

UNIVERSITY COMMITTEE ON INTERNATIONAL EDUCATION  
MEETING MINUTES – MAY 18, 2012

Present: Kum-Kum Bhavnani (chair), Ann Craig (vice chair), William Tang (guest), Rick Kern (UCB), Jeanette Money (UCD), Giacomo Bernardi (UCSC), Kalju Kahn (UCSB), Todd Giedt (analyst), Jean-Xavier Guinard (UCEAP Director), Mary McMahon (UCEAP Regional Director), and Ann Marie Plane (UCEAP Faculty-in-Residence)

**I. Executive Session/Chair’s Comments**

*Minutes were not taken for this portion of the meeting.*

**II. Consent Calendar**

**A. Approval of the Agenda**

**ACTION: Members approved the agenda.**

**B. Approval of the Minutes**

**ACTION: Members approved the minutes from the March 16, 2012 meeting.**

**I. Director's Report – UCEAP Associate Vice Provost & Executive Director Jean-Xavier Guinard**

**REPORT:** Director Guinard reported that UCEAP’s enrollment peaked in 2010-11, with 4,808 students; it has 4,684 in 2011-12. The one area of growth continues to be UCEAP’s summer programs, which have grown from 850 participants in 2009-10 to 1,062 participants in 2011-12. At the same time, there has been a 15-20% drop in year-long enrollments. Most campuses were stable, with Berkeley and Merced showing some growth, and Davis posting a substantial reduction in its enrollments. The decline in year-long enrollments threatens UCEAP’s sustainability unless it makes changes to its portfolio of programs, as well as increasing outreach and marketing for year-long programs. A second concern is the declining campus enrollment numbers, which also affect UCEAP’s sustainability. UCEAP divides its programs into four regions; Director Guinard remarked that Region One (Europe/UK) grew; Region Two (Asia/Africa) is down, Region Three (English-speaking countries and the Middle East) was stable, and Region Four (Latin America) experienced a significant decline. For 2012-13, it is expected that total enrollments will fall to 4,360. Year-long programming will show a decline of 17%. On some of the campuses, it is expected that their enrollments will fall by about 100 at UCSD and UCSB each; Davis will most likely reduce its EAP enrollments by approximately 63 students. Budgetary goals for 2011-12 include continued subsidy reductions (in 2012-13 the subsidy will be \$1M), funding the contingency reserve (contributing \$1.15M per year), funding strategic initiatives (scholarships, academic integration, and other initiatives), a reduction of program option fees, and revenue sharing with the campuses (\$1M in this cycle). Potential weaknesses include a lack of enrollment growth, or if the 6% tuition increase does not take place (e.g., it is bought out by the State Legislature).

UCEAP recently revised its strategic plan. The goal of ten new programs per year was scaled down to five new programs per year. UCEAP has initiated development activities, which are focusing on alumni engagement. The marketing strategic initiative has been refocused onto the website. UCEAP has been reinvigorated its scholarship programs, having recently awarded \$500K in scholarships. The fall and year-long scholarship cycle included 1,978 applications received (some were incomplete), and 1,076 applications reviewed. In all, 175 scholarships were awarded with the average award being \$1,731. Additional scholarships included those 23 Linda Duttonhaver scholarships and ten Dan Wise

