Question 10: Outreach

Task: Describe the unit’s outreach efforts.

Since the 2012-13 program review, the International Affairs Program (IAFS) has undertaken several outreach initiatives. These initiatives have been aimed at different stakeholders in the program: students, faculty, community members, and alums.

IAFS now holds an annual IAFS Fall Open House each semester. The event is intended to build community with students and faculty. Students can speak to faculty members about courses or opportunities such as Global Seminars abroad. IAFS also brings in campus student groups and off-campus organizations to the Fall Open House, so students can connect with groups that enrich their studies. In recent years, we have made t-shirts with our program logo and three “Be” statements (Be inspired. Be involved. Be international.), so students can be seen on- and off-campus in connection with their major.

IAFS works with off-campus organizations to publicize their events that are open to all, including students and faculty. Organizations include: the African Community Center of Denver, The Counterterrorism Education Learning Lab (CELL), New Era Colorado, the World Bank Group, and WorldDenver. We have connected with the local community group, the United Nations Association of Boulder County (UNABC), to promote their events, connect faculty with UNABC staff as guest speakers, and promote student opportunities such as internships and volunteering.

The program has a table each April for CU Boulder’s newly admitted student day. This table gives incoming and prospective students and families an opportunity to talk to program faculty. The IAFS table is consistently one of the busiest tables of the day. For the last two years, the College of Arts and Sciences has held a new student welcome event the Friday before fall classes begin, and IAFS has had a table at this event. For graduating Seniors, we have also held Senior meetings with graduation information and an alumni guest speaker.

IAFS has co-sponsored numerous events, all open to the public, along with cognate departments and units, including: History, Political Science, the Institute of Behavioral Science, and the Center for Asian Studies. IAFS has also hosted events of its own for students, faculty, and the public, such as the Women in International Affairs Speakers Series in 2018. In addition, IAFS co-sponsored the 2019 Rocky Mountain Regional Ombuds Day Event, hosted at the University of Colorado Boulder. This event was open to the public and featured a diverse group of speakers, panels, and networking opportunities.

IAFS has put particular emphasis on outreach to International Affairs alums. Each April during the Conference on World Affairs at CU Boulder, we host our CWA Co-Curricular Event & Alumni Spring Reception. This is a community and alumni event that also includes our student scholarship recipients and Advisory Board members. We have held alumni meet-ups in Washington D.C. and Colorado, and in conjunction with our Advisory Board, we have had small
events for alumni and donors in Colorado, California, and New York.

In addition, we created an alumni newsletter reaching approximately 5000 alumni and donors. This complements our IAFS LinkedIn Group, which is open to alumni and current students. To keep the IAFS community up-to-date, we publish articles on our website about alumni, current student activities, and faculty spotlights in news. We have also added these stories to our newsletter.