

CENTER FOR GLOBAL ENGAGEMENT

2020 ANNUAL IMPACT REPORT



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

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LETTER FROM THE VICE PROVOST



We had quite a year! While learning to navigate a new way of teaching and working in the virtual space and facing unprecedented challenges, we have some major accomplishments to celebrate! You will find many in this report. I am highlighting a few here:

- We exceeded our goal of 50 new donors during Big Orange Give, unlocking a challenge gift of \$35,000 for international education.
- We hosted an exclusive Vol Town Hall for our international alumni in Asia on October 29. We plan to host Vols Town Halls for alumni in other parts of the world in 2021. Stay tuned!
- The Programs Abroad Office assisted 209 students in their return to the U.S., and academic contingency planning was completed for 219 students.
- We announced the first cohort of the Academy for Global Scholars.
- On March 18, International Student and Scholar Services began virtual immigration advising and moved entirely digital on March 23. Since then, over 250 virtual advising sessions have been conducted.

CGE has gone through a strategic visioning process as the whole university is laying our plans for the next five years. The Volunteer Experience is one of the priority areas the Chancellor and her team have put forward, as such global engagement is a critical component of our student experience. We are reflecting on and evaluating what we're doing and how we engage our students and the world.

As a result of this pandemic, we are currently unable to travel, and yet the global crisis has emphasized how globally connected we are. Thus, the way forward is for CGE to lean into the complexities of this experience both in order to deal with the present crisis more effectively and to develop a pathway to greater resilience, cultural competency, and a deep understanding of our role as global citizens. CGE sees the opportunities that lie in these challenges as a means of reimagining much of what we do while holding true to the Volunteer spirit and the core mission of UT.

Looking ahead we have established goals to support a university culture that prioritizes and encourages global engagement by educating students to transcend national and cultural boundaries, provide resources for the campus community to extend their research across the world, and cultivate relationships with our international alumni.

In closing, we are proud of what we have accomplished this past year and stay optimistic about the years ahead and hope you will join us on this journey to bring UT to the world and bring the world to UT.

Best Regards,

A handwritten signature in blue ink that reads "Gretchen".

Gretchen Neisler,
Vice Provost for International Affairs

OUR PURPOSE

The Center for Global Engagement provides leadership to strengthen the university's global reach and impact, foster international and intercultural awareness and understanding, assist faculty to internationalize their teaching and scholarship and prepare students to become globally engaged citizens

With approximately 1,200 international students from over 100 different countries, some 500 international scholars, and more than 1,500 UT students studying abroad every year, the CGE keeps UT connected around the world.

Global Values

Building on UT's distinctive history as a land grant university, we value improving the lives of Tennesseans in their interconnections with the world through commitments to:

- Producing innovative global research and teaching
- Engaging meaningfully with existing partners and developing new long-term partners
- Fostering lifelong engaged learning among UT students, UT alumni, and Tennesseans



UT Vision

A world enriched by the power of ideas, made better through action, and inspired by the Volunteer Spirit of service and leadership.

Global Mission

- Create a campus that embraces global engagement as a core value. Empower and facilitate cutting edge research that meets community, state, and global societal needs.
- Provide opportunities for our students through academic and experiential learning to prepare them to adapt to a changing world and contribute to bettering it.
- Promote a culture of collaborative innovation in research, learning, and engagement.
- Foster global cultural diversity and inclusiveness to benefit our university stakeholders and the residents of Tennessee.
- Extend the impact of our work with international and national partnerships that reflect our university Vision and Global Values and increase the visibility and reputation of the university.



COVID-19RESPONSE

COVID-19 has directly impacted around 2,500 UT students and scholars served by the Programs Abroad Office, the English Language Institute, and the International Student and Scholar Services. By the close of FY2020, the direct loss of revenue for CGE is over \$200,000. Highlighting the significance of partnerships and networks, substantial financial loss was mitigated due to the PAO's strong working relationships with partner affiliates and host institutions. The PAO team worked individually with 60 partner organizations to implement individualized alternative programming, refund agreements, and mobilize our students.