scholarships. International student recruitment is an ongoing commitment – UCEAP has hosted some receptions (primarily in China); UCSC has a new extension program where they bring international students to the Silicon Valley with UCEAP assisting in the recruitment for this program. Academic Integration is also moving forward, and a task force has been established to further this aim. UCEAP and the campuses have developed a student ambassadorship program, which was piloted at UCSB last year, and allows students to speak with their international peers about the value of UC while they are abroad. Distinct from this program is another “student ambassador” program is designed to increase peer-to-peer marketing of UCEAP programs by EAP returnees. Beginning in Fall 2012, there will be three ambassadors per campus. Each student ambassador will receive a \$3,000 scholarship; the experience is designed to be a development opportunity for them. Planning and logistics for the 50<sup>th</sup> Anniversary Celebration is ongoing. Events include(d) an April Alumni & Friends Reunion at UCSB, a NAFSA reception, a UCEAP 50<sup>th</sup> Anniversary Gala Dinner and staff reunion in Santa Barbara, EAIE in Dublin (September), OSAC academic seminar (September), Bordeaux/Paris celebration (October), UCSB Homecoming celebration (October), UCEAP Director Dinner to honor former EAP Director John Marcum (October), international education week (November), and a CIEE Shanghai Presentation and Reception (November). Only three out of the five approved faculty-led programs (designed to commemorate the 50<sup>th</sup> Anniversary) will be offered. There is also a forthcoming California State Assembly resolution to honor and reaffirm EAP’s contributions to the State.

Director Guinard also mentioned that there was a meeting of the Senior International Leaders' Council (SILC) at the end of April 2012. There is a realization that we need to be sharing more information, especially regarding enrollments and program development, which may entail some sort of data repository. This could prevent duplication of programs, as well as competing amongst programs. Streamlining programs (and placing them on-line) was also discussed, so that students could find all programs being offered by both the campuses and UCEAP in one place. A common student study abroad application is being envisioned for all UC programs as well. SILC members are also concerned about new federal financial aid regulations that could affect study abroad participation in negative ways, especially for summer programs. Indeed, cost and major credit transfer continue to be the main obstacles for study abroad programs.

**DISCUSSION:** Director Guinard elaborated on the two main obstacles to participation in study abroad programs – costs and academic major credit. With increasing fees/tuition, students are simply looking to graduate faster, and moving away from a more holistic view of study abroad. Now students are increasingly not only looking at cost, but also the transfer of major credit for most, if not all, of their study abroad courses. UCEAP is trying to remedy some of these issues through its academic integration initiative. Each campus is doing its own academic integration efforts, as it must be done campus-by-campus, department-by-department, and major-by-major. Another member asked about the \$500K scholarship drive. Director Guinard replied it is being planned for the next three years at \$500K per year; this is augmented by the Duttonhaver scholarships (\$250,000), which are awarded to year-long students and are based upon need and merit (\$5,000 per award).

## II. Types and Formats of UCEAP Study Abroad Programming

**REPORT:** Members felt that the UCEAP enclosure did not sufficiently answer their questions about the criteria for third-party programs, and asked for more information on this issue.

**ACTION:** This item will be placed on the October/November 2012 agenda.

## III. Proposed Plan for Academic Oversight of UCEAP – Faculty-in-Residence Ann Marie Plane

**REPORT:** Members provisionally approved the *Plan* at its last meeting pending some minor changes to the language. Faculty-in-Residence Plane clarified that experienced lecturers are eligible for short-term appointments under the *Plan*. However, study center directorships, which require the appointee to function more like a chair, are still in question. Director Guinard added that UCEAP wants to increase the number of study center directorships if UCEAP is in the position to do so, offer visiting professorships that do some teaching and some administration, and increase the role of UCIE. There is no language in the document concerning the appointment of Senate or non-Senate appointments.

**DISCUSSION:** Members applauded the title change (to “academic oversight”) in the *Plan*, as it addresses the issue of evaluation. Members encouraged UCEAP to probe with Human Resources about the consequences of appointments for lecturers with respect to their status as continuing lecturers on the campuses, as this might be viewed as a step outside of their department(s). Members also asked about the locations where UCEAP is planning for new study center directorships. Professor Plane responded that p. 17 lists the current study center directors. She added that Northern Europe has just been added, which will be located in Berlin. The Mexico study center directorship has been eliminated and replaced with a visiting professorship for fall 2012. UCEAP has also added a visiting professorship for Italy, as its low enrollment numbers did not justify a new study center directorship.

