the

number of Indonesians studying in the United States, and the number of Americans studying in Indonesia, over the next five years.

Assistant Secretary Stock also discussed her meetings with U.S. Ambassador to Indonesia Scott Marciel. Ambassador Marciel hosted a lunch with Indonesian Fulbrighters who are young diplomats co-sponsored by the Ministry of Foreign Affairs. The young diplomats shared their excitement about embarking on their Fulbright experiences at schools such as the Fletcher School of Law and Diplomacy at Tufts, Georgetown, and the University of Chicago.

She said she was impressed with the work of Fulbright English Teaching Assistants (ETAs) to transmit language and culture. They have compiled a body of knowledge, by passing briefing material from one year's "generation" to the next. She said she is working with the Malaysian government to triple the number of ETAs by 2012, adding Panang and Johor.

The Assistant Secretary reported on her March travel to Baghdad and Basra. One of the primary goals of that trip was to celebrate the 60th Anniversary of Fulbright Exchanges in Iraq. U.S. Ambassador James Jeffrey hosted a reception with newly selected Fulbrighters and with alumni. Assistant Secretary Stock shared a story of two young men who rose before dawn to board a bus for a long ride from Mosul to Baghdad for the reception. Both are going to the University of Arizona, and they diligently worked the reception for contacts and advice about the opportunity.

Assistant Secretary Stock reported that, in the trip's other major activity, she chaired the first-ever meeting of the U.S.-Iraq Joint Coordinating Committee (JCC) on Education, Culture and Science. There were four working groups: education, cultural heritage, science, youth and sports. Each pair of co-chairs, one Iraqi and one American, made presentations.

Examples of U.S.-Iraq bilateral progress include:

- one of the world's largest International Visitor Leadership Programs,
- the region's largest Fulbright Program, which has doubled in size to 114 grants,
- significant improvements in the Iraq National Museum,
- the establishment of a preservation training institute in Irbil (the only one of its kind in the region),
- a site development plan for Babylon,
- university linkages, and
- a wide variety of people-to-people activities in arts, sports and science.

The JCC meeting had a positive and future-oriented tone. The Iraqi representatives agreed to periodic working group meetings, which the Embassy will pursue.

The Assistant Secretary offered some assessments from these meetings and discussions:

- Educational and cultural programs, with a special emphasis on English language skills, are highly valued, with their growth limited mainly by available resources. The Prime Minister's office has the authority to support ten thousand scholarships.
- Iraqi young people, exemplified by exchange alumni, feel empowered to change their society and have an open, forward-looking perspective. The first alumni "university" boasts 400 members in both Baghdad and Irbil.

- For the Iraqi ministries and agencies involved, the JCC helps promote better coordination and cooperation. All four responsible ministers convened in one room.

Assistant Secretary Stock discussed her visit to Turkey. She said it was clear, from conversations in Ankara and Istanbul, that people-to-people contacts, and engagement by governments with civil society, are central to a strong, productive U.S.-Turkey bilateral relationship.

Within Fulbright, she reported that Turkish authorities, Embassy Ankara and ECA are developing English language training for teachers and students at the University of Ankara Divinity School, which aspires to be a world leader in the comparative study of religions. A Regional English Language Officer, who was evacuated from Cairo, worked on this. The Embassy is looking for additional space to house the Fulbright Commission staff. This effort is being spearheaded by the energetic new executive director, Ersel Aydinli.

She reported that the ETA Program is very popular around the world, with 780 ETAs worldwide projected for FY2011, including Belarus, Kenya, the Kyrgyz Republic, and Laos for the first time.

Members of the Board engaged in discussion on the effectiveness and added-value of the ETA program. The program has been successful as an effort to innovate and reach out to youth from outside elite communities in recruiting Americans from diverse backgrounds, and in placement in diverse foreign settings, often outside urban centers and capital cities. Members noted that a number of NGOs and private sector organizations are also conducting English language programs and cautioned against duplication of other efforts. It was also noted that English language teaching plays a critical role and is valuable. They agreed that ETAs are cultural ambassadors, not teachers.

