



CIVIC

Council for International Visitors

Iowa Cities

2014 Annual Report



Build Global Ties Locally

1120 University Capitol Centre
Iowa City, IA 52242-5500
Phone: (319)-335-0351
civic@uiowa.edu
civiconline.wordpress.com

Proud Member of

GLOBALTIES > U.S.

AT THE CENTER OF INTERNATIONAL EXCHANGE

Message from the President



Patrick Bourgeacq

Dear CIVIC Members,

Wow, has it been a year already since our last Annual Report? Well, not quite, which I'll address a few paragraphs down.

But first, let's again celebrate another outstanding year of CIVIC accomplishments!

Here are the highlights with respect to the International Visitor Leadership Program (IVLP), compared to 2013:

- We increased the number of visitors to Eastern Iowa from 96 to 120 (up 25%).
- We increased the number of countries represented from 38 to 51 (up 34%).
- We hosted 25 programs this year, beating the previous record of 23 set last year.

All of this is even more impressive when you realize that we did it in only 10 months, as opposed to the usual 12 months; which brings me back to the topic of my opening paragraph...

CIVIC changed its fiscal year in 2014 to run from October to September, as opposed to the January to December calendar year we had previously. We did this to align our accounting with the fiscal years of the US State Department and our national partner Global Ties. This change will simplify accounting burdens and strengthen the transparency of our reporting to all of our stakeholders who provide funds through grants, membership dues, and in-kind contributions.

That was just one of several actions we took this year to improve our financial stewardship. Other actions we took include the implementation of a financial control policy, and –perhaps most exciting of all– creating an online platform for collecting donations and membership dues. This technological enhancement has already paid dividends, as several new members and donors found us online because of it.

With that out of the way, CIVIC can continue to focus on the important matter of bringing global leaders to Eastern Iowa to engage with CIVIC members and stakeholders! CIVIC's greatest asset continues to be the active, knowledgeable, and internationally savvy residents of Eastern Iowa, which our visitors constantly remind us of in their post-visit reports.

So, 2012 was good, 2013 was great, and 2014 was stellar! I for one can't wait to see what Jo and her staff have in store for 2015!

Patrick Bourgeacq
President of the Board
Council for International Visitors to Iowa Cities



CIVIC

Council for International Visitors to Iowa Cities

Community Impact

The Council for International Visitors to Iowa Cities (CIVIC):

- Is a community-based, member-driven non-profit organization that hosts emerging international leaders who work in both public and private sectors
- Collaborates with the Department of State's International Visitor Leadership Program (IVLP) as a member of Global Ties U.S.
- Encourages citizen diplomacy by promoting the exchange of ideas and fostering mutual understanding between our visitors and eastern Iowans
- Arranges meetings with our visitors' professional peers, schedules home hospitality dinners and plans cultural excursions



In doing so, CIVIC not only brings the world to Iowa, but aims to bring Iowa to the world. We are committed to ensuring that our local business and community partners have opportunities to exchange ideas with emerging international leaders and to forge contacts with global partners.

Key Impacts:

- 460 nights in local hotel rooms
- 1,190 meals
- 70 cultural events
- 18 classroom visits
- 200 professional appointments

Become a corporate friend of CIVIC.
Email us today at civic@uiowa.edu to learn more about our sponsorship benefits.

Countries in green represent the 51 countries CIVIC brought to Iowa Cities



2014 At-A-Glance

120 international visitors 51 countries represented

41 State Department Representatives

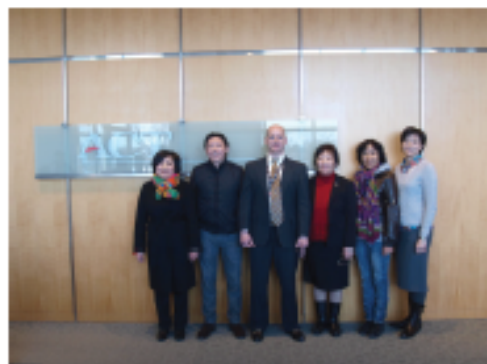
Programmed 25 visits examining:

Disability
Radio Broadcasting
Internet & Politics
Urban Planning & Development
Vocational Training & Education
Open Data
Women's Health
Education in Digital Age
Business Environment
Digital Access
Climate Change & Renewable Energy
Energy Security
LGBTQ Rights
Agriculture
Political & Social Issues
American Muslims
Entrepreneurship & Small Business
Migrants' Rights
Preventing Violence Against Women
Rural Development
Climate Risk
Media & Government Transparency

