

# Principles in Assessing Academic Exchange

by

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For

Impacts: Does Academic Exchange Matter?

Cultural Diplomacy, Scholarly Internationalism, and American Studies Since World War II

Vienna, Austria, November 18-19, 2010

# Topical Agenda

- Goals
- Contemporary context
- Measures of assessment
- Potentials to shift emphasis?

# Goals of Academic Exchange

- **People / human resources:**  
Increase the capability of subject-area experts.
- **Knowledge / intellectual productivity:**  
Increase the breadth and depth of scholarship.
- **Relationships / networking:**  
Increase mutual respect among people and governments.

# All at Once



# Politics of International American Studies: A Thematic Model

JUSTIFICATION:	Better scholarship	Global communication	Correct Image of US
PRODUCT:	Knowledge	Communication	Imagery
PERSONNEL:	Foreign	Balanced	American
AGENT:	Individual	Voluntary association	The State
REPRESENTATION:	Non-representative	Virtual	Strict
ORGANIZATION:	Flexible	Semi-official	Formal
VIEW OF WORLD:	Convergent Progressive	Complementary Opportunist	Hostile Defensive
"POLITICS":	"APOLITICAL	<----->	"POLITICAL"

# Already Done? U.S. gone global?



Tommy  
Follow the Flock™

Coke: “The real thing”  
“I’d like to teach the world to sing . . .”