**ACTION:** Members approved the *Proposed Plan for Academic Oversight of UCEAP*.

#### IV. UCEAP One-Year Follow-Up Reports to the 2010-11 Program Reviews

**REPORT:** The 2010-11 Australia, New Zealand, China, and Korea follow-up reports were received by the committee.

**DISCUSSION:** Members appreciated the updates, noting that UCEAP seems responsive to the stated concerns. With respect to the Australia review, members noted that the actual review stated that the Australian cultural experience should invite recruiting students who have “diversity” as an interest.

**ACTION:** Members accepted the updates and thanked UCEAP consultants for providing them; they will be posted on UCIE’s SharePoint site.

#### V. Program Reviews – Regional Director Mary McMahon

##### A. 2011-12 Paris Summer Language & Culture Program Review

**ACTION:** UCIE Members accepted the questions.

##### B. 2011/12 Review Reports: Scandinavia/Denmark and South Africa

**ACTION:** Kalju will write a one-page summary on S. Africa and Kum-Kum will write a one-page summary on Scandinavia/Denmark. This will be taken up over email.

##### C. 2012/13 Program Review Committee Nominations

**ACTIONS:** These nominations will be finalized over email.

#### VI. New Middle East Program Proposals – Regional Director Mary McMahon

##### A. Middle East Language and Culture Program in Rabat, Morocco

**PROPOSAL:** The Morocco proposals address student interest in both Morocco and foreign language instruction in Arabic. UCEAP’s first choice is CIEE’s language and culture program in Rabat, Morocco (in conjunction with the Université Mohamed V, Souissi and the Qalam wa Lawh Arabic Language

Center). This program is appropriate for students with a background in Arabic or French who have a strong interest in developing their Arabic language skills while learning firsthand about contemporary Morocco. Through language and area studies courses taught in English and French, students will learn about Moroccan society, politics, literature, and religion, as well as Morocco's relationships with the West and within the Arab world. The program is designed for a wide array of academic disciplines including Arabic language, Moroccan studies, Francophone studies, African studies, comparative literature, religion, business and economics, and international relations.

**DISCUSSION:** Members asked about prospective enrollments. Regional Director McMahon responded that UCEAP typically receives ten applications per year for these new third-party provider programs. UCEAP could develop its own programs later on if enrollments go above the 25 student threshold. The approximate cost per semester would be approximately \$20K for students. Members asked how this cost compares to the cost of the program at the American University of Cairo (AUC). Director Guinard stated that program costs at AUC would be similar. Members briefly commented on the differences in spoken Arabic at these different locations (Morocco, Jordan, and Egypt), remarking that so-called “street” Arabic would be better in Jordan; “academic” Arabic would be better in Morocco. Regional Director McMahon confirmed that the CIEE Rabat program is indeed rigorous. Members mentioned that Davis is planning a program in Morocco, which may compete with this one.

**ACTION: UCIE approved the CIEE Rabat Language and Culture program with six votes in favor, and one abstention.**

#### **B. Back-Up Program Middle East Program Options in Morocco**

**PROPOSAL(S):** Two programs are proposed as back-up plans to the CIEE Rabat programs; these are the *AMIDEAST Program in Rabat* and the *IES Abroad Semester Program in Rabat*:

The *AMIDEAST Program in Rabat* offers a diverse set of courses, and semi-intensive instruction in modern standard Arabic and Moroccan Arabic. Students live either with Arabic-speaking Moroccan families or in a private Moroccan student residence hall and attend their classes both at AMIDEAST facilities in the Agdal area of the city and in the buildings of the College of Letters and Humanities of Mohammed V University – Agdal. Courses are taught largely in English by English-speaking Moroccan faculty members from the University and other universities in Rabat and neighboring cities.

Students in the *IES Abroad Semester Program in Rabat* would take IES Center courses taught in English, Arabic, or French that focus on North African and Islamic Studies. Students may also enroll in English-taught courses in Business and Engineering at the International Institute for Higher Education in Morocco (IIHEM). Advanced-level students may enroll in Arabic- or French-taught courses in the Faculty of Letters & Humanities of the Université Mohammed V – Agdal. Students would also have the opportunity to work in an internship at a local organization, school, or business.