IMPACT BY THE NUMBERS

English Language Institute

- ELI pre-pandemic total enrollment spring II: 38
- Withdrawals: 13
- Deferrals to summer term: 2
- Students who remained enrolled after departing: 6
- Total enrollment after withdrawals/deferrals: 23
- ELI revenue for spring II was reduced by \$31,918 as a result of student withdrawals

Global Research Office

- Started regularly communicating about health and safety during the evolving pandemic beginning in January, reaching out 170 UT students, staff, and faculty traveling internationally for business purposes
- Secured international health insurance for all active UT travelers
- Revamped health and safety procedures of UT's international travel registry

International Student and Scholar Services

- 950 Degree-seeking international students (36 known departures)
- 22 Short term exchange students (all departed UT, but two remained in the country with relatives)
- 246 former students engaged in Optional Practical Training (OPT) after graduation
- Approximately 25 international visiting scholars canceled their visits to UT

International House

- Closed since March, the I-House canceled eleven programs, four weeks of tax advising, and six weeks of language table practice
- Spring semester, they were closed for seven weeks and canceled 109 reservations
- The I-House lost approximately \$3,000 in cancellations and nonrefundable program fees

Office of Asia Engagement

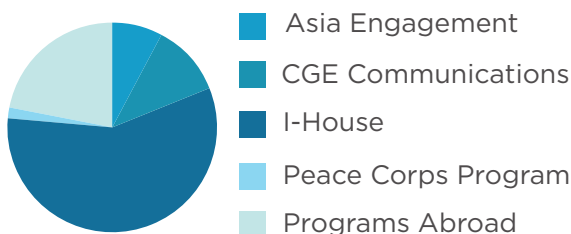
- OAE proactively provided information and education opportunities for the campus community to understand the pandemic and mitigate the stress our international community experienced during this challenging time
- The Coronavirus public forum on February 28, 2020, yielded 200 attendees
- 207 people attended the "Navigating Racism and Bias" panel discussion supporting UT and local Asian communities in unprecedented times

Programs Abroad Office

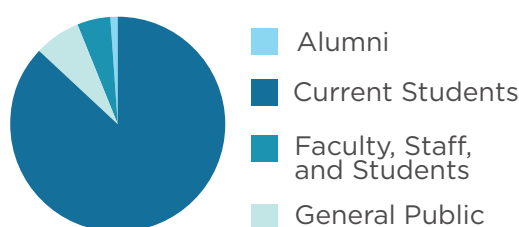
- Total number of students impacted 219 (outbound spring) + 92 (outbound spring break) + 21 (inbound spring exchange) + 844 (outbound summer) = 1,176
- 209 students assisted in their return to the U.S. and academic contingency planning was completed for 219 students
- PAO loss of revenue \$168,175

The Center for Global Engagement hosted over 117 events in collaboration with various departments, international partners, and community organizations. These events include in-person, virtual, and hybrid events.

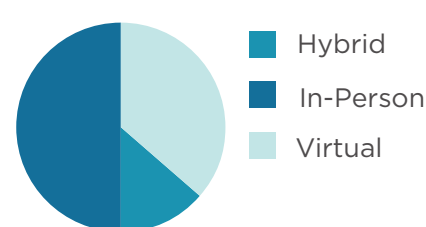
Events by Office



Events by Audience



Events by Experience Type



International Festival

The International Festival brings together all of the university's international organizations to host booths with food and other artifacts representing their cultures. Hosted by the I-House, the 2020 International Festival featured a performance night and 12 booths over the course of 3 days! The International Festival presents an opportunity to explore cultures from around the world without ever leaving campus.



