Recommendations from the UCEAP 50th Anniversary Vision Committee
June 10, 2011

"In 1962 the first EAP program opened—an exchange program with the University of Bordeaux. From those modest beginning, UCEAP has steadily grown to become and maintain its place as a national leader in study abroad. During the next two years, UCEAP hopes to plan for a major year long celebration marking the completion of fifty years of outstanding achievement and the beginning of what we anticipate will be the next fifty years of equally distinguished service to UC and its students."

Michael Cowan
Executive Director Annual Report 2010

Background
UCEAP will commemorate 50 years of serving the University of California in the field of study abroad. UCEAP wishes to invite the UC community, alumni and other interested groups to celebrate this achievement and to further promote the mission of UCEAP. Increasing support for UCEAP in the UC community, raising the profile of UCEAP amongst administrators, faculty, staff, students, alumni and potential donors will also be critical components of the year-long series of initiatives and events.

Principles
- Celebrate the previous 50 years but highlight the promise (and challenges) of the next 50, including concrete steps UCEAP is taking or planning to take to ensure that bright future.
- Events should take place in calendar year 2012. (First students departed for Bordeaux in Fall 1962.)
- The 50th anniversary should be marked by strong, written statements of support of UCEAP by the President of UC, the Chair of the Board of Regents, the Chancellors of at least six UC campuses, the Campus Provosts of at least six UC campuses, the Chair of the Universitywide Academic Senate, and the Chairs of at least seven or eight of the campus Senates.
- Develop and renew interest in UCEAP and use that renewed interest to develop UCEAP's alumni base and establish fundraising efforts and enhance development efforts.
- Use the occasion to increase awareness of UCEAP and to increase student participation rates.
- Events or initiatives should produce return on investment to be considered a priority in terms of staff resources and/or budget.

Audiences
- UCEAP Community (All)
- UC Senior Administrators
- UC Faculty
- UCEAP Community (Students)
- Alumni (UC and reciprocity)
- Donors (Alumni and corporate)

Recommendations

1. Development of series of systemwide events and initiatives to commemorate the 50th Anniversary of UCEAP

A. UCEAP 50th Website
The website will serve as the central hub for information sharing about and branding of the UCEAP 50th Anniversary. It will include a comprehensive list of all events systemwide and at a campus level.(example www.peacecorps.org) Include information for alumni and others about how to get involved, how to support UCEAP and UCEAP students and give them opportunities to get in touch with UCEAP and their peers (Alumni Connection[1]).

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[1] Alumni Connection
Web-based site where EAP alumni can join to find others, share stories, post photos, update contact information, etc. Facebook is one possible platform but other platforms, especially social media, can be considered as well. This type of alumni connection would be driven by the activity of alumni and not necessarily have to go through a mediating source; however, we would want UCEAP and campuses to be able to access the connection site and moderate/post as necessary.

B. UCEAP 50th Anniversary Development Campaign

The 50th anniversary events should launch an endowment campaign (and help set up an effective campaign structure) that, by the end of a five-year fund-raising period, will have established a $20 million endowment for UCEAP scholarships. The endowment might generate an annual return of over $1 million a year for scholarship. The scholarships could conceivably be distributed to campuses in a way proportionate to the percentage of a campus's student FTE on UCEAP in comparison to the campus's total undergraduate student FTE. Corporations could be tapped for endowment contributions, as well as UCEAP alumni, UC faculty involved in the past in UCEAP, etc. Developing a robust UCEAP alumni network as an outcome of the 50th Anniversary activities would be an essential component of the endowment campaign--hence the importance of some 50th Anniversary events (as well as newsletters, websites, social networking, etc.) that would attract alumni.

C. UCEAP Video(s)

i. An info-rich motion graphic chronicling the last 50 years – miles traveled, students sent abroad, # of alumni that go into certain high-profile industries, etc. Use statistics to show huge growth and use this as both a recruitment and development tool.

ii. Video that captures the impact UCEAP (study abroad) has on our alumni but that also captures the richness and diversity of UCEAP NOW. Will not only commemorate the 50th but would serve as a marketing tool for the medium term.