Assistant Secretary Stock reported the Bureau's announcement of thirty-eight winners of awards from the Alumni Engagement Innovation Fund. Alumni around the world submitted nearly 700 project ideas—almost crashing the computer system. It was required that each proposal come from a team of at least 10 alumni. Social media was used to post all proposals on the web for comment. Proposals addressed global issues, including democracy and human rights; women's empowerment; and outreach to marginalized communities.

Assistant Secretary Stock announced that, on June 1, ECA inaugurated the world-wide launch of its new and innovative website for the J-1 Visa Exchange Visitor Program, found at <http://j1visa.state.gov>. She introduced Hilary Brandt, ECA Information Technology Coordinator.

Ms. Brandt said that J-1 visitors are an important part of ECA's mission to promote mutual understanding and include students, professors, summer work travel participants, au pairs, and camp counselors. She said that the new site will radically improve visitors' online experience. Everything applicants need to know, from how to participate in a program to what the program is like, can be found on the site.

Enhancements include an interactive facts and figures map, participant and sponsor information, and "participant testimonials" section, which provide firsthand accounts of exchange participants' experiences. Videos and interactive content extend the site's reach into the social media forum. This is the first phase of a comprehensive revamp of ECA's web presence.

The Assistant Secretary said that phase two of the website revamp will be Cultural Programs, to be followed by Academic Programs.

The Chair thanked the Assistant Secretary for her report and asked Vice Chair Shelby Lewis and Members Mark Brzezinski and Robert McCallum to brief the Board on their recent activities.

Ms. Lewis said that she accepted an invitation to speak in the African Lecture Series at Makerere University in February, 2012, arising from her work as an Extra-Mural Studies Lecturer for the University and a secondary school teacher in Uganda in the 1960s, as well as her November 2010 Fulbright specialist work in Uganda with Busitema University and the Forum for African Women Educationalists. She said that she has seen the strength of the Fulbright brand in a number of countries around the world and in the United States. Ms. Lewis noted that she shared information about Fulbright programs with students at Mississippi Valley State University (MVSU) in April, 2011, interacting with an impressive Moroccan Fulbrighter and other international students, including athletes from Russia, Kenya and Ethiopia. She also noted that during the 3rd World Festival of Black Arts and Culture in Dakar, December, 2010, she met two American Fulbrighters doing research on women and jazz, respectively, in Senegal. The student studying Jazz was being told by Senegalese that they had a stronger relationship to Blues than Jazz. Ms. Lewis was able to direct the scholar to the Blues Institute at MVSU where a noted Senegalese musician works with the Institute on the link between Blues and Senegalese music.

Mr. Brzezinski reported on his travel to China in May. He took the opportunity to meet with Fulbrighters while in Beijing. He said they are working in key subject areas including food safety, corporate governance and law. He saw a clear relation between the work he was doing to assist a trade delegation, from the state of Virginia, and the Fulbright-supported study.

Mr. McCallum reported on his trip to the United Kingdom, including the inaugural Fulbright Lecture on International Affairs at Pembroke College, Senator Fulbright's college at Oxford University when he was a Rhodes Scholar. Former State Department Policy Planning Director Anne-Marie Slaughter, now at Princeton University, gave the inaugural lecture on current foreign policy issues facing the Obama Administration. Next year's lecture will be at King's College in London. Oxford University is establishing an endowed Fulbright Fellowship to support a U.S. scholar each year in the University's Department of Politics and International Relations, and Mr. McCallum attended a meeting of the steering committee raising the endowment funds. Mr. McCallum also reported on his meetings with members of the U.S.-U.K. Fulbright Commission and staff as well as with Fulbright grantees and alumni. He praised the energy and vision of the Commission's executive director Penny Egan, who is actively involved in all of these ongoing matters.

ECA/A and WHA regional program report:
Marianne Craven, Managing Director, Academic Programs
Eugenia "Jenny" Verdaguer, Chief, Western Hemisphere Branch

The Chair welcomed Ms. Craven and Dr. Verdaguer.

Ms. Craven briefed the Board on recent strategic dialogues on education with Colombia and Brazil. 75,000 Brazilians will study abroad in the coming four years, with half that number coming to the United States.

She reviewed strategic discussions with Chinese officials in April, including people-to-people initiatives, community college exchanges, and new Fulbright programs at the Masters level.