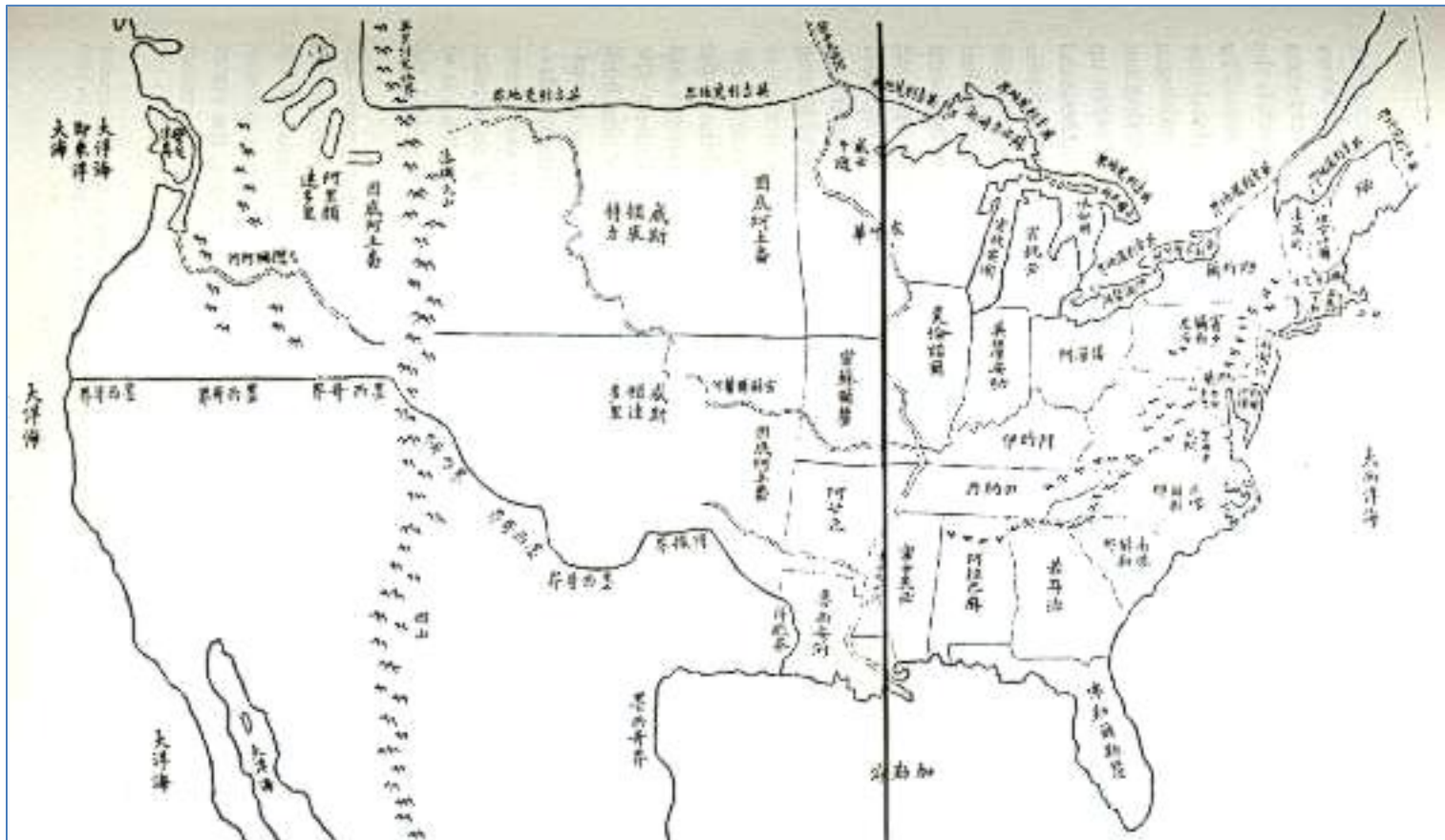


‘Cheers’

‘Give and take, say I’



# Chinese Map of the U.S. in 1848





# Beijing, 1989



# Beijing, 1999



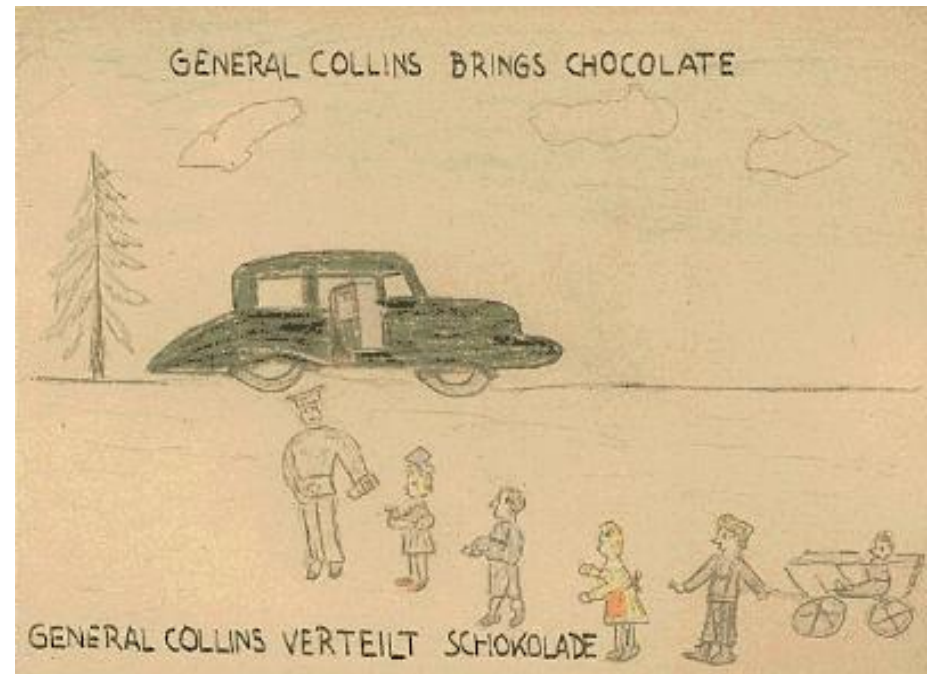
# The American West: Chinese Laborers Building the Railways



