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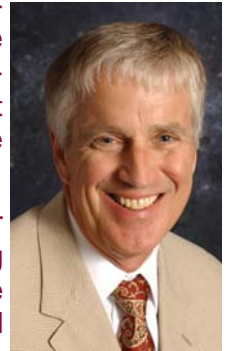
For news contributions and/or comments on this newsletter, e-mail cip-adm@nmsu.edu or send comments to MSC 3567.

News From the Dean

Dr. Everett Egginton, Dean for International and Border Programs

Communicating a Vision for World Peace: A NAFSA Challenge, Part II

I would like to focus for a moment on what I mean by “public diplomacy,” recognizing that it means something different to almost everyone who uses the term. From my perspective public diplomacy concerns international relations practiced at the level of people-to-people programs. I feel comfortable with this definition because I feel it empowers me, it empowers you, it empowers all of us, as well as the association we represent, to advance public diplomacy as the peaceful alternative to international disputes. The alternative, trying to convince those in power to behave less belligerently, hasn’t worked very well. We can, indeed we should, keep trying to influence the direction of traditional government-led diplomacy. However, I feel strongly that we should put more effort than we have in what we know we can do and do well, and that is promote public diplomacy at the level of people-to-people programs.



I would also like to clarify my position that colleges and universities are our natural allies in public diplomacy. I don’t believe I am being naïve in making this assertion, although at the same time I recognize that they are part of the problem. After all, our colleges and universities, now more than ever, depend on government funding; they want more of it and they want it with less regulation. We all know which government agencies dispense these funds and for what purposes—very little has to do with public diplomacy. And international relations experts at our colleges and universities are not always much help either, in some cases writing articles and books that mystify rather than enlighten ordinary people. Nonetheless, I remain convinced that our most ardent allies in advancing peace through public diplomacy come from our colleges and universities. We need to seek them out and work with them as we advance a public policy agenda.

Let’s return to the question I just posited: Shouldn’t NAFSA be THE organization to which educational institutions worldwide turn to for assistance in advancing public diplomacy as the peaceful international relations alternative? Perhaps the answer is a resounding YES—but recent developments, at least in this country, are not at all encouraging. I would like to expand on this point.

I think it is obvious to all of us that the current administration has shown little interest in pursuing effective public diplomacy. Indeed, some of our government leaders in positions of considerable power have been openly derisive of the idea of diplomacy and have been quite effective in putting diplomacy on the “back burner” in favor of the threat and use of military force. It’s no secret that the USAID (for development assistance) and the State Department (for public diplomacy) have been stripped of power, independence, and funding. Moreover, it appears that the Defense Department has taken control of some, perhaps most, of the public diplomacy responsibilities in key regions of the world, defining “good” public diplomacy in a unique and troubling way. Seemingly, the Defense Department has focused its public diplomacy efforts on message delivery (dissemination of talking points defending the administration’s position) rather than in seeking to engage in an exchange of ideas and opinions.

What if this situation were to suddenly change (after all, we now have a Democratically-controlled Congress) and public diplomacy was seen as an important international relations tool? Unfortunately, recent trends have left the U.S. government less able to conduct effective public diplomacy—for any number of reasons, the U.S. has lost a lot of credibility throughout the world. As a result, anything that appears connected to the government is viewed with suspicion by much of the world, greatly reducing the potential effectiveness of U.S. government public diplomacy efforts. In addition, security concerns have led to

a hardening of U.S. embassies and consulates. As a result, Foreign Service Officers have much less contact with local populations, thus making it harder for them to conduct outreach and person-to-person diplomacy. Security concerns have also resulted in reluctance on the part of Congress to support comprehensive immigration reform and international exchange liberalization. Other trends that seem to have threatened traditional government-led public diplomacy include:

Technological changes (internet and satellite TV) that have revolutionized the way that information and news is spread, reducing the reach and effectiveness of government broadcasting efforts; and the enormous and growing national debt, making it unlikely that the government will be able to find much money to expand its public diplomacy efforts in the near future.

In light of the above, it would seem international educational and cultural exchange (as a form of public diplomacy) is more important than ever. As the effectiveness of other means of public diplomacy have waned for the reasons already cited, educational exchange programs have increased in relative importance. The seeming inability or the unwillingness of government to prosecute effective public diplomacy has created a void for other organizations to step into, and my message is that NAFSA needs to take the lead. NAFSA doesn't need to do it all by itself. To the contrary, the challenge is so monumental that NAFSA will need all the help it can muster—from other organizations, from other groups, and from like-minded folks everywhere. But NAFSA should, indeed NAFSA must, take the lead. As the larg-

**New Mexico State University
Center for Latin American & Border
Studies**

**PRESENTS A
SPRING SPEAKER SERIES**

All lectures will be held Thursdays at
4:00 PM in Nason House
(directly across from Kinko's)
For more information please contact
Becca Kungis, 646-6814



April 5, 2007
NASON FELLOWS PRESENTATIONS

APRIL 12, 2007
*Economics, Agriculture & Environment in Nicaragua:
Lessons from the 2007 Spring Break Study Tour*
Connie Falk, Dept. of Ag Econ & Business, NMSU

April 19, 2007
No Child Left Behind & Bilingualism on the Border
Patricia MacGregor-Mendoza, Dept. of Languages &
Linguistics, NMSU

April 26, 2007
*Gastronomia Tradicional in Michoacán: Constructing &
Conserving Indigenous Identity through Purhépecha
Foodways*
Lois Stanford, Dept. of Soc & Anthro, NMSU

est, most far reaching, most inclusive organization of international educators in the world, to do otherwise would be, in a word, irresponsible.

