



FAUBAI

2019
CONFERENCE



**Global Community
Engagement**

APRIL 13-17 - BELÉM, BRAZIL

Global Community Engagement Strategies at the University of Arizona's College of Humanities

Alain-Philippe Durand, University of Arizona

1. Vision
2. Branding
3. Innovative Interdisciplinary Curriculum
4. Global Community Programming

Our Own Responsibility

- How do we present ourselves as a discipline?
- Do we?
- Recruiting and branding?
- Going outside of the comfort zone and collaborating with the so-called “professional” disciplines
- Do we actually know what our alumni are doing?
Do we actually know them?

Objective and Vision

From Well-Rounded Citizens to Well-Rounded and *Employed* Global Leaders

How Do We Get There?

1. Research/Resources validating strategy / Get to know our audience and context
2. Alumni Database and Profiles
3. Network of allies (donors and partners)

NACE Survey

Most valuable skills that employers want:

- Leadership
- Communication
- Critical Thinking / Analytical Skills
- Collaboration
- Creative Problem Solving
- Intercultural Competence / Diversity
- Adaptability / Flexibility

Qatar Foundation International

97% of students who studied abroad found employment within 12 months of graduation.

Burning Glass & Strada Institute

Graduates with degrees in foreign languages, literature, and linguistics, are the least likely, among all degrees and industries, to be underemployed five years after graduation.

Forbes, 31 May 2018

LEADERSHIP

adaptability

CRITICAL THINKING

collaboration

DIVERSITY
AWARENESS



College of Humanities



CULTURAL AGILITY

creativity

COMMUNICATION

problem solving

Learn the skills to compete in the global economy

HUMANITIES = JOBS

choose.humanities.arizona.edu



THE UNIVERSITY OF ARIZONA

College of Humanities

Reach out to alumni and tell their stories.



HUMANITIES *in Manhattan*





HUMANITIES *in DC*





Mark Andre Goodfriend

B.A. French 1979

B.A. Greek 1979

B.A. Philosophy 1979

B.A. Radio-TV 1979

Senior Advisor | **STATE DEPARTMENT'S OFFICE OF DIPLOMACY**

"After graduation, I applied for a position in the U.S. International Communication Agency, and while awaiting a response, began traveling. With Reagan's election, there was a hiring freeze, so I considered a career in TV journalism and traveled to Israel. Rather than seeking employment, however, I studied Hebrew and studied for a M.A. in Communication at Hebrew University. Finishing that program, I went to London and began Ph.D. research at the City of London Polytechnic on government and new media. I also reapplied for a position with the State Department, in the Foreign Service, and began what will this year be a 30-year career as a U.S. diplomat, in many ways practicing applied Humanities and Social Sciences. From 1988 to 1990, I served as a Vice Consul and Political Officer in Tel Aviv. From 1991 to 1993, I was a Vice Consul in New Delhi. From 1994 to 1997, I was a Consul in Moscow. From 1997 to 1999, back in the U.S., I worked on conflict prevention policy. From 1999 to 2002, I helped define how information technology can better support consular decision making. From 2002 to 2004, based in Frankfurt, I traveled regularly to 14 of our smallest embassies in Africa (e.g. in Togo, Benin, Burkina Faso, Niger, Madagascar, etc.) to consult and guide the Vice Consuls who were serving there. From 2004 to 2008, I was the Chief of the American Citizen Services section in London. From 2009 to 2012, I was the Consul General in Damascus. From 2013 to 2015, I was the Deputy Chief of Mission/Charge d'Affaires at our Embassy in Budapest. And currently, I am a Senior Advisor within the State Department's Office of Diplomacy. A consistent thread throughout my career has been the nexus of cultural understanding, citizen engagement and emerging communication technologies."



We develop skills needed to solve complex questions in a rapidly changing world. We manage ports, design bridges, roads, skyscrapers, dams, computers, trains, planes, and automobiles.

Brandy DeVelbiss Christian, B.A. '95 in Chinese,
President/CEO of the Port of New Orleans
(<https://www.linkedin.com/in/brandy-develbiss-christian-47663161/>)

David R. Baum, M.A. '98 in German Literature,
Vice President of Engineering at Zonge International
(<https://www.linkedin.com/in/david-r-baum-72003827>)

BA in Applied Humanities

1. Foundations (12 units in PAH)
2. Professional Core (18 units to be selected from Business Administration, Public Health, Fashion Studies, or Spatial Organization & Design Thinking)
3. Elective (3 units)
4. Internship/Research (3 units in PAH)
5. Senior Capstone (3 units in PAH)
6. Required Minor (18 units)

Global Community Programming

HUMANITIES SEMINARS PROGRAM

Humanities seminar program coming to Oro Valley in August

Jun 28, 2017  0



The University of Arizona's Humanities Seminars Program is taking its premier adult-education series off campus for the first time, partnering with Oro Valley to offer a convenient, new location for enrichment classes.

Since it began in 1984, the Humanities Seminars Program has offered nearly 350 classes, taught by top UA professors, on a wide range of subjects in the humanities, social sciences, arts and sciences. The program surpassed 2,000 annual enrollments last year.

**COH STUDY ABROAD
PROGRAM FOR
ADULT LEARNERS**
The inaugural program toured
Provence in April 2018





 College of Humanities

HUMANITIES TECH

**DORRANCE
SCHOLARSHIP
PROGRAMS**





THE UNIVERSITY
OF ARIZONA



BENNUJUVA!!

STORIES AND SCIENCE OF SPACE

TUCSON
HUMANITIES
FESTIVAL

SECRETS



2019

FAUBAI Annual Conference

Global Community

Engagement



Thank You!

Dean Alain-Philippe Durand

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<https://www.youtube.com/uahumanities>