# Salzburg Under U.S. Occupation



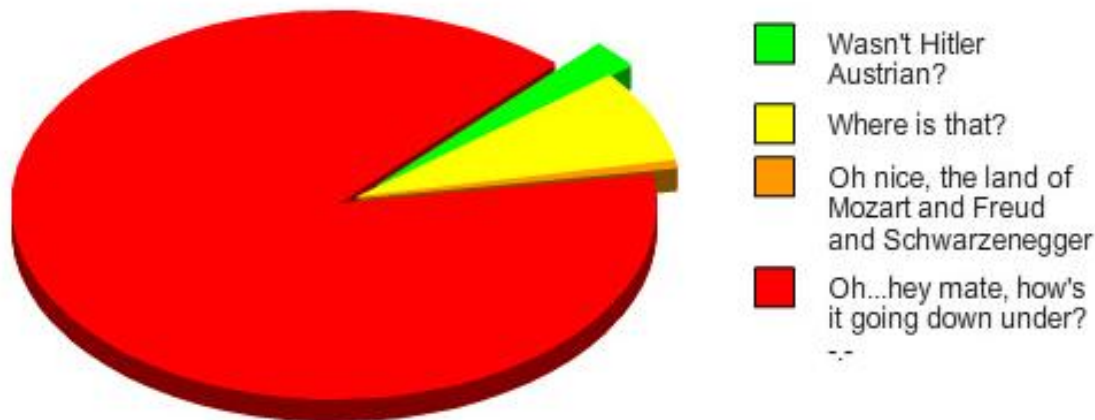
1945



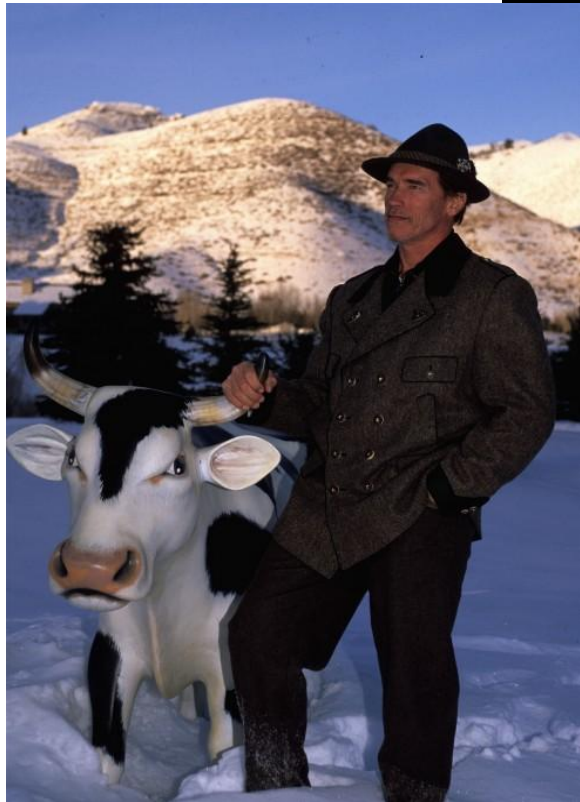
1948

# Room for Education in the U.S. (joke)

## Reaction of Americans on me saying "I'm from Austria"



# Education by Opinion Leader



# Still Room for Education in the U.S.



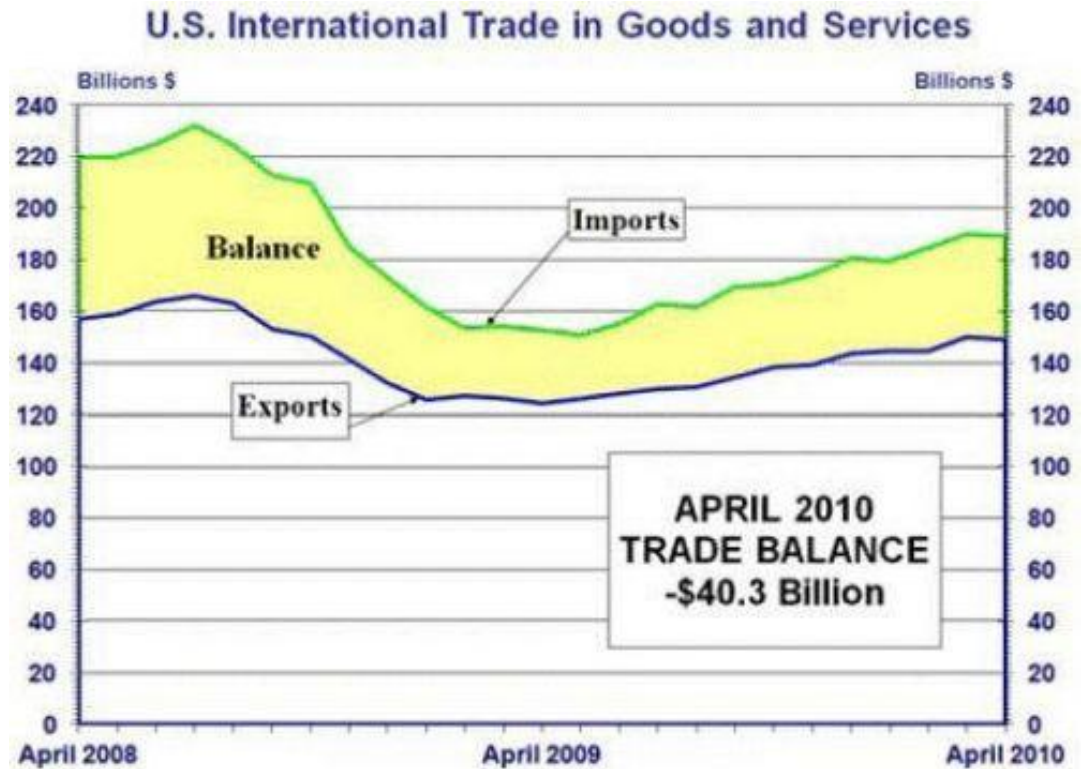
# Educators as Cultural Diplomats



2010 winner of Vienna City Marathon, Esther Erb,  
a participant in the U.S. Teaching Assistant Program  