**ACTION: Members approved these programs as back-up options to the CIEE program in Rabat.**

#### **C. Egypt Back-Up Program: Language (Arabic) and Culture in Amman, Jordan**

**PROPOSAL:** This program, offered in conjunction with CIEE, provides a rigorous academic program, taught by faculty from the University of Jordan, combined with in-country cultural experiences and intensive Arabic language study. Students will gain a greater understanding of the Middle East, with specific emphasis on the Jordanian perspective and experience. Courses are offered

in the areas of Arabic language, anthropology, history, economics, literature, religion, archaeology, environment, political science, and the media. Participating students also have the opportunity to engage in volunteer work or an internship. This program would *only* be offered if the Egypt program was suspended

**ACTION: Members unanimously approved the Jordan program as a back-up program if the Egypt program is suspended.**

**D. Ben-Gurion University of the Negev, Beer Sheva, Israel**

**PROPOSAL:** UCEAP proposes to offer UC students a semester immersion program at Ben-Gurion University of the Negev (BGU) beginning in Fall 2013. The program would augment existing EAP programming at the Hebrew University of Jerusalem, Rothberg International School. Students may enroll in Hebrew foreign language courses, as well as courses taught in English by BGU faculty in a broad range of fields. Students who are fluent in Hebrew may also enroll in regular University courses with local Israeli students. Internships, independent study, and volunteer opportunities are also available. UCEAP anticipates that the thematic foci of two special study tracks in Global Health and Sustainable Development and Environment, and some interest has already been expressed UC Public Health departments (e.g., UCI and UCSD). The program will be open to UC juniors, seniors, and graduate students with a minimum 3.0 GPA.

**DISCUSSION:** Some members expressed opposition to the BGU program proposal on both academic and other grounds. In short, members were concerned that students not benefit from another program in Israel at the expense of expansion in other areas. The Ben Gurion program may be a drain on other programs with more academic merit. Subsequently, members asked about the costs to UCEAP to support this program. Director Guinard acknowledged that there are indeed some costs in reestablishing this program, but UCEAP is trying to bring down the costs of its programs in Israel, as well as developing more scholarships for students studying in Israel. Engaging more than one institution will help in this regard. Director Guinard added that the academic value of the BGU program lies in the opportunity for students to study the specific fields of public health and sustainability (e.g., agriculture in the dessert). Despite this, members commented that there does not seem to be an overarching strategic academic argument that supports the inclusion of the BGU program in EAP's portfolio. As an alternative (to the outright rejection of this program proposal), one member proposed that a particularly rigorous third-year review be undertaken if this program is approved.

**ACTION: UCIE approved the Ben Gurion program with three votes in favor, two against, and two abstentions. Members also asked UCEAP to ensure that the initial three-year review be especially rigorous.**

**VII. Other New Program Proposals – Regional Director Mary McMahon**

**A. UC Construct Program in Cuba**

**PROPOSAL:** Recent investigations with student focus groups have shown that Cuba would be a very popular study abroad destination, and now that the licensing restrictions for academic programs on that island have been greatly reduced, UCEAP is planning a five-week summer program to begin in 2013. The program will focus on the Cuban Revolution of 1959 and its impact on subsequent generations, would be an interdisciplinary offering, and through various student activities, would explore the ways in which the Revolution has shaped Cuban culture and imbued a political significance into every act of daily life. Students in the program would receive morning lectures and afternoon visits to museums, memorials, and cultural centers, and/or engage in

organized interaction with groups of Cuban students, musicians, artists, and agricultural workers. Students will submit short essays during the intermediate weeks and a final 10-page paper at the end of the course. Even though UCEAP explored this proposal with the campuses, UCEAP has recently received a strong negative response from Cuba specialists across the UC system. In short, there is enthusiasm for a program in Cuba, but there are reservations about this particular program. Director Guinard expressed his confidence that this program would both meet the needs of EAP students, and not compete with the existing Davis program in Cuba.