To urge NAFSA to strengthen its position and its voice on the importance of establishing world peace as a priority for all member institutions presents a number of challenges. For example, how do we keep this mission first and foremost in everyone's minds—not just for the coming year, but for the foreseeable future? How do we overcome the apathy and “busyness” present at so many institutions that keeps us focused on our own little piece of the picture rather than on our corporate and worldwide responsibilities? What coalitions can we build to carry our message and commitment beyond the boundaries of NAFSA?

NAFSA, better than any other organization in the world, can promote public diplomacy, and it can do so untainted by association with the U.S. government. Furthermore, NAFSA—and that's all of us—can advocate for, indeed should advocate for, an aggressive peace-focused policy agenda that would put us in the forefront of organizations advocating for world peace through international educational and cultural exchange. We can accomplish this goal by incorporating a more explicit peace making agenda into all our activities and communications; by taking advantage of new communications strategies (blogs and other popular web-based venues) to allow people to communicate with each other across international boundaries; by promoting people-to-people programs; and finally, by taking advantage of our size, reputation, and power to continually remind the governments of our members and friends of the need to work toward peaceful solutions of international problems to ensure survival of a world that can nurture generations to come.

Suzette Egginton

The Nick Franklin Lecture Series titled: Nuclear Weapons, the Middle East and American Identity

“A Nation of Hustlers? Religion and American Identity”

presented by Walter A. McDougall

Thursday, April 26, 2007, Gerald Thomas Hall, Rm 194, 7-8:30pm

sponsored by: President's Office, College of Arts & Sciences, International & Border Programs, Department of Government and Project 1776 Grant Project.
For more information, 646-4935

Globalization Award Winners

Our office would like to thank everyone who submitted nominations for the 2006-2007 Globalization Awards. The following two individuals were selected to receive this year's awards:



**L. Thomas Winfree Jr., Professor,
Department of Criminal Justice**

Dr. Winfree's internationalist perspective has been shaped by sabbatical leaves and his strong believes in providing opportunities for students to study abroad. In 1996 he spent 3 months of this sabbatical leave in New Zealand, as a visiting sociology professor at the University of Canterbury. During his time in New Zealand, he taught university classes, gave seminars to the New Zealand police on a U.S. anti-gang initiative, and began a research plan that eventually led to several publications on New Zealand Police and that nation's prisons system. In 2003, he also participated in Midwestern State University's Abbey Program near Pontlevoy, France as an international scholar, lecturing on restorative policing. He also gave guest lectures at the University of Tübingen's Institute of Criminology in Germany.

Tom has taken students to Europe six times. In 1998 and 2000, he participated in a three week University of Nebraska (USA) and University of Tübingen criminal justice course where NMSU students joined German college students. In 2002 and 2003, he participated as a faculty member in the Inter University Centre Dukrovnik (Croatia) postgraduate course on victimology, victim assistance and criminal justice. His most significant contribution to the international educational experience of NMSU students is his work with the Midwestern State University (MSU) London-based program. In 2003, Tom worked with faculty and staff at NMSU to gain NMSU membership status in the British Studies Consortium.

Tom's research has also been internationalized, he has published eight articles and book chapters on a series of international research topics. Probably what's most important, is that he believes in bringing his own teaching, service and research experiences into the classroom, on-campus and online, giving students an internationalist perspective on the globalization of crime and justice in the twenty-first century.

A reception honoring both recipients will be held April 13th from 3:30-4:30 at the Nason House. Everyone is invited and light refreshments will be provided. If you plan on attending, please call Emily at 646-4528 with the number of individuals who will be attending. This will help us assure that we have sufficient space.

**Judith Messal, College Assistant
Professor, Department of
Communication Studies**



Judy's most significant contribution to the globalization of NMSU has come from her work with NMSU's international students. She has taught the International Teaching Assistant Course (COMM 485) for the last 9 years. International students who are offered a graduate teaching assistantship are required to either complete this course or to pass a screening test that indicates they do not need to take the course. COMM 485 is designed to help international students transition to teaching in a U.S. classroom. Professor Messal also regularly teaches three different English as a Second Language courses that directly serve NMSU's international students. These courses include Advanced ESL Composition (SPCD 111G) which serves as the freshmen level composition for international undergraduate students, Scholarly Writing for International Graduate Students (SPCD 470) and Seminar Skills for Foreign students (SPCD 490). During her nine years at NMSU, she has worked with more than 500 students in these three classes. It

is not only the number of students, which separates Judy from other teachers, it is the care, understanding and compassion which she provides her students, she knows that not only are these students struggling with language, but they also have to learn a new system and deal with cultural differences. She is always there for her students and tries to do whatever she can to assure their academic and personal success.