(Facebook page for the Austrian-American Educational Commission)



# Internationalist Influences in the U.S.



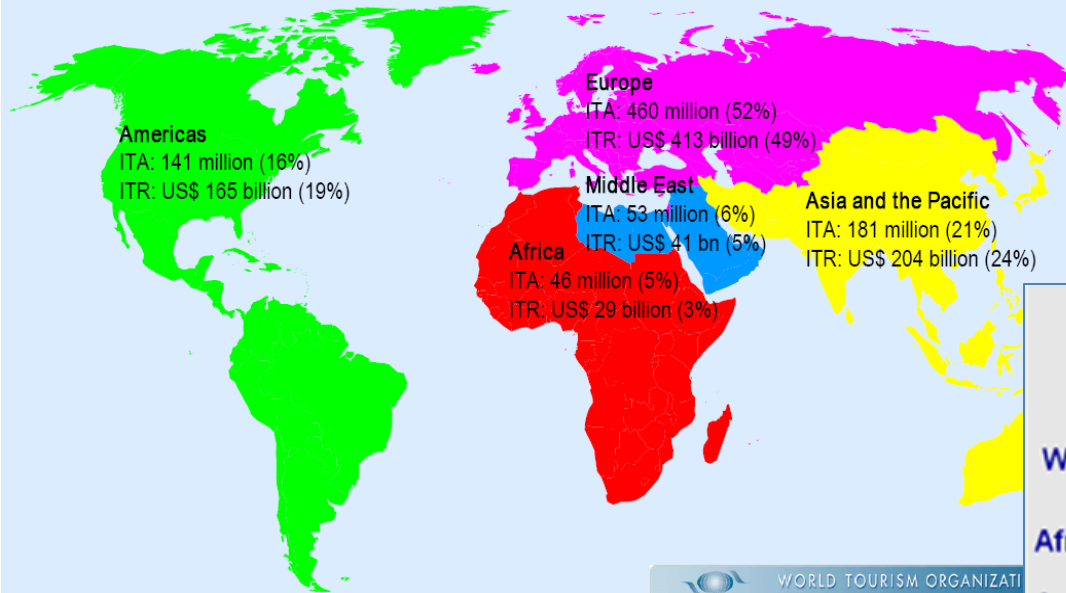
# International Tourism

## International Tourism

International tourist arrivals and receipts and market share (%)

International Tourist Arrivals (ITA), 2009\*  
880 million

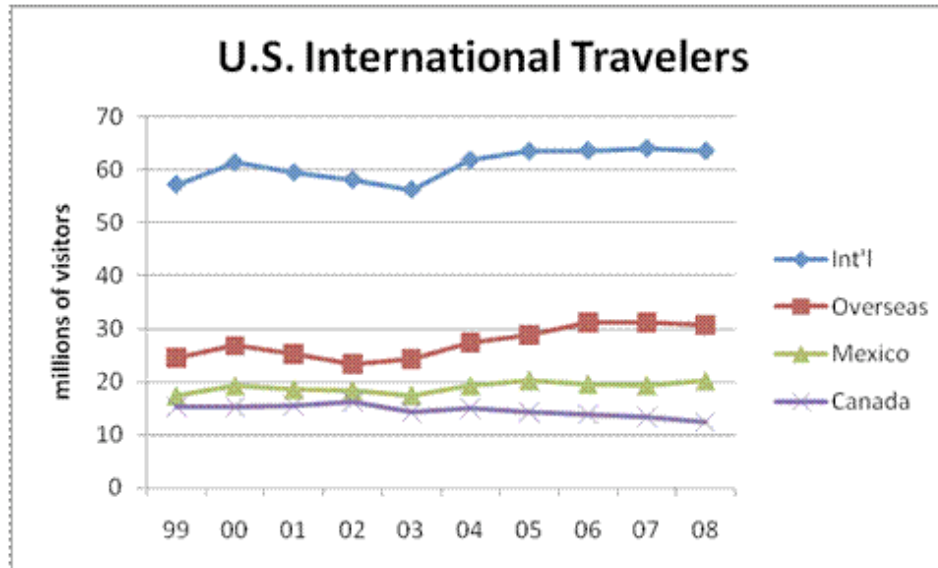
International Tourism Receipts (ITR), 2009\*  
US\$ 852 billion



