International Student Services, Division of Student Life
Madison Initiative for Undergraduates Proposal
Round Three Fall 2010

Contact Persons: Laurie Cox, Assistant Dean/Director
May Lee Moua-Vue, Student Services Coordinator
International Student Services

Contact Information: 262-7890, cox@studentlife.wisc.edu
265-5113, mouavue@studentlife.wisc.edu

Proposal Title: Building BRIDGES Across Campus

MIU Goal 3: Expand best practices and innovation in student services in order to
enhance student outcomes

Amount Requested: $77,209

Abstract:

This proposal seeks funding to expand and refine the MIU funded program BRIDGE. Currently, BRIDGE is
already funded through the MIU project “Bringing the World to Campus” along with the Reach program
run through International Student Services.

BRIDGE (Building Relationships in Diverse Global Environments) is an international friendship program
that pairs new international students to US students. It provides opportunities and safe forums for US
and new international undergraduate students to engage and educate each other about their cultures
and countries, their perspectives, and their life experiences to build global competencies in all
participants. In addition, it provides a safe forum for new international undergraduates to learn about
and adjust to US American culture and to the UW. As noted from previous international students and
from an article in the Badger Herald (see attached), making US friends is one of the top issues for most
international students. As many of them do not speak English for their first language and they have to
overcome cultural barriers, it is a much appreciated service for them to practice their interactions with
dedicated US students in a safe forum.

Historically, the BRIDGE program has always been funded in part through grants along with ISS support.
Because of budget cuts and expiration of grants there have been many challenges financially just to keep
and maintain the program at the level it is currently. In recent semesters, the program have also
downsized due to financial matters. BRIDGE is a nationally recognized program among other US
institutions through NAFSA: International Educator’s Association. The program serves over 100
international and 100 U.S. students each academic school year. It is amazing that the program exists as
it is with just two student hourly assistants working 30 hours/week and with only 20% of the program
coordinator’s time. The program expenses have been kept to minimum by budgeting the event
expenses to just $50/event for 100 participants for the 10 events throughout the year and by utilizing
“free” programs/events offered through the UW and the Madison community. With the MIU Round 2
award, our main challenge of keeping the BRIDGE program, as it is, has been lifted.
As the UW becomes more internationalized and more international students are being admitted, now is the time to look at current programs and see how they can grow in different areas across campus. As articulated by a recent article in the Badger Herald by Albert Budhipramono, an international student himself, even with the dedicated efforts of ISS, students (including international students) and other campus partners will need to join efforts to help improve the international students’ experience. We are seeking additional funding from the MIU to expand and refine the BRIDGE program throughout campus.

**Building BRIDGES Across Campus**

We envision having multiple partners across campus that will assist in growing a smaller BRIDGE group in their area. We can begin by working with our current campus partners and focus in on the larger areas of concentration for international students such as housing residence or major areas of study. Under the direction and oversight of the BRIDGE program manager, areas interested in being a host for a BRIDGE group will be able to work with BRIDGE staff to develop goals/objectives for this special group of students. We aim to recruit US and international students in the same areas (majors/living areas) to become BRIDGE partners. We believe that by building BRIDGES across campus, it may help with the retention effort of international students and help them feel connected to their US peers and institution (to Faculty/Staff).

To begin, these special groups will be limited to 10 pairs or 20 students. With further assessment these groups can expand as appropriate. This will allow the current program level of 120 participants per semester to expand up to 20 participants per each living area/department that comes on board for a total of 440 participants annually. With further assessment, and with area/departmental support, the number of participants can expand.

The key to this proposal is to develop partnerships with a dedicated and high profile FT faculty/staff member from that department/area that will be dedicated and willing to incorporate BRIDGE into their job description. They will agree to act as a mentor for their group of students. As reviewed and deemed appropriate, these special area/departments can offer multiple hosts or change their BRIDGE host/hostess as needed at the end of a year’s commitment. Ideal candidates are advisors, student services coordinators, faculty, department chairs, assistant deans, deans, etc. As the program already will be staffed and can run itself, the commitment for the faculty/staff mentor can be as much as they would like to participate fully in all BRIDGE activities.

**Commitment Required from Host/Hostess Across Campus**

- Attend BRIDGE kick-off and wrap up events.
- Be in communication with BRIDGE staff.
- For each semester, plan for at least one small event with their BRIDGE group.
- Per academic school year, BRIDGE can allocate $200 to assist with these group events. It is expected the departmental/area will also commit a match or exceed this amount to assist the host/hostess with these events.
• Ideas for group events: study sessions, academic advising sessions, social/sporting events, cultural events, dinners with department Chairs, etc.