Countries Represented:

Japan	Antigua & Barbuda
Germany	Palestinian Territories
Kazakhstan	Dominican Republic
Fiji	Trinidad and Tobago
Georgia	Czech Republic
Greece	Azerbaijan
Saudi Arabia	Kyrgyzstan
China	Ethiopia
Tunisia	Turkey
Bahamas	Kuwait
Suriname	South Africa
Guyana	India
Sweden	Pakistan
Switzerland	Belize
Uzbekistan	Haiti
Moldova	Jamaica
Algeria	Austria
Israel	Malaysia
Morocco	Bahrain
Yemen	Russia
Poland	Egypt
Netherlands	Jordan
Korea	Oman
Bangladesh	Finland
Montenegro	Tanzania
Norway	

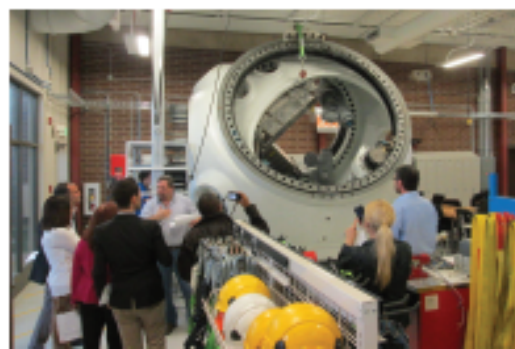
2014 in Photos



Educators from Kazakhstan and Kyrgyzstan visit ACT



CIVIC receives City of Iowa City Human Rights Commission Reagan Award



Multi-Regional Project on Climate Change and Renewable Energy at Kirkwood Energy Education Center



Multi-Regional Project on Women's Health visiting Amish community



Pakistani Delegation on Energy Security at Siemens



Young European Leaders visiting Iowa Soybean Farm for conversation



Russian Migrants Rights visit the UI College of Law

CIVIC
Council for International Visitors to Iowa Cities

Complimentary tickets and your guest is a special evening

Connecting Eastern Iowa with the Middle East and North Africa (MENA)

Monday, October 13, 2014
6:00-8:00pm
Coraella Parks Library
1100 5th St. Corvallis, IA

Special guests: Twenty MENA Business Leaders with the International Fiber Leadership Program (IFLP)

David A. Hamod, President and CEO of the Federal Reserve Bank of Des Moines will deliver the keynote address, "From Misconception to Miscon: The Arab World in a Time of Transition"

6:00-6:30PM: MEET AND GREET IN THE BOULEVARD
6:30-7:00PM: COMMUNITY SPECIAL MEETING ROOMS A & B
7:00 PM: DINNER ADDRESS

Reply RSVP to civic@iowacivic.org or 562-963-0284
To learn more about the program and how CIVIC funds, visit www.iowacivic.org or 1020 University Ave. #1000

CIVIC hosts David A. Hamod to discuss Connecting Eastern Iowa with the Middle East and North Africa



October 13th special evening with guests from MENA countries

Message from the Executive Director



Jo Butterfield

Greetings CIVIC members, volunteers, community partners and friends! We've had a great year! It's been eight months since I joined the CIVIC team and, in that time, I've often been awed and overwhelmed by the spirit of volunteerism that our members demonstrate regularly and willingly. It's been an education and an inspiration. In the process, we've accomplished quite a lot, but opportunities for growth and improvement remain.

We've made important strides toward implementing the 2014 Strategic Plan. In April, we held a retreat at which the board established working committees (Membership & Outreach; Fundraising; Operations & Programming; Communications). Each committee is charged with (in collaboration with the staff) achieving the relevant strategic plan objectives. The membership and communications committees have coordinated to grow our membership base by strengthening our communications. The most significant result is our new website where current members can learn about upcoming programs and potential members can learn about CIVIC's important work, join and donate. The CIVIC team has also striven to make the details of program escorting clearer by implementing the Program Escort Quick Guide. We've taken steps toward the development of a corporate outreach initiative to raise funds so that we may expand our operational capacity. The Operations and Programming Committee has drafted a new Financial Oversight and Control Policy, which establishes clear responsibilities and a system of checks and balances to ensure sound financial stewardship and transparency to all of our stakeholders.