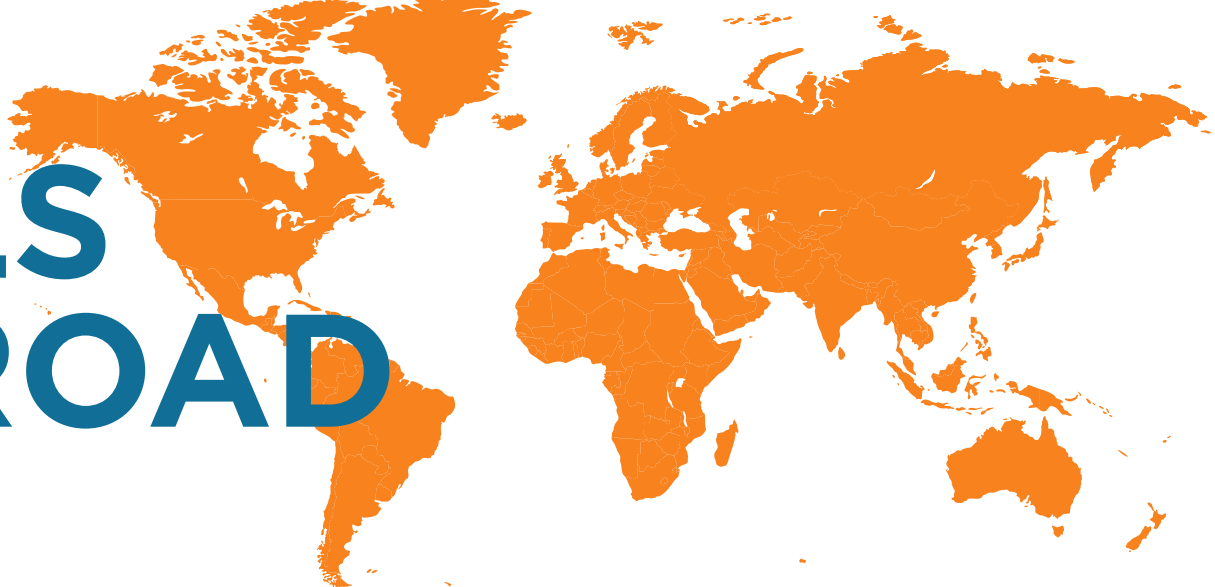
Bringing the Community Together

OAE was first to recognize the need for a COVID-19 educational session. On February 28, with our community partner, TN-China Network, OAE brought together campus experts, local health officials, and business owners to provide educational resources and lead an open discussion regarding the potential impact of COVID-19 in the form of a public forum, titled *Coronavirus: Fact, Myth, & the Impact on Tennessee*.

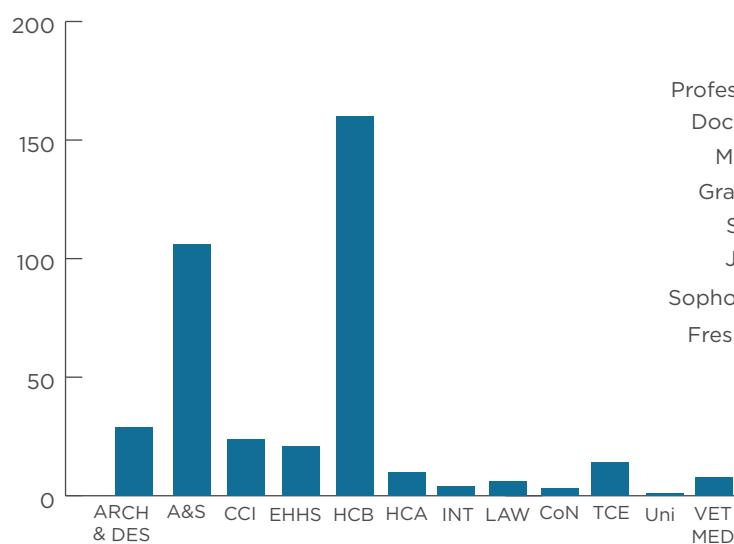
Local Connections, National Reflections

Committee on U.S China Relations held its 14th consecutive CHINA Town Hall, hosted by UT's Office of Asia Engagement, Asian Studies Program, the Department of History, and TN-China Network, a non-profit organization supporting economic and workforce development in Tennessee. The committee president Stephen Orlins hosted an insightful conversation with featured guest speaker Ray Dalio, renowned investor, philanthropist, and New York Times best-selling author. On November 10, the local town hall attracted almost 100 attendees and featured a four-panel discussion from David Parsley, Larry Combs, John McDevitt, and Peter Zysk to discuss the implications of US-China relations.