D. Social Media Campaign

Enhance UCEAP's web presence for students and alumni. Develop media for use by current students, alumni, faculty, and UCEAP offices to increase contact with stakeholders globally. Provide more engagement and interaction through user-generated content.

E. Alumni Events

Host one, or two, large "big bang" UCEAP 50th events. The focus would be on alumni but UC faculty, staff, students and community members could also be invited.

F. Academic Conference

Work with existing campus institutes, namely CSHE at Berkeley, to host an academic conference focusing on international education in light of the 50th Anniversary of the systemwide study abroad program.

G. Conference Participation

UCEAP staff and faculty should get on both the Forum and NAFSA and other conference programs, perhaps both in 2011-12 and 2012-13, focusing on some big topic(s) that will also highlight UCEAP.

H. UCEAP Commemorative Items

i. Coffee table book or glossy brochure

ii UCEAP 50th Anniversary logo/bug that would displayed on the website, literature and all other UCEAP 50th Anniversary related materials.

iii. UCEAP 50th Anniversary t-shirt highlighting or incorporating the UCEAP 50th Anniversary logo

iii Hardcopy calendar highlighting UCEAP student photographs and UCEAP 50th Anniversary events for 2012

2. Development of local events/initiatives at the campus level

A. Alumni Engagement

Systemwide Office and campuses work together to share information about alumni who could be alerted about UCEAP 50th Anniversary events.

B. Lecture Series

Working with campus colleagues, faculty and existing art and lectures series on the campus, develop a coordinated series of lectures at the campus level that would focus on or be sponsored by UCEAP.

C. Campus Events

Working with campus colleagues, faculty and existing arts and lectures series on the campus, develop a coordinated series of events, movies, music recitals, food/culture events that would focus on or be sponsored by UCEAP and incorporated in to existing calendars (Arts and Lectures, IEW etc)

D. Campus Alumni Reunions
Highlight UCEAP at existing campus alumni reunions such as UCSB Gaucho Weekend and others

E. Campus 50th Anniversary Specific Commemorative Events
An example of such events could be the UC Berkeley/Nor Cal Anniversary Gala
Gala event taking place in Berkeley/SF Bay Area celebrating UCEAP's 50th Anniversary in late fall (possibly November) 2012. The gala event would be an opportunity for UC Berkeley alumni, students, faculty, and staff who have participated in EAP to come and celebrate the program. The gala would likely have notable alumni speakers, food/dinner, and an opportunity to learn about and share EAP experiences. EAP alumni from other UC campuses and other friends would be welcome to attend.

3. Study Center and Overseas Partners Events

A. Bordeaux Commemoration
Event held at Bordeaux to commemorate the first UCEAP program in the fall of 1962. The UC community, UCEAP France students, UCEAP Bordeaux 1962 cohort should be kept appraised of organized events and activities.

B. Study Center Events
Study Center around the world should be encouraged to host smaller evens with students and partners.

C. E-Events
At systemwide and campus events, organizers should keep in mind the possibility of linking up with UCEAP students, faculty and staff globally through use of SKYPE and other technology.

D. Conference and Partner Events
Where possible UCEAP should try to get on conference programs, perhaps both in 2011-12 and 2012-13, focusing on some big topic(s) that will also highlight UCEAP. UCEAP should also collaborate with partners who wish to celebrate their connection with the UC systemwide program during its 50th Anniversary year.

4. Resources

A. Staffing resources
Staffing resources will be made available by UCEAP Systemwide Office with the approval of the Associate Vice Provost and Executive Director to support the planning and coordination of the UCEAP 50th Anniversary and to collaborate with campus staff.

B. Projected Cost and Return on Investment (ROI)
The budget for the events will be determined as the schedule of events becomes clear. Events or initiatives will receive final approval from the Associate Vice Provost and Executive Director Guinard based on cost and ROI.

Appendix
Roster of UCEAP 50th Vision Committee