She discussed ECA's expanding efforts in Tunisia, in response to "Arab Spring" developments and opportunities.

She reviewed successful Fulbright enrichment seminars conducted this spring for visiting scholars, including thematic seminars on food and energy security, under a new competitive approach.

She said that the second EducationUSA forum is scheduled for late June in Washington, D.C., to inform U.S. higher education representatives about how ECA's educational advising network can support their recruitment of foreign students.

She expressed satisfaction with the progress of the NEXUS pilot program, which she expects to infuse new energy into ECA's lab-to-market exchanges and enrichments, as well as the New Century Scholars program.

Dr. Verdaguer thanked the Board for the opportunity to give a report on Fulbright programs in the Western Hemisphere. This region has nine Commission countries and 14 non-Commission countries. It has 23 active Fulbright programs with over 1,500 exchange participants and over \$26 million in local cost-share.

Dr. Verdaguer showed slides with graphs and charts (attached) demonstrating the breakdown by country and program type, and program growth and change in cost-sharing over the past ten years.

Dr. Verdaguer briefed the Board on innovative model programs employed in the region, including the Fulbright Regional Network for Applied Research (NEXUS) Program. NEXUS was launched in Buenos Aires, Argentina, in May, with ten participating countries. The Chair, who participated in the launch, expressed her belief that the program is a model for other regions. She noted that a previous Board had the foresight to approve the program and saw to its successful launch in record time, reinforcing the fact that the Fulbright program is both vibrant and flexible. She strongly encouraged other Board members to attend the next meeting in Mexico in October. She thanked Dr. Verdaguer for a very informative report.

Panel: Binational Commission Executive Directors

- Henry A. Harman Guerra, Comisión para el Intercambio Educativo entre Perú y los Estados Unidos
- Mele Wendt, Te Tūāpapa Mātauranga o Aotearoa me Amerika, New Zealand
- Arnaud Roujou de Boubée, Commission Franco-Américaine d'Échanges universitaires et Culturels

The Chair introduced the Executive Directors. Their biographies:

Mr. Roujou de Boubée was born in Chattanooga, Tennessee, and raised in France where he studied Literature and History to become an "agrégé de Lettres modernes". He then received an MBA degree from HEC Group in France. He previously served with the French Ministry of Foreign Affairs and the French Ministry of Education. He has been the General Representative of the Alliance Française network in New Zealand and the Executive Director of the Alliance Française in Wellington. In Japan, he held teaching positions at Tokyo University of Foreign Languages, the Franco-Japanese Institute in Tokyo, and worked with NHK TV for the production of the French TV program. In France, he has taught at the Political Institute in Lyon, Lyon 3 University and several high schools. Active in several professional organizations, Mr. Roujou de Boubée is a member of the advisory boards of the National Institute of Geopolitics, and the doctoral school of Paris Sorbonne Nouvelle and Paris 7 Denis Diderot

University. He also holds membership of the HEC Group Alumni Association and regularly participates in the activities of the communication, public sector and international subcommittees of the Association. He has served on the Board of the international sections association of the Lycée de Sèvres, which provide school students with bilingual education in English or German.

Ms. Mele Wendt is Executive Director of Fulbright New Zealand (NZ-US Educational Foundation). Appointed to that role in 2005, Ms. Wendt is responsible for the smooth running of the binational commission, comprising eight staff who administer an extensive number of prestigious Fulbright and other award programs between New Zealand and the US. Governed by a board of 12 New Zealand and American members, its budget in 2011 is US\$2.1 million and over 75 awards are provided annually. Prior to this, Ms. Wendt worked at Victoria University of Wellington for nine years. Her roles included International Adviser in the International Student's Office, the University's founding Pacific Islands Liaison Officer, and the Manager of the Student Recruitment & Course Advice office. Prior to Victoria University, Ms. Wendt was a secondary school teacher from 1991 to 1995 in Wellington and Auckland. Ms. Wendt's qualifications include a Postgraduate Certificate in Management Studies and a Bachelor of Arts majoring in English Literature from Victoria University of Wellington, and a Postgraduate Diploma of Teaching (Secondary Education) from Auckland College of Education.