Judy's nature is to think globally about her activities as a member of the faculty but also as a member of the community. Judy is a member of the Mesilla Valley Rotary Club. She has agreed to take on the role of International Director for this organization. As a member of Rotary she helps to establish NMSU's Rotaract chapter several years ago. She still remains active with this group and provides needed mentoring. She is also involved with the Santa Catalina Community in Ciudad Juarez where she helps raise funds to help primary and secondary school children pay for books and uniforms.

NMSU Professor Jeanne Gleason joins science and technology exchange team to China

Universities around the world, including New Mexico and China, struggle to find affordable yet effective ways to provide education of their rural clientele living in remote rural. NMSU's Jeanne Gleason and three other American experts are currently in China to share their successes and to explore future collaborative relationship with Chinese partners. The five person team of experts, with the support from the National Science Foundation (NSF) and the American Distance Education Consortium (ADEC), will visit universities and organizations in Beijing, Chijiazhuang and Kunming, March 16-31.

Dr. Gleason, Director of NMSU's Media Productions, University Communications and Marketing Services, was invited to joint the scientific and technical exchange team because of her national leadership in media outreach programs and her experience and ongoing partnerships in China.

"China's rural areas are facing some of the same challenges as New Mexico's rural communities," said Dr. Gleason. "Our universities are constantly introducing new technologies and innovative programs to meet the educational and information needs of our rural clientele while helping them maintain what they value about their rural lifestyle. Dr. Gleason has played a key role in NMSU's distance outreach programs since the early 1970s when she helped produce one of NMSU's first distance outreach graduate classes delivered on public television across the state. In the 80s she implemented a statewide video outreach and production program for NMSU's Cooperative Extension Service. She has also worked with and on a number of other technical advanced techniques.

Now Dr. Gleason is part of a four-member team of experts from the universities of Maryland, Nebraska, Minnesota, and Oregon who will meet this month with leaders from China's agricultural and educational sectors to explore collaborative ways to expand distance learning and digital library partnerships between the U.S. and China. 🌱

International Festival

Mark your calendars for February 29th and March 1st, 2008.



From top left clockwise: Native Dress at the Africa Booth, Indian artwork, Dancer as part of the India performance, artifacts at the Muslim Student Association, photographs from Korea, and guitarist at the Viet Nam display.

HED-TIES NM-Chihuahua Partnership for the Tarahumara Project

The final workshop for this project will be held in Creel, Chihuahua, Mexico on April 19 and 20. Two related workshops will be conducted, one on "Water Conservation" which will be conducted jointly by World Wildlife Fund and faculty from the University of Chihuahua on the 19th and a second one on the 20th on Solar Energy by Robert Foster from NMSU's Southwest Technology Development Institute. Approximately 35 participants are expected from the local indigenous population. 🌱

"The signing of a new cooperative agreement on March 6, 2007 with Badia Research and Development Center, President, Mohammad Shahbaz and Nita Fernandez, Director, Grants and Contracts."



Upcoming Events

April 2007

13th - Globalization Awards

Honoring Judy Messal and Tom Winfree at Nason House, 3:30pm to 4:30 pm.

20th - NSF New Mexico-Chihuahua Partnership for Innovation Second General Partners Conference

The conference will be held at the Tecnológico de Estudios Superiores de Monterrey, Chihuahua campus, at the College of Engineering Auditorium. It will bring together the student and faculty teams from the five collaborating universities, NMSU, New Mexico Tech, Tecnológico de Estudios Superiores de Monterrey, Universidad Autónoma de Ciudad Juárez, and Centro de Investigación en Materiales Avanzados. The focus of the conference will be on up-dating and sharing information among the student teams on the status of their projects. For further information, please contact Letty Vilchis at lettyv@nmsu.edu.

EDITORIAL NOTE:

THIS NEWSLETTER IS RELEASED THE BEGINNING OF EACH MONTH. THE CLOSING DATE FOR SUBMISSION OF NEWS ITEMS IS THE 25TH OF EACH MONTH. PLEASE SUBMIT ITEMS WHICH ARE PLANNED AND/OR ARE SCHEDULED FOR SOMETIME IN THE FUTURE. THIS NEWSLETTER IS INTENDED TO SHARE INFORMATION AND TO INFORM OTHERS ON CAMPUS OF UPCOMING AND PENDING ACTIVITIES, TRAVEL, VISITORS ON CAMPUS, ETC. FOR THIS REASON, ITEMS WHICH ARE SUBMITTED FOR ACTIVITIES WHICH HAVE ALREADY TAKEN PLACE WILL ONLY BE UTILIZED IF THEY HAVE SOME RELEVANCE TO FUTURE ACTIVITIES. PLEASE MAKE SUBMISSIONS TO CIP-ADM@NMSU.EDU. IF YOU WISH TO REVIEW OLD ISSUES OF THE INTERNATIONAL BRIEFS ISSUES FOR THE LAST 12 MONTHS CAN BE FOUND ON THIS SITE.

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