WORLD TOURISM ORGANIZATION  
Committed to Tourism, Travel and the Millennium Development

	Base Year	Forecasts		Market share (%)	
	1995	2010	2020	(%)	
	(Million)			1995	2020
World	565	1006	1561	100	100
Africa	20	47	77	3.6	5.0
Americas	110	190	282	19.3	18.1
East Asia and the Pacific	81	195	397	14.4	25.4
Europe	336	527	717	59.8	45.9
Middle East	14	36	69	2.2	4.4
South Asia	4	11	19	0.7	1.2

# Sense of Proportion



## FULBRIGHT GRANTS ADMINISTERED BY THE U.S. DEPARTMENT OF STATE

GRANTS TO FOREIGN NATIONALS ACADEMIC YEAR 2008-2009

GRANTS TO U.S. CITIZENS ACADEMIC YEAR 2008-2009

Region	GRANTS TO FOREIGN NATIONALS ACADEMIC YEAR 2008-2009						GRANTS TO U.S. CITIZENS ACADEMIC YEAR 2008-2009					
	Students*	Research Scholars*	Lecturing Scholars*	Teacher Exchange or Seminars	Hubert H. Humphrey Fellows	Total Foreign	Students*	Research Scholars*	Lecturing Scholars*	Teacher Exchange or Seminars	Total U.S.	Total U.S. and Foreign
AF	244	23	13	8	43	331	71	14	75	7	167	498
EAP	519	140	23	53	28	763	440	48	156	13	657	1420
EUR	985	323	64	80	25	1459	625	84	450	123	1282	2741
NEA	259	74	11	18	15	377	100	16	61	8	185	562
SCA	274	60	14	8	29	385	57	26	48	8	139	524
WHA	931	69	14	101	22	1137	233	35	154	61	483	1620
<b>Totals</b>	<b>3193</b>	<b>689</b>	<b>139</b>	<b>268</b>	<b>163</b>	<b>4452</b>	<b>1526</b>	<b>223</b>	<b>944</b>	<b>220</b>	<b>2913</b>	<b>7365</b>

AF-Africa; EAP-East Asia Pacific; EUR-Europe; NEA-Near East; SCA-South and Central Asia; WHA-Western Hemisphere

Grants reported are those awarded to individuals under the oversight of the FSB.

\* This number includes new and renewal grants where applicable.

# Cultural Diplomats?

## International Visitors/Tourists

About 50 million arrivals  
and 60 million departures per year in the U.S.

Rank	Countries	Amount ▼
# 1	<a href="#">France:</a>	67,310,000
# 2	<a href="#">United States:</a>	47,752,000
# 3	<a href="#">Spain:</a>	43,252,000
# 4	<a href="#">Italy:</a>	34,087,000
# 5	<a href="#">United Kingdom:</a>	25,515,000
# 6	<a href="#">China:</a>	23,770,000
# 7	<a href="#">Poland:</a>	19,520,000
# 8	<a href="#">Mexico:</a>	19,351,000
# 9	<a href="#">Canada:</a>	17,636,000
# 10	<a href="#">Hungary:</a>	17,248,000
# 11	<a href="#">Czech Republic:</a>	16,830,000
# 12	<a href="#">Germany:</a>	15,837,000
# 13	<a href="#">Russia:</a>	15,350,000
# 14	<a href="#">Greece:</a>	10,070,000
# 15	<a href="#">Turkey:</a>	9,040,000
# 16	<a href="#">Ukraine:</a>	7,356,000
# 17	<a href="#">Thailand:</a>	7,294,000
# 18	<a href="#">Singapore:</a>	6,531,000
# 19	<a href="#">Malaysia:</a>	6,211,000
# 20	<a href="#">Belgium:</a>	6,037,000