Mr. Henry Harman is a Peruvian economist (Universidad del Pacifico, Lima, 1970) who holds an MA in Business Economics from Stanford University (California, 1975). He has worked in international organizations in the United States, Central America and the Caribbean. In Peru, he has worked several years in the public sector, including twice as Vice-Minister of Education. In the private sector, he has been general manager of the Peruvian Institute for Business Education (IPAE) and served on the boards of several corporations and non-profit organizations. Mr. Harman has participated in numerous seminars, conferences and workshops both in Peru and abroad and has written extensively on matters related to economics, sustainable development and education. Currently he is an assistant professor in the MBA program of the Universidad de Lima. He has been the executive director of the Peruvian Fulbright Commission since May 2002.

Each Commission Director gave an overview of their programs. Mr. Roujou de Boubée presented a powerpoint presentation (attached). In his accompanying narration, *inter alia*, he said his Commission wishes to see more students from the U.S. enrolled in French institutions of higher education. He said he struggles with the general perception that the U.S. is not affordable for French students. He expressed satisfaction for contributions to the Fulbright program from the regions of Aquitaine, Nord Pas-de-Calais and Alsace. He said public funding is now equal on the U.S. and French sides, after an increase in funding from the French Ministry of Higher Education in 2005, with which he was able to increase the number of doctoral grants starting in 2006-2007. He thanked the Board for widening the scope of criteria for institutions hosting Fulbright specialists. He informed the Board about a recent conference on Social Entrepreneurship sponsored by the Commission.

Ms. Wendt thanked the Board and said that bilateral relations between New Zealand and the United States are at their best in the past 25 years. She said that Secretary Clinton had visited New Zealand a few months previously. She said that strong linkages exist between New Zealand and US universities, many of them formalized by Memoranda of Understanding. In that sense, she said, Fulbright is a part of, but not the main avenue between, university relationships between the two countries. Within Fulbright, she said New Zealand funding exceeds U.S. funding: USD 940,000 to USD 600,000, with combined funding supporting approximately 74 grants. The Commission also

administers other NZ-US exchanges, accepting contract fees. She said New Zealand continues to be one of the most sought-after Fulbright countries by US applicants. She reported that Fulbright outreach has now grown to over 30 institutes throughout New Zealand, including targeting Maori and Pacific islanders. She said they have a large number of hyphenated awards and that the Commission Board has ambitious targets to increase those even further. However fundraising is challenging in a tight economic environment where budgets are being cut across the board. Agreeing with Mr. Roujou, she said young Kiwis believe that they can't afford to study in the United States. She also said that there was an increasing number of requests from New Zealand Fulbrighters to support waivers of the J1 visa home residency requirement.

Mr. Harman said that the U.S.-Peru Commission plays a key role in bilateral relations between Peru and the United States. He said the U.S.-Peru 2009 Free Trade Agreement covers not just trade, but also values. His strategic plan prioritizes diversity, fundraising and English language programs. His program benefits from a network of alumni and friends in the United States, some of whom the Board had met the previous evening at the reception hosted by Ambassador Valdivieso. He said the Commission works hard to make opportunities available to women and indigenous communities. They have broken records in the number of women participating in programs. They have regional programs in Ancash and Cajamarca, and hope to add Moquegua this year.

The Directors each spoke about common challenges, such as dealing with natural disasters. In New Zealand, Ms. Wendt said they used social networking tools following the earthquake to communicate promptly with grantees and their loved ones. However, they realized that a more comprehensive plan should be in place to provide better information for Americans arriving in New Zealand, as well as comprehensive policies relating to evacuation and crisis management. Ms. Craven made reference to a cable that went out after 9/11. She indicated that the cable guidance is being updated and will be sent to the Commissions and posts.

The Directors discussed diversity in placements in the United States and how they could be improved. Vice Chair Shelby Lewis asked if the Directors would welcome more outreach in the southern United States. Mr. Harman said he would. Mr. Roujou said the French program enjoys legacy contacts in Louisiana, which facilitate placements of FLTAs and research scholars.

The Chair expressed the Board's appreciation to the Executive Directors for their reports, their Commissions' ongoing support of our work towards better mutual understanding, and the collaboration of the partner governments in the Fulbright Program.

The Board continued discussion during lunch, after which members met individually with regional program branches.

The meeting adjourned at 2:30 p.m.