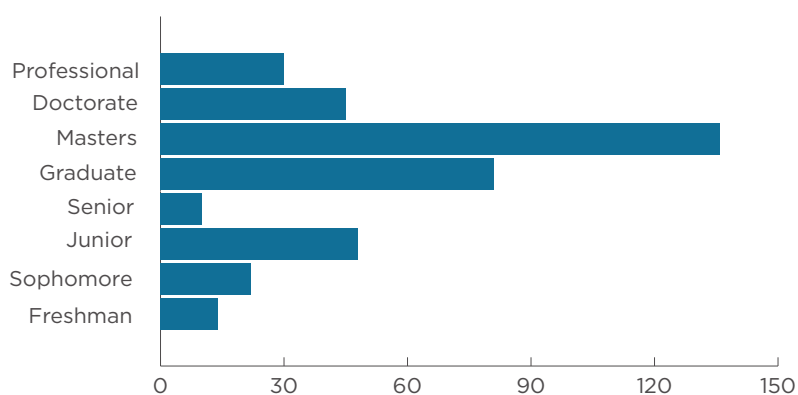
VOLS ABROAD



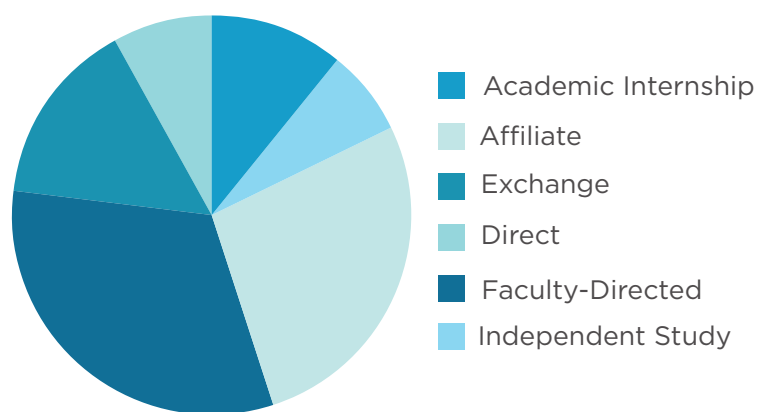
Participants by College



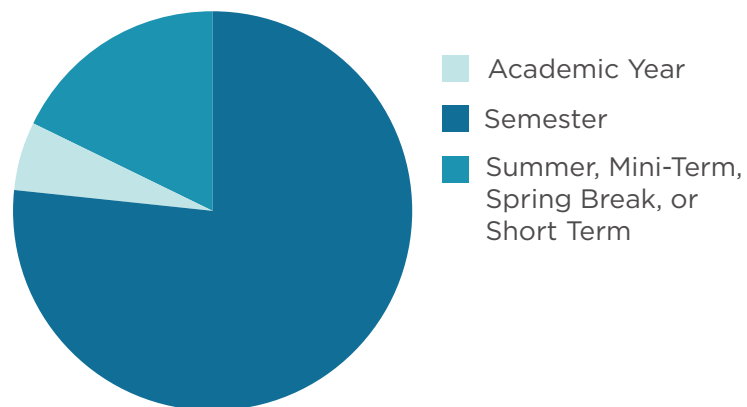
Participants by Academic Level



Experiences by Program Type



Experiences by Term



DIVERSITY & INCLUSION

I-House Cultural Competency Program

The International House seeks to support all students, faculty and staff in their understanding of their own Intercultural Competency – *the degree to which one can communicate and behave effectively and appropriately with someone from another culture.*

Developing intercultural competence is an ongoing process and the I-House can facilitate that development by providing student groups, campus staffs, or classrooms with curated workshops.

“Navigating Racism & Bias”

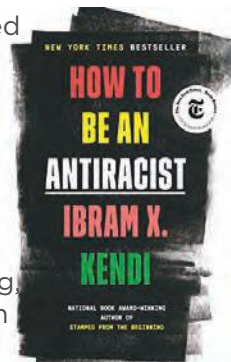
Supporting UT and Local Asian Community in Unprecedented Times

In partnership with the Division of Diversity and Engagement, CGE held a panel discussion to address the issue of increased bias and discrimination shown toward the Asian community on campus as the effects of the COVID-19 pandemic continued to grow.

The panelists shared some ideas on how to connect our Asian population with resources and strategies for navigating implicit and explicit bias, as well as strategies for how others can be supportive of Asian faculty, staff, and students during this time.

CGE Common Read

The CGE Diversity and Inclusion Committee organized a unit common read of “How to be an Antiracist” by Ibram Kendi. The goal of the common read was to help educate CGE staff on the timely topic of race. Discussion groups met every other week to reflect on the reading, call to actions, and discussion questions.