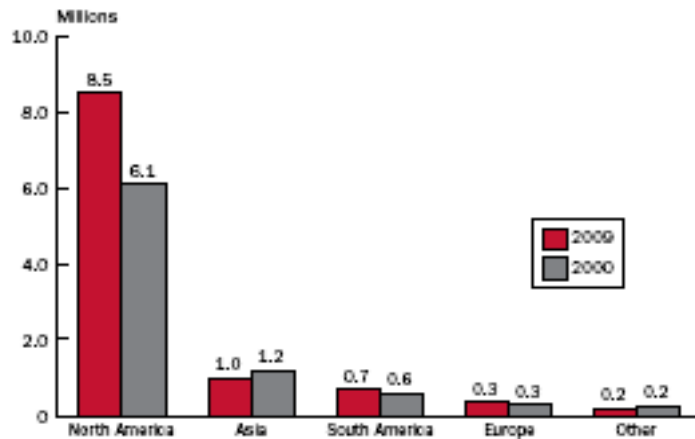
Top 20 International  
Tourist Destinations

# Cultural Diplomats?

## Unauthorized Immigrants in the U.S.

About **11 million** in 2009

Figure 2.  
Region of Birth of the Unauthorized Immigrant Population:  
January 2009 and 2000



Source: U.S. Department of Homeland Security

Country of Birth of the Unauthorized Immigrant Population: January 2009 and 2000

Country of birth	Estimated population in January		Percent of total		Percent change	Average annual change
	2009	2000	2009	2000	2000 to 2009	2000 to 2009
All countries . . . . .	10,750,000	8,460,000	100	100	27	250,000
Mexico . . . . .	6,650,000	4,680,000	62	55	42	220,000
El Salvador . . . . .	530,000	430,000	5	5	26	10,000
Guatemala . . . . .	480,000	290,000	4	3	65	20,000
Honduras . . . . .	320,000	180,000	3	2	95	20,000
Philippines . . . . .	270,000	200,000	2	2	33	10,000
India . . . . .	200,000	120,000	2	1	64	10,000
Korea . . . . .	200,000	180,000	2	2	14	—
Ecuador . . . . .	170,000	110,000	2	1	55	10,000
Brazil . . . . .	150,000	100,000	1	1	49	10,000
China . . . . .	120,000	190,000	1	2	-37	(10,000)
Other countries . . . . .	1,650,000	2,000,000	15	24	-17	(40,000)

Released under E.O. 13526

# Cultural Diplomats?

## Authorized Non-immigrant Residents

**About 2 million per year**

Nonimmigrant Population by Category of Admission:  
Fiscal Year 2008

Category of admission	Estimate	
	Number	Percent
Total . . . . .	1,830,000	100
Temporary workers and families . . . . .	930,000	51
Students and families. . . . .	590,000	32
Exchange visitors and families . . . . .	240,000	13
Diplomats, other representatives, and families. . . . .	70,000	4

Detail may not sum to totals because of rounding.

Source: U.S. Department of Homeland Security

# Cultural Diplomats?

## Legal Permanent Residents in the U.S.

**Over 1 million per year**

Legal Permanent Resident Flow by Major Category of Admission: Fiscal Years 2007 to 2009