**DISCUSSION:** One member asked about the lack of a Spanish language requirement, especially given that the students' papers require interviews with local students. Faculty-in-Residence Plane responded that the interviewees would be English-learning students in Cuba. Director Guinard added that Spanish language is not the goal of the program; it is to gain some exposure to Cuban history and culture. Indeed, a Spanish language requirement would preclude a large number of students. One member suggested postponing the vote on this program on the following grounds: 1) Special circumstances require that UCEAP go into Cuba with an academically rigorous program (faculty have commented that this program seems to be superficial and tourist-oriented); 2) There is significant opposition on the part of the UCLA ladder-ranked faculty to this program, and further consultation is needed with the ladder-ranked faculty; and 3) the proposed program will compete with another proposed program from UCLA ladder-ranked faculty, which will offer regular UCLA courses. Professor Plane added that UCEAP's FAC, which includes 12 Latin Americanists, rated the program highly. She also noted that UCEAP did indeed send a letter to the UCLA ladder-ranked faculty inviting comments. Other members voiced concern over the academic content and rigor of the program. UCEAP consultants acknowledged that this program is more of a cultural studies program, rather than a social sciences program. Members expressed their view that this program should include more substantial content, along with a three-year rigorous review. Towards that end, Chair Bhavnani made a motion that the content of the program be revised to include more material on the Cuban Revolution and popular cultural expression, and the assignments be made more demanding, utilizing written assigned material.

**ACTION: UCEAP Director Guinard formally withdrew the Cuba program proposal from UCIE's consideration.**

**A. Multi-site European Program (London/Paris or Madrid/Rome) with ACCENT International**

**PROPOSAL:** UCEAP proposes to offer two quarter-length multi-site programs in Europe, starting in spring 2013 at London/Paris and Madrid/Rome, which would be facilitated by ACCENT International. Students in the Madrid/Rome program may receive semester-length credit by completing an internship in addition to the quarter program. The programs are not intended to supplant existing immersion or construct programming, but instead respond to a demonstrated interest from UC students in shorter term study abroad programs, English-language coursework, multi-site programs, and opportunities for well-designed internships. The "*Tale of Two Global Cities*" program would be offered in Paris and London, and would introduce students to the complex social, political, and economic issues brought about by immigration, increasing diversity, and urban conflict. The "*European Transformations: Madrid and Rome in Dialogue*" program would introduce students to the social and political changes that have transformed Spain and Italy in recent decades while examining the current challenges facing both countries as a result of the fiscal crisis in Europe. Both programs would require a minimum 2.0 GPA.

**DISCUSSION:** Members cautioned UCEAP that it will fall upon the instructors (who will be team-teaching) to take pains to coordinate and integrate the materials well; otherwise, the program will just be a series of disjointed lectures. UCEAP consultants assured UCIE that this issue has been discussed at length by the Italy Faculty Advisory Committee, and consultation with individual UC academic departments has also taken place. Members expressed concern that the 2.0 minimum GPA may be too low. Director Guinard responded that increasing the minimum GPA could be considered. Regional Director McMahon added that research suggests that students with less than a 3.0 GPA can perform equally well, and noted that these students will be placed in small groups. Despite this, members recommended requiring a higher minimum GPA – at least 2.5, with UCEAP consultants agreeing to this compromise.

**ACTION: Members unanimously approved the multi-site European program with a recommended minimum GPA of 2.5.**

**B. Multi-site Thematic Summer Program, University of Hong Kong (HKU)**

**PROPOSAL:** Of the full range of summer programs offered at HKU, two appear of equivalent caliber and appropriate course credits for consideration by UC, and should not compete with other UCEAP program options in East Asia. The first program is “*Asia as the Global Future*,” which is an HKU 12-credit summer program of about five weeks, encompassing interests in global studies, economics, political science, sociology, and cultural studies. In addition to class lectures, excursions to Hong Kong and special study tours to Macau, Beijing, and Seoul are included. The second HKU summer program is “*Global Business in Asia: New Horizons*,” which is a 12-credit summer program of four weeks in length, with two weeks spent in residence in Hong Kong and two weeks spent in residence in Shanghai. The program would be valued at 10 UC quarter units of credit.