• Role for Faculty/Staff Hosts:
  Serve a mentor for student participants
  Be vested in the participants’ academic and social success
  Be accessible to these students
  Check-in with them by sending emails or offering office hours throughout the semester
  Offer assistance to them academically by referring to/offering services

Service
We hope this will play a role critical in the experience and retention of international students involved in BRIDGE. Host staff/faculty can assist their participants with study sessions, tutoring, academic advising & enrollment, along with interacting with students on a personal level within social/cultural context. Our mission is to have the host staff/faculty be an influential leader in their department as to engage this specific BRIDGE group and participants in all aspect of the area’s academic and social culture. We believe that most of these areas with high concentration of international students will have a vested interest in helping international students succeed. By participating as a host site for BRIDGE we are able to mutually benefit the students involved as well as help each other’s services in providing the best support to these first year international students while offering leadership roles to the US students involved.

With the increase in staff, the program can act as a clearing house and identify or promote other resources and services available to international and US students who are interested international dialogues and getting more involved with internationally focused programs.

Education
The goal in partnering with the residence halls and the departments across campus is to assist the international students by making the campus feel smaller. We hope that by doing so, the host at each site can offer additional resources/services to these students who may not normally seek out these resources themselves. We hope staff mentoring, tutoring and academic advising will be services that will occur easily if we have students come together in the same major area of studies or who reside together in a residence hall.

A future goal for the program manager is to collaborate with a faculty/staff to develop or adapt a current course to offer BRIDGE participants a credit option course/seminar to talk about the international student experience, studying abroad, cross cultural communication, and seek to incorporate their experience and involvement in BRIDGE. As all students involved in BRIDGE are required to submit a journal detailing their BRIDGE experience with their partner, this option may be ideal. In the past, participants surveyed responded that a majority of them would enroll for this if it does become available.

Proposal
• Increase current program coordinator’s role and responsibility for BRIDGE and reclassify to Sr. Student Services Coordinator. With increased time and responsibility, the program coordinator can also act as a clearing house for other services and programs that provide interactions for international students and US students.
• Hire a FT student services specialist to assist program coordinator in planning and facilitating BRIDGE.
• By building BRIDGEs across campus, we seek to expand the numbers of students’ participation in BRIDGE. A realistic goal for the first year of if approved for the MIU Round 3 is to create three pilot areas across campus for an expansion of 60 participants in BRIDGE. With assessment and further outreach more host sites can be identified in the second year to double the program’s participation rate to serving 400+ students annually.
• We will need additional monies to assist the area/department hosts in their involvement with BRIDGE. We are seeking $400 per year for each host site with the caveat that each area will also match or exceed the funding for such costs.
• With the increase in participants we are looking to increase our 10 large group events budget by $1500.
• Our normal budget for the Intercultural Leadership Workshop, Welcome Event, fieldtrips, and Awards Banquet will also need to increase as we double our participation rate.

**Budget**

- Increase to Programming Budget beyond previous MIU $16,340
- Increase % level for Program Coordinator and upgrade classification to Sr. Student Services Coordinator to manage & expand BRIDGE to 50% $24,388
- FT Student Services Specialist position $35,481
- IT hardware, support and other equipment $1,000

**Total of program budget and staff funding:** $77,209

**Breakdown of Programming Budget:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Large BRIDGE Events</td>
<td>$1,500</td>
</tr>
<tr>
<td>Bus for Field trip</td>
<td>$1,200</td>
</tr>
<tr>
<td>Host Sites program seed money (5 sites, $400 per year)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Intercultural Leadership Workshop (220 attendees)</td>
<td>$800</td>
</tr>
<tr>
<td>BRIDGE Welcome Event (440 attendees)</td>
<td>$1,800</td>
</tr>
<tr>
<td>Recognition &amp; Awards Banquet (440 attendees)</td>
<td>$5,020</td>
</tr>
<tr>
<td>Publicity and Promotional Items</td>
<td>$3,520</td>
</tr>
<tr>
<td>Miscellaneous printing and office supplies</td>
<td>$500</td>
</tr>
</tbody>
</table>

Total Programming Budget $16,340

1. **Identify the problem that your proposal will address and how the proposal will significantly impact this problem.**