The outcomes of the common read include:

- Experience personal growth and development
- Become better colleagues and community members
- Become more informed and aware of racial issues
- Gain cultural context to inform our work in CGE
- Strive to be antiracist

“The D&I committee plans to continue to provide opportunities for CGE staff to continue to learn and engage with topics of diversity and inclusion. The committee is finalizing a spring schedule of events with a consistent theme of how race impacts diversity. These events include lunch and learns, workshops, and speaker events on a variety of topics.

Diversity Peer Mentor Program

The Programs Abroad Diversity Peer Mentor Program allows prospective education abroad students to form meaningful connections and relationships with education abroad alumni. The program eases the prospective student’s transition to studying abroad and assists students from diverse populations in achieving the best education abroad experience possible by allowing them access to mentorship from a programs abroad alum of a similar background and/or identity.

COLLABORATION & INNOVATION

Academy for Global Scholars

Collaboration with Division of Enrollment Management

The Academy for Global Scholars is a program for first-year students that provides them with a unique opportunity for global engagement and individual growth. The Academy offers a sense of community and prepares students for the global workplace.

Participants join by invitation and engage as a cohort in FYS 101 and a general education course, cultural programming, service activities, and a study abroad experience. 22 first-year students joined the inaugural cohort of AGS.

“Being a part of AGS has made me want to celebrate every culture that will come into my classroom, understand them, and communicate with them.”

- Anna Trevathan, AGS

“I see AGS helping me learn new skills like communication and networking so that I can give back to my community.”

- Natalia Acuna, AGS

End Hunger/FEED Change

AN INITIATIVE ACROSS THE UNIVERSITY OF TENNESSEE SYSTEM

ONE IN THREE



32% of UT Knoxville students are food insecure, more than double the state (13%) and national rates (12%).

End Hunger/ FEED Change

In UT's efforts to reach the United Nations' goal of zero hunger by 2030, The End Hunger / FEED Change (EHFC) initiative was launched in 2020 to raise awareness about the global issue of food insecurity.

“The End Hunger/ FEED Change initiative is a collective effort across campus to highlight and increase awareness of all the way UT is helping to address hunger, from campus, in the state of Tennessee, and across the world.”

International Career Day

Collaboration with Center for Career Development & Academic Exploration

CGE partnered with the **Center for Career Development and Academic Exploration** to host the inaugural International Career Day to kick off International Education Week. The day long event included sessions co-hosted with the **Haslam International Business Club**, the **Department of Modern Foreign Languages and Literatures**, **JET program**, **Fulbright scholarship**, and **UT Peace Corps**.

International Career Day

International Entrepreneur Session
Co-hosted with Haslam COB International Business Club

November 16, 2020
11:15 - 12:30 P.M.

Register at <https://tiny.utk.edu/intl-entrepreneur>



Traci Snowden
Founder & CEO,
Aplo Global



Alex Wang
Co-founder,
Tekmoil



Nancy Youssef
Founder & President,
Curves with Purpose

CENTER FOR GLOBAL ENGAGEMENT

SUSTAINABLE FUTURE & GLOBAL IMPACT

UT Engages the UN SDGs

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face including poverty, inequality, climate change, environmental degradation, peace and justice.



CGE launched an initiative to connect UT students and faculty with the United Nations’ 17 sustainable development goals. We identified more than 225 courses from 37 departments that satisfy one or more SDGs and created a website to search SDG-related courses by goal or department. CGE is in the process of developing a program to acknowledge students commitment to learning about the SDGs through their coursework and community service.



“By demonstrating UT’s SDG performance in several key areas, we believe that talented prospective students around the world will recognize key commitments that may spark their interest in the institution and the opportunities that exist at UT,” said Gretchen Neisler

UT joined the Global Challenges University Alliance (GCUA), a global consortium of universities working towards addressing the SDGs. In partnership with the Smith Center for International Sustainable Agriculture, CGE is leading the University’s involvement to expand our network for faculty, staff and students to engage in SDG-related teaching, research, and outreach activities.

The Global Research Office supported 7 grant submissions in 2020 working with faculty in Arts & Sciences; Communication & Information; Education, Health & Human Sciences; and Tickle College of Engineering.