**ACTION: Members unanimously approved multi-site thematic program at HKU.**

**V. Program Suspensions**

**REPORT:** UCEAP consultants announced one year suspensions at the Middle East Technical University in Ankara, Turkey, and at the Adelaide University in Australia.

**VII. New Business – Academic Council Robert Powell's Report on the Academic Council**

**REPORT:** Academic Council Vice Chair Bob Powell briefed members on the budget. He reported that in their November 2011 and January 2012 meetings, the Regents drafted a spending plan for the University in 2013-14, which included a 3% salary increase for faculty and non-represented staff; they did not develop a revenue plan. The Governor’s subsequent January budget included approximately \$92M that would cover the entire increase in employer contributions to UCRP, as well as increases to health care costs. Governor Brown also proposed transferring the money for lease revenue bonds (approximately \$200M) into the UC budget so that UC could pay for those bonds directly. By refinancing these bonds, UC could probably save about \$80M. Discussions are ongoing about the Governor buying out a 6% tuition increase. In the meantime, fiscal conditions have worsened, and the Governor’s new budget proposes only a \$50M increase in contributions to UCRP, but the debt swap is still in place. If the tax initiative does not pass however, there will be a \$250M trigger cut, and the current budget proposals will be taken off the table. The Regents have not made any decisions on tuition increases at this point. For its part, the Senate has passed a [Memorial to The Regents](#), asking them to endorse the Governor’s November ballot measure. If there will be a tuition increase for 2012-13, the Regents will need to make this decision at their July meeting. The last Regents meeting was

held in Sacramento and it was the first time that Regents, faculty, and students held legislative meetings together. Over the past year, the Academic Council engaged with the Administration over “rebenching,” which takes new monies in UC’s state-supported budget, subtracts “off the top” items (e.g., agriculture and natural resources, UC Observatories, the HIV AIDS program, and other legislative mandates), and divides the rest among the campuses according to student enrollments. Each enrollment group has a different weighting (undergraduate students have a weight of 1, graduate students are weighted as 2.5, and health sciences students are weighted at 5). Rebenching concerns new money, so that after six years all campuses would receive the same level of funding. This will not be a reallocation of base budgets. Council has also considered the proposed *Faculty Salaries Plan*, which aims to reinvigorate the faculty salary scales, which have been eroded by off-scale salaries. This proposal would realign UC’s step system over five years, and the Senate has submitted its [comments](#) to President Yudof. In addition there have been two so-called “declarations of independence” by UCB and UCSF, which would entail creating separate governing boards for individual campuses. Finally, the San Francisco Division sent a letter to its faculty announcing that beginning on July 1, 2012, all health sciences clinical professors and adjunct associate full professors would become Academic Senate members. Academic Council has since engaged the Divisional Chair over this issue; a ruling from UCR&J is expected within two weeks on this matter. One significant issue concerns the San Francisco Division’s authority to make such a change to Senate membership on its own.

**VIII. New Business – Northern Europe Study Center Directorship Appointment**

**ACTION: UCIE recommended the two-year appointment of Jaimey Fisher from UC Davis as the next Study Center Director for Northern Europe. Professor Fisher’s appointment would begin in July 2012 and end by June 30, 2014.**

**IX. Executive Session**

*Minutes were not taken for this portion of the meeting.*

The meeting was adjourned at 3:15 p.m.; it began at 9:30 a.m.

Attest: Kum-Kum Bhavnani, UCIE Chair  
Prepared by: Todd Giedt, Committee Analyst