For the first time, the UW is recruiting internationally and accepting more international students, anticipating over 100 new international students each semester. With increasing numbers, ISS cannot function and serve its population without additional support. Programs such as BRIDGE are running at its maximum with the minimal funding and staff time it is given. With limited resources and staff time, BRIDGE is unable to accommodate 2/3 of all applicants from U.S. and international students every semester. There is a demand and need for BRIDGE and the volume of discarded applications prove that the numbers can expand if the program receives enough funding and is fully staffed. ISS should not be
the sole office responsible for providing these services to an increasing international student population and the UW’s demand to develop globally competent graduates. This proposal will capitalize on existing or new campus partners who have a vested interest in seeing their international student graduate along with encouraging globally competent US students. Currently, there are few programs that are addressing the UW’s retention rate for international students, which is 10% lower than the average undergraduate student graduation rate. It is critical that the UW provide more funding for services such as BRIDGE to assist in the international students experience and retention at the UW.

As the UW becomes more internationalized, now is the time to look at current programs and see how they can be developed in different areas across campus. We are seeking additional funding from the MIU to expand and refine the BRIDGE program through key partners around campus. This expansion of BRIDGE could have a potential to affect over 400 students annually. In addition, already burdened departments and residence halls with high international student concentrations do not need to reinvent the wheel and can capitalize on an already existing program with full staff support. Targeted areas/departments can capitalize on the program and see how they can add to the efforts of retention by participating as a BRIDGE host site.

2. Describe how progress is to be measured, demonstrated, and reported; by providing metrics and timelines to evaluate project success.

The following metrics will be monitored jointly by ISS and campus partners throughout the project and steps to enhance outcomes will be taken as necessary. A formal evaluation is given to participants after each semester and shared in an annual report to respective campus partners. In addition to current assessment and evaluation that has been already described in the previous MIU proposal “Bringing the World to Campus”, we also plan to monitor and review the following:

- The number of US and international student participants will grow the first year and the new level will be maintained or exceeded to serve over 400 students annually. Specifically, the number of international student participants will double to 200 at which time it will be maintained or exceeded.

- BRIDGE will build and sustain relationships with campus partners throughout the life of the project.

- Campus partners will report on student group activities and meetings between the staff and the BRIDGE group.

- In addition, host sites for BRIDGE will indicate through a formal evaluation how participation in the program has lead their specific group of students to become more aware of resources in their areas/departments and how the social and academic connections made were worthwhile for the participants.

- By collecting student ID numbers, BRIDGE will research the retention rates for all participants and monitor their efforts.

- The BRIDGE website will be updated to count the number of hits to the website. Our goal is to attract 1000 hits annually and keep it at that level or more.
3. For proposals that request new hires:
   - Describe the proactive steps that will be used to identify and recruit a diverse pool of candidates.

We will advertise nationally through educational publications such as The Chronicle of Higher Education, NAFSA: Association of International Educators, and NASPA On-line Placement Exchange.

4. Identify cross-college partnerships and/or campus collaborators needed to ensure success (between schools and colleges, with other major units, such as libraries, Dean of Students offices, IT, Housing, Enrollment Management, Union, etc.)

To strengthen efforts and avoid duplication, the project will work to establish strong partnerships with campus programs and student organizations that currently work in related areas, e.g. GUTS Conversational English, various Housing units, various Division of Student Life offices, The School of Business, Engineering, Letters & Science, Agricultural & Life Sciences, Madison Friends of International Students, Counseling and Consultation Services, International Studies, School of Education, and International Academic Programs.

5. Include a detailed budget and budget narrative, identifying infrastructure need/cost, such as physical space and facilities, technology, other academic support services, etc.

This initiative has the advantage of capitalizing on the presence of existing staff and expertise. The additional salary represents an increase of an ISS staff member to 50% from the individual’s current 20% appointment to run BRIDGE. The addition of an FTE entails hiring a new staff member. The ongoing efforts to reassign space in the Red Gym will be needed to accommodate the new student services specialist.

6. What are the anticipated learning outcomes as a result of this proposed initiative?

   - International and domestic students from diverse majors will have opportunities to interact and enhance their capacity for cross-cultural and interdisciplinary understanding.
   - Students will be able to apply theories learned in the classroom to real-world settings.
   - Students will experience improved retention and graduation rates.
   - Students will gain experience in critical thinking and in solving complex issues, thus developing specialized skills that will give them a competitive edge in the job market.
   - Students will be able to explore, test, and refine professional interests.
   - Undergraduates in greater numbers will become an important and rich part of the University’s legacy by participating in the Wisconsin Idea.
   - Students graduating from the University will have a genuine impact on social justice in Wisconsin and around the world.
7. Statements of endorsement for the proposal.