Category of admission	2009		2008		2007	
	Number	Percent	Number	Percent	Number	Percent
Total	1,130,818	100.0	1,107,126	100.0	1,052,415	100.0
Family-sponsored immigrants	747,413	66.1	716,244	64.7	689,820	65.5
Family-sponsored preferences	211,859	18.7	227,761	20.6	194,900	18.5
Unmarried sons/daughters of U.S. citizens	23,985	2.1	26,173	2.4	22,858	2.2
Spouses and children of alien residents	98,567	8.7	103,456	9.3	86,151	8.2
Married sons/daughters of U.S. citizens	25,930	2.3	29,273	2.6	20,611	2.0
Siblings of U.S. citizens	63,397	5.6	68,859	6.2	65,280	6.2
Immediate relatives of U.S. citizens	535,554	47.4	488,483	44.1	494,920	47.0
Spouses	317,129	28.0	265,671	24.0	274,358	26.1
Parents	120,155	10.6	121,470	11.0	116,734	11.1
Children	98,270	8.7	101,342	9.2	103,828	9.9
Employment-based preferences	144,034	12.7	166,511	15.0	162,176	15.4
Priority workers	40,924	3.6	36,678	3.3	26,697	2.5
Professionals with advanced degrees	45,552	4.0	70,046	6.3	44,162	4.2
Skilled workers, professionals, unskilled workers	40,398	3.6	48,903	4.4	85,030	8.1
Special immigrants	13,472	1.2	9,524	0.9	5,481	0.5
Investors	3,688	0.3	1,360	0.1	806	0.1
Diversity programs	47,879	4.2	41,761	3.8	42,127	4.0
Refugees and Asylees	177,368	15.7	166,392	15.0	136,125	12.9
Refugee adjustments	118,836	10.5	90,030	8.1	54,942	5.2
Asylee adjustments	58,532	5.2	76,362	6.9	81,183	7.7
Parolees	2,385	0.2	1,172	0.1	1,999	0.2
Other categories	11,739	1.0	15,046	1.4	20,168	1.9
Children born abroad to alien residents	587	0.1	637	0.1	597	0.1
NACARA* Section 202	296	—	296	—	340	—
Cancellation of removal	8,156	0.7	11,128	1.0	14,927	1.4
Subject to annual limit	3,392	0.3	2,769	0.3	3,148	0.3
Not subject to limit (NACARA* Section 203)	4,764	0.4	8,359	0.8	11,779	1.1
Haitian Refugee Immigrant Fairness Act	552	—	1,580	0.1	2,448	0.2
Other	2,148	0.2	1,405	0.1	1,856	0.2

\*Nicaraguan Adjustment and Central American Relief Act of 1997.

— Figures round to 0.0.

Source: U.S. Department of Homeland Security, Computer Linked Application Information Management System (CLAIMS), Legal Immigrant Data, Fiscal Years 2007 to 2009.

# U.S. Citizenship and Immigration Services (CIS) Employment Preferences

- **H2A** – temporary or seasonal, non-immigrant, agricultural
- **H2B** – temporary, non-immigrant, non-agricultural, now capped at 66,000 per year
- **H1B** – specialty occupational visa for defense workers, and fashion models, now capped at 65,000 per year, but with exception for universities, non-profit organizations, governmental research, and grandfathered cases, and another 20,000 for people with advanced degrees.



# Placement

## *Top Ten Occupations for H-2B Certifications in 2009*

1.	Landscaping and Groundskeeping Workers	62,930
2.	Forest and Conservation Workers	12,199
3.	Housekeeping Cleaners	8,997
4.	Industrial Commercial Groundskeepers	8,198
5.	Housekeepers, Supervisors	8,106
6.	Construction Workers	7,198
7.	Amusement Park Workers	6,410
8.	Horse Stable Attendants	3,989
9.	Dining Room Attendants	2,809
10.	Crab Meat Processors	2,343

# Usual Measures

- The number and social standing of participants
- The equality of the number and rank of participants on each side of the exchange
- The number and size of subsequent linkage programs.
- The number of meetings and size of the audience for exchange activities.
- The number and types of papers or publications that resulted from the exchange.
- The subsequent frequency of citations of those papers or publications
- The number and enrollment of new course designs
- The growth in relevant library holdings or other media.

# E.g. Fulbright Program

- As of 2010, more than 300,000 people have participated in exchanges through Fulbright Program since it began in 1946: 114,000 from the United States and 188,000 from over 155 countries. The Fulbright Program currently awards approximately 8,000 grants annually..
- Fulbright alumni serve in leadership positions in government, academia, business, the arts, science, media and other professional fields. They include.
  - 26 received MacArthur Foundation Awards
  - 16 received U.S. Presidential Medals of Freedom.
  - 75 received the Pulitzer Prize
  - 40 from 11 countries received the Nobel Prize
  - 28 have served as a head of state or government
  - 11 have been elected to the United States Congress
  - 1 has served as Secretary-General of the United Nations
  - 1 has served as Secretary-General of the North Atlantic Treaty Organization (NATO)
  - 1 received an Olympic gold medal.

# So?

- Benefits – beyond the better connected?
- Other ways to achieve broader goals?
- Variable needs of host countries at the moment?
  - Non-elites
  - Independence
  - Promise and opportunity?