Grants and Awards from CGE:

The Global Research Office awarded over \$175,000 to 43 faculty, staff, and students

- | | |
|-----------|---|
| 10 Awards | Global Catalyst Research Grants for Faculty |
| 7 Awards | Global Catalyst Programming Grants |
| 1 Award | Global Catalyst Teaching and Service Award |
| 20 Awards | Global Catalyst Travel Grants for Students |
| 4 Awards | McClure Scholars |
| 1 Award | Mae Scheib Scholar |



The 2020 Global Catalyst Award:
Scott Wall

ALUMNI ENGAGEMENT

VolSphere CGE Monthly Newsletter

The first CGE monthly newsletter, VolSphere was sent in October 2020 to 783 international alumni. Since then, the audience has grown to 7,361 recipients, including study abroad alumni, with an average 23.3% open rate.

Volunteer Postcard Program

CGE welcomed **910 international students** to campus this year with customized postcards from international alumni!



Vol Town Hall in Asia

An exclusive Vol Town Hall with Chancellor Donde Plowman was held for our international alumni and friends in Asia. The town hall focused on the university's response to the Covid-19 pandemic, the Big Orange Give, and new ways the Office of Asia Engagement plans to stay connected. The virtual event yielded 83 attendees. In 2020, more than 15 Vol Town Hall virtual events were held for alumni around the world. At each event, multiple alumni hosts make a philanthropic contribution to the local alumni chapter's scholarship or another fund of their choosing and encourage other participants to do the same.

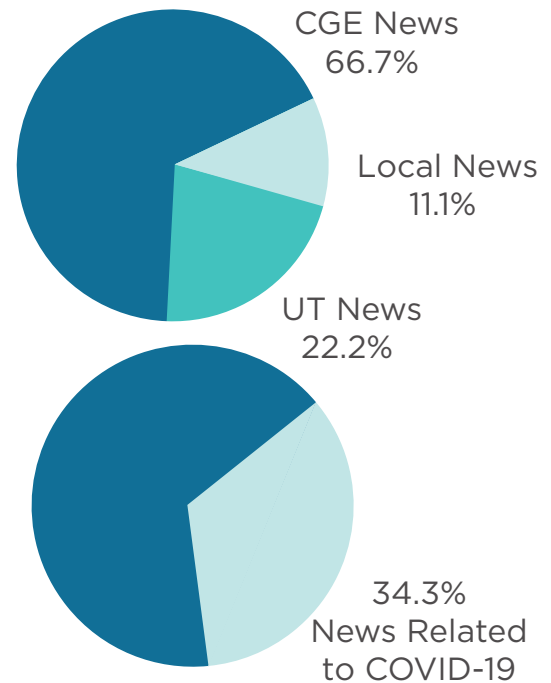
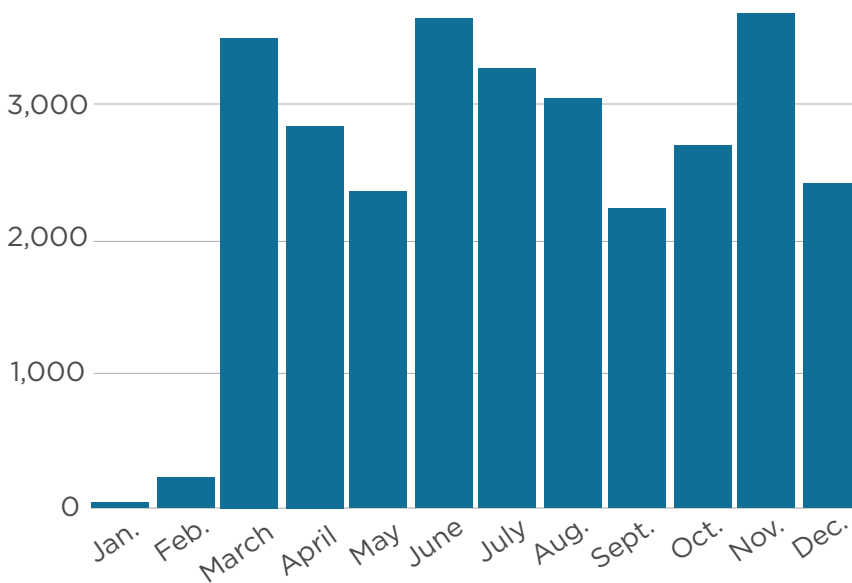


225 GLOBAL CELEBRATION IN SHANGHAI, CHINA

56 international alumni, university partners, counselors and friends of the university gathered at the Sunrise on the Bund Hotel in Shanghai, China, to celebrate UT's 225th anniversary.