"I am so glad I was in BRIDGE as a matter of meeting many people from a variety of backgrounds. I learned a lot about different cultures from around the world and also learned a bit about the adjustment period of a study abroad experience, which I will be able to use when I study abroad". ~US Student

On my way home from doing five months of research in China, I visited one of my former BRIDGE partners, now a lawyer at an American law firm in Shanghai. One of the things that I'd enjoyed doing with her in Madison was cooking, she made a delicious mango shrimp stir fry when I came to visit. It was fun to get to show her how I've been improving my Chinese. ~Nina (US BRIDGE participant)

BRIDGE for me has been so far a worthwhile and enjoyable experience. I have met people beyond just my buddy and feel I have experienced things about America, which I would not have done otherwise. ~Hannah Jackson, England

My partner invited me to come back to Mexico with him after the semester end. We plan to visit other BRIDGE friends while we are down there and stay with each of them for a week or so. I am so excited and can't wait...I have never been to another country (besides Canada) and it is very intimidating. I (now) have a pretty good idea of how the exchange students feel coming here. All of this is a result of BRIDGE, and by far the most rewarding experience I have had with the program. ~Student from the United States
MEMORANDUM

To: Provost Paul M. Deluca
From: Lori Berquam, Dean of Students
Re: MIU Phase III Division of Student Life Proposals
Date: November 29, 2010

This third round of Madison Initiative for Undergraduates proposals drew interest across the Division of Student Life. We are pleased that some of the past proposals from our division were funded during the first two rounds of MIU funding proposals. Attached to this memo are 7 proposals from the Division of Student Life and one student proposal from the Greater University Tutorial Service (GUTS), all of which I consider to be of high priority in this final round. The following proposals are listed in order of highest priority to lesser priority. We worked diligently to submit only the top proposals. I believe strongly that these proposals contribute to student engagement through promoting high impact practices as students become the globally-engaged citizens we expect them to be. These proposals will expand best practices and innovation in student services in order to enhance student outcomes.

**Increased LGBT Student Support** is highly needed for a center that is understaffed and expected to serve a significant population of students on our campus. LGBT student services have been underfunded and lack resources on campus. This proposal would help hire more staff, improve programmatic needs and expand their space on campus, helping them better serve our LGBT-identified students and allies.

The **“Integrated Involvement Initiative: Leveraging Technology and Outreach”** proposal from the Center for Leadership and Involvement identifies technical and cultural solutions that will support students in maximizing their Wisconsin Experience. It will provide tools for students to manage their involvement and get connected to different opportunities on this large campus, assuring that they are involved and active members of campus life.

The **McBurney Disability Resource Center Transition Services Program** will address the distinct challenges faced by students with disabilities as they transition through college and beyond. These students (especially mobility, visual or hearing impairments) require unique support in achieving their goals of a college degree. This innovative transitional services program will address students’ needs throughout their collegiate experience.

Division of Student Life
75 Bascom Hall  University of Wisconsin-Madison 500 Lincoln Drive Madison, Wisconsin 53706-1380
608/263-5700  Fax: 608/265-5646  Email: dean@studentlife.wisc.edu  http://www.students.wisc.edu
The Millennium Development Goals Awareness Project (MDGAP) will improve students’ experiences on campus by connecting them with the United Nations’ Millennium Development Goals’ global issues. Students will not only engage internationally, but will make connections with relevant local and national service opportunities, service and work.

The Campus Student Leadership Development Model will support the work we do on campus to continue graduating world-class future leaders with broad demonstrable competencies through the creation of a much-needed leadership development program.

The Online International Interactive Student E-Tutorial proposal hopes to improve the tutorial that was produced through MIU funds from the first round. This tutorial has been quite beneficial and well-used by students. However, there are some updates and modifications needed to the tutorial that were not accounted for in the first proposal.

Building Bridges Across Campus seeks to expand and refine the Bridge program in ISS that was funded in the second round of MIU proposals. The additional support for Bridge will allow expansion and growth of the program to promote the interaction and friendships between international and domestic students.

The expansion of the UW Peer Learning Program will provide added opportunities for students to learn from one another through engaged teaching and learning, supporting their academic achievement.

Thank you for your consideration. If you have any additional questions, please feel free to contact me or the proposal authors for more information.