May 27, 2015

TO: University Academic Planning Council

FROM: Guido Podesta, Vice Provost/Dean, Division of International Studies

RE: Name and Mission Statement of the Division of International Studies

The Advisory Board Report on Restructuring the Division of International Studies, chaired by History Professor David McDonald, included among its recommendations “the creation of a new name and mission statement for the Division, to convey more clearly the breadth of its activities—research, teaching, outreach/service—but also to communicate effectively its role in the university’s interactions with international/global communities.”

Additionally, the Advisory Board, which was appointed in May 2012 by then-Provost Paul De Luca in partnership with the University Committee, concluded that this “would permit due attention to ‘branding’ the Division and its mission in strategic and positive ways, while also distinguishing the new Division from its predecessor, with a view to attracting external support. The new name should underscore the Division’s centrality as a coordinator or sponsor of international research, teaching/learning, and outreach/service on campus.”

With guidance from the Office of Quality Improvement, we have completed a process that has produced a new mission statement and a new name – as presented in the document that accompanies this letter. After careful consideration and consultation with a variety of stakeholders, we have chosen “The International Division” as the new name, with the tagline “Advancing the Global Wisconsin Idea.” This name is simple and direct, succinctly describing the focus of our range of programs and activities. We believe that this name provides a sense of continuity, while eliminating the confusion that has occurred in the past due to inclusion of the word “studies”.

Although the university apparently has no explicit procedures in place for changing the name of a division, I am sharing this with you to seek the UAPC’s endorsement for this change, in keeping with our efforts to engage key stakeholders in this process. The name change has already been approved by the Division’s APC, and has been circulated to the Deans Council, where it raised no objections.

We envision this name change to take effect at the start of the next fiscal year, July 1, 2015. Please feel free to contact me if you have questions or comments.
MISSION: We lead campus efforts to cultivate international scholarship and engagement, promote global awareness, and prepare students for a diverse and interconnected world.

VISION: Our vision is best expressed through the perceptions of our key stakeholders. With this as the context, our three-year vision for The International Division is:

- **Faculty** will see the Division as the primary campus unit dedicated to supporting international teaching and research, and coordinating related outreach opportunities.
- **Students** will see the Division and its programs as the gateway to internationalizing their UW-Madison experience, fostering their development as global citizens and providing access to high-quality experiences abroad.
- **Staff members** will see the Division as a unit that encourages and supports professional growth and development for all.
- **Alumni** will take pride in and be inspired by the Division’s commitment to internationalization, excellence, innovation, learning, scholarship and service, and become more engaged and contribute to the success of these international initiatives.
- **Community** members will recognize the Division as a central campus resource for accessible international knowledge and cultural information, and as a focal point at UW–Madison for increasing global understanding and competitiveness.

CORE VALUES: We value:

- International engagement, teaching and research as key dimensions of a world-class university.
- Access for all UW–Madison students to international experiences that enrich the lives of participants and foster their development as global citizens.
- Cross-campus collaboration as essential for the effective internationalization of the university.
- Diversity and inclusivity in the work place, and the exploration and appreciation of cultural differences.
- Effective stewardship of our financial and human resources.
- Excellence in the work we perform and services we provide.
Dear Jocelyn,

Please see below. Thanks, Rick

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Richard C. Keller
Associate Dean, Division of International Studies
Professor, Department of Medical History and Bioethics
University of Wisconsin-Madison

IRIS, Institut de recherche interdisciplinaire sur les enjeux sociaux
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Begin forwarded message:

From: Guido Podesta <gpodesta@wisc.edu>
To: <dc-and-assts@lists.wisc.edu>
Reply-To: <gpodesta@wisc.edu>
Date: March 17, 2015 at 4:41:33 PM CDT
Subject: Thank you & moving forward (was Re: Request for feedback on international policies and Division of International Studies name change)

Dear Colleagues,

Thank you for providing feedback on proposed policies on international agreements and guidelines for international delegations.

We appreciate your thoughtful comments, and will use your feedback to revise these documents as needed, before moving ahead to implement them.
In regard to our name change, we intend to proceed to seek an endorsement from the UAPC. We anticipate implementing the change from Division of International Studies to The International Division effective July 1.

Again, thank you for your support and encouragement.

Best Regards,
Guido

On 02/20/15, "Guido Podesta" wrote:

Dear Colleagues,

I am writing to seek your feedback on international policies and guidelines that have been developed and updated by the Division of International Studies. In addition, I want to invite you to provide feedback as part of the process to rename the Division and update our mission.

In these efforts, I have worked closely with our APC and International Associate Deans Council (your associate deans) and appreciate their guidance and good work. Before finalizing these updated policies and the name change, I am seeking your review/approval. I originally had planned to bring these to a Deans Council meeting for discussion but then thought we might be able to get this done by email and save Deans Council for more pressing topics.

However, if you feel that any of these warrant a Deans Council discussion, please let me know.

Attached to this message are:

- New policies on international agreements and guidelines for receiving international delegations. Please review these and provide feedback and/or approval to me by March 4.

- Supporting documentation for the Division’s proposed new name, The International Division, which is the result of a semester-long process involving marketing experts and campus constituents, including our APC and the International Associate Deans Council. I would appreciate your feedback on this matter by March 4.

I look forward to hearing from each of you. If I do not receive a response from you by March 4, I will assume that you are in agreement, and we will move ahead to implement.

Thank you for your support and encouragement.
Best Regards,
Guido

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