CGE in the NEWS

CGE Website Posts - Views/ Month



An International Volunteer's Small Donation has a Big Impact During COVID-19 Pandemic

UT international student, Yuxiang Xie from China, donated 200 surgical masks and an infrared thermometer to the international house.

Student Success Headlines

"16 UT Students Awarded Gilman International Scholarship"

"UT Announces Innaugural Cohort of Academy for Global Scholars"

"17 UT Students Offered Fulbright Awards"

Social Media Analysis



2,480
people reached



423
followers



457
average
impressions/tweet



934
total views

CGE established a social media presence in January 2020.
Total social media followers has grown to 968 across all platforms.

Top Performing Posts

Top Tweet earned 17.5K impressions

23 incoming freshmen were invited to participate in the Academy for Global Scholars program [#AGS @UTKnoxville](#) [@UTKGlobal](#) Read more about our [#GlobalScholars](#) [cge.utk.edu/2020/08/11/ut-...](#) [#UTKGlobal](#) [pic.twitter.com/fzQGQQsGEO](#)

17.5K
impressions

307
engagements



UTK Center for Global Engagement
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[#SupportInternationalStudents](#) Do you know that in addition to the immeasurable cultural and academic value the international students add to our campus as well as our local communities, they also make a substantial economic impact on our state? NAFSA Association of International Educators' latest analysis finds that international students studying at U.S. colleges and universities contributed \$41 billion and supported 458,290 jobs to the U.S. economy during the 2018-2019 acad... See More



2,507
people reached

62.5%
engagement
rate

Top mention earned 111 engagements

UTIA
[@UTIAg](#) · Apr 16

Thanks to a generous donation from the East Tennessee Chinese/Chinese American Care group, over 1000 face masks have been donated to [@UTAgResearch](#)'s 10 research centers to protect workers. [utianews.tennessee.edu/support-for-ut...](#) [#everywhereut](#) [@UTIA_SVP](#) [@UT_President](#) [@UTSystemNews](#) [@UTKGlobal](#) [pic.twitter.com/lhDPM8mgCH](#)



294
impressions

73.5%
engagement
rate

[View insights](#)

[Promote](#)



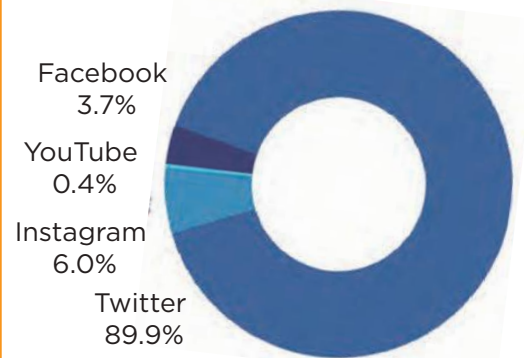
Liked by [racheljuerui](#) and 32 others

[utkglobal](#) 50,000 masks and gators were packaged today for students, staff and faculty returning to campus. A huge shoutout to our VOLunteers who helped assemble the wellness kits! We can't wait to welcome you back to campus in a safe and healthy way! [#VolHelpVols](#) [#volunteer @utknoxville](#)

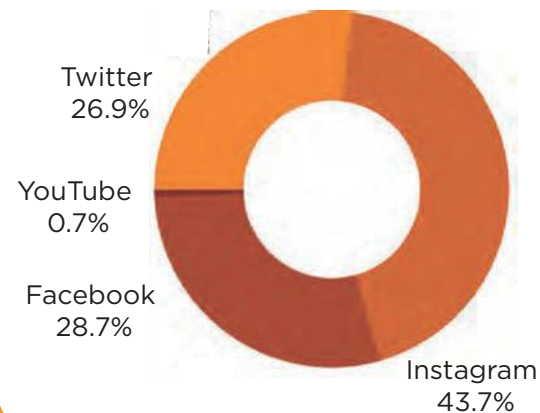
July 31

@UTKGlobal

Total Impressions



Total Followers





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KNOXVILLE

CENTER FOR GLOBAL ENGAGEMENT

1620 Melrose Avenue, Knoxville, TN 37996

865-974-3177

cge@utk.edu

cge.utk.edu