Today’s Challenges: Grant Funding for International Trade Education

Where’s the Money?

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NASCITE 2012
Portland, Oregon
Funding Internationalization

- Multiple paths
- Frame strategy with \( W^3 \) (\( W \)-cubed)
- Examples
  - WIA/WIB Regional Skills Alliance (State)
  - Watershed Initiative (Private foundation)
  - USDOL – Wired (Federal)
  - Major gift – Global Leadership Institute (Private donor)
W^3 Model
(adapted from Stephen Stumpf)

Student assistants
Faculty development
Study abroad support
International conferences
Software/Data
Guest speakers
New teaching resources

What I want
What the funder wants
What we can do well together
Example 1: Workforce Board

- Regional Skills Alliance (RSA)
  - A group of businesses from one industry
  - Industry reps decide they need more export training
  - Group approaches the WIB/WIA/One Stop
  - WIA agrees to provide funding with account supervision by RSA
  - RSA funds SVSU to do export training and support SMEs in initiating export activity
  - $45,786
Example 2: Watershed Initiative

- Local watershed initiative looking for projects that support a triple bottom line approach
- We argued for support for entrepreneurs with sustainable business initiatives
- Grant funded faculty and businesses to attend international trade shows and missions to promote the export of green technology by regional entrepreneurs
- $35,000
Example 3:
USDOL - Wired

• Submitted as a consortium ($15 million grant)
• Work to diversify Tier 2 and Tier 3 auto suppliers; diversity the regional economy beyond the domestic auto industry
• Funding to support staffing, consulting, training, market research, data and reports, speakers, travel, conference hosting, student assistants, outcomes evaluation, publications, video production, etc.
• $935,000 per year for three years
Example 4:
Global Leadership Institute

• Approached a potential major donor with a case for support
• Leadership training for Junior and Senior business majors with high potential
• In addition to knowledge and skills – we wanted to influence students perspectives and expectations
• Gift will endow leadership program that includes fully paid study abroad experience for 15 students
• $2 million gift/endowment
Common Elements

- We knew what we wanted to accomplish
- We worked with a portfolio of prospective donors/foundations/agencies
- We adjusted our ask to match the needs and aspirations of the giver
- We over-delivered on our commitments
- We celebrated our victories and moved to make the initiatives sustainable
DAAD
German Academic Exchange Service

• Group Study Visit Program

• Provides up to Euro 9600 for faculty-led undergraduate short-term study in Germany programs.

• Very easy application
DAAD
Contact Information

• https://www.daad.org/page/groupvisits/index.v3page;jsessionidid=couk6g4epg13

• Ms. Myoung-Shin Kim
  – Group Study Visit Program Officer
  – E-mail: kim@daad.org
  – Tel.: (212) 758-3223 x210
Fulbright Scholar-in-Residence Program

- Provides funding to bring an international scholar to your campus for a semester or year.
- Requires some limited cost sharing from the host institution.
- Fulbright funds are paid directly to the scholar.
- Preference for HBCUs/HSIs and small liberal arts colleges with limited international programs.
Fulbright Scholar-in-Residence
Contact Information

- http://www.cies.org/sir/

- Ms. Alma Ford
  - Program Officer
  - E-mail: aford@cies.iie.org
  - Tel.: (202) 686-6252
Fulbright Occasional Lecturer Fund

• Provides funding to bring an international scholar to your campus for a short-term (2-4 day) visit.

• Fulbright covers transportation costs.

• Host institution covers lodging/meals.

• Small honorarium typically provided by host institution.
Fulbright Occasional Lecturer Fund
Contact Information

- [http://www.cies.org/olf/](http://www.cies.org/olf/)

- Ms. Alma Ford
  - Program Officer
  - E-mail: aford@cies.iie.org
  - Tel.: (202) 686-6252
Longview Foundation

- Provides grant funding to globalize teacher education programs.
- Typically has two funding cycles per year.
Longview Foundation
Contact Information

- [http://www.longviewfdn.org/](http://www.longviewfdn.org/)

- Ms. Jennifer Manise
  - E-mail: [jennifer@longviewfdn.org](mailto:jennifer@longviewfdn.org)
  - Tel.: (703) 862-0023
International and Foreign Language Education Office

- Fulbright-Hays – Group Projects Abroad Program (GPA) Short Term

- Fulbright Hays – Group Projects Abroad Program (GPA) Long Term

- Title VI – Undergraduate International Studies and Foreign Language (UISFL) Grant Program
FY2012 Program Priorities

• Most Competitive Workforce in the World
  – President Obama’s 2020 Goal
  – Students become... citizens of a global society

• Improve Access & Diversity in International Education
  – A world-class education for all
  – MSIs, community colleges, institutions new to IFLE

• Strengthen the civic fabric of democracy
  – Increasing national security and global competitiveness
  – Foreign language and cross-cultural competency
TITLE VI  UISFL
Undergraduate International Studies and Foreign Language

• Purpose
  – To provide funds to institutions of higher education with limited resources to plan, develop, and carry out programs to strengthen and improve undergraduate instruction in international studies and foreign languages

• Examples
  – Global studies / international studies
  – Development of an area studies program and its languages
  – Establishment of internship or service-learning opportunities in domestic or international settings

• 2012 Appropriation
  – 15 awards
  – $120,000 single institution / $200,000 consortia

NOT YET!!!
UISFL

- Priorities NOT YET REVEALED
  - Absolute (requirement)
  - Competitive Preference (for additional point)
  - Invitational (special invitation from the Secretary, but no points assigned)

- Contact
  - Michelle Guifoil
  - michelle.guilfoil.ed.gov
Purpose

- To provide institutional grants to support overseas training, research, and curriculum development in modern foreign languages and area studies

Examples

- Short-term Seminar Project (4 – 8 weeks)
- Curriculum Development Team Project (4 – 8 weeks)
- Group Research / Study Project (≥ 12 weeks)

2012 Appropriation

- 11 grants, $100,000 - $125,000 max
GPA Short Term

- **Priorities**
  - Absolute (0 points): specific world regions, US has official diplomatic relationship
  - Competitive (5 points): LCTL, include K-12 teachers/administrators as $\geq$ 50% of participants

- **Invitational**
  - MSIs, community colleges, novice applicants

- **Contact Loveen Bains, Ph.D.**
  - Loveen.bains@ed.gov
  - [http://www2.ed.gov/programs/fegpsgpa/applicant.html](http://www2.ed.gov/programs/fegpsgpa/applicant.html)
Fulbright Hays – Group Projects Abroad Program (GPA) Long Term

- **Purpose**
  - To provide institutional grants to support overseas training, research, and curriculum development in modern foreign languages and area studies

- **Requirements (grant for four, 12-month periods)**
  - Language indigenous to host country, maximum use of local institutions and personnel
  - Training must be at advance level AND
  - Advanced language training present in host country & not available in US

- **2012 Appropriation**
  - 16 awards, $375,000 max
GPA Long Term

• Priorities
  – Absolute (0 points): specific world regions, US has official diplomatic relationship
  – Competitive (5 points): LCTL, send educators and eligible participants to BRIC countries

• Invitational
  – MSIs, community colleges, novice applicants

• Contact
  – Michelle Guilfoil
  – michelle.guilfoil.ed.gov