One area in which the CIVIC staff and interns have spent significant time is on growing the number of our visitors. To do so we've labored to strengthen our proposals to the State Department by more adequately demonstrating the relevance and depth of our resource pool. And Washington is responding. But this is only half of the programming equation. A successful visit hinges upon our members' engagement with visitors. International Visitor Leadership Program participants value their professional meetings, but their ideas about the diversity of U.S. culture, and the openness and generosity of Iowans is cemented through their engagement with you! You make it possible for us to build global ties locally. In collaboration with membership and communications committees, the CIVIC staff hopes to continue a dialog with our members about the ways in which you'd like to engage with visitors. We want to hear from you about the types of events or programming that you'd like to see.

Raising CIVIC's profile (locally, nationally, and globally) has also been an important objective. The aim is to increase awareness about CIVIC to grow the number of engaged members at the local level in order to meet the national demand to bring visitors to the area. (This fall, we actually turned visits down because we simply didn't have the operational capacity to host the visit.) But we've doubled our social media efforts and continue to look at ways to capitalize on its potential to reach new members. This past year, the local press highlighted several of CIVIC's visits, including coverage of Human Rights activists from the Caribbean and a Bangladeshi Project on Ending Domestic Violence Against Women. Attention to this type of rights-based projects earned CIVIC this year's Bill Reagan Community Award sponsored by the Iowa City Human Rights Commission. The staff, interns and board are grateful to new member Tammy Coverdale Bauer for the nomination!

The Human Rights Commission awards ceremony presented the opportunity to explain CIVIC's work to an engaged community audience. In accepting the award on behalf of you—our members—the board, and the staff, I expressed gratitude for the wealth of resources our community partners provide, which permits us to host a variety of projects centered on social justice issues. In discussing CIVIC's mission, I emphasized that we also hosted many projects seemingly not connected to human rights issues. Nonetheless, these projects help us to advance a more peaceful, sustainable world order. Today, given the magnitude of the global challenges we face: widespread conflict, climate change, and economic uncertainty, we risk being paralyzed by inaction, by not knowing what we can do as individuals or as a community. CIVIC gives us the opportunity to be out there every day, working toward mutual understanding, fostering international cooperation, and developing global solutions. It's what citizen diplomacy is all about!

I'm looking very forward to another busy year, building friendships across national borders with all of you!

"Special thanks to Jo for driving us around and organizing a wonderful discussion with her students!"

-Laura Kyyro, Young European Leaders, October 10, 2014

CIVIC Membership Update

from board member **Jane McMullen**

Membership recruitment was identified as a top priority at the CIVIC board retreat on April 5, 2014. As a non-profit organization promoting citizen diplomacy in Eastern Iowa, CIVIC depends on an engaged and connected volunteer base. CIVIC's Strategic Plan calls for raising its profile and increasing membership to 130. To implement this directive, a new membership standing committee was formed and has been meeting with the Executive Director monthly since May. The committee is made up of three board members, one CIVIC member, and one student intern but is still looking for more CIVIC members to share their ideas and energy and serve on this committee. Are you interested?



Our twin objectives are to expand and engage membership. CIVIC has seen a modest gain over 2013 of ten more members with 96 paid memberships in 2014. To further the membership drive, the committee approved two new CIVIC brochures drafted by student interns. Have you seen them? Available on the website, take a look. One flyer specifically targets students and touts such benefits of membership as cultural competency, networking and global connections. The brochures were handed out at the University of Iowa Cultural Diversity Fair on October 5th. A second general brochure also encourages joining CIVIC to become a citizen diplomat and build global ties locally. Brochures are made available at CIVIC events like Meet and Greets to reach potential new members. We welcome your feedback.

Student interns, in consultation with the membership and communication committees, conducted a general membership survey to gather information on why members join CIVIC and what you find rewarding. Thank you for participating! Interns also updated our membership data base. After CIVIC made the change from calendar year to fiscal/academic year, the Executive Director, intern and membership committee needed to draft new membership forms and letters. Membership dues remain at the same rate of \$10 for student, \$35 for individual and \$55 for household. Additional financial support levels now feature diplomatic designations: Attaché, Chargé d'affaires and Ambassador, to recognize your contribution to citizen diplomacy. The new streamlined membership form enables members to tell CIVIC how you would like to engage with international visitors. Space is provided on the membership form for referrals as we continue to rely on our current members to recommend new members. Please feel free to recommend potential names at any time. In October, our proactive Executive Director asked each board member to identify five potential new members that CIVIC should invite to the special Meet and Greet, "Connecting Eastern Iowa with the Middle East and North Africa." Non-member guests who came to this event received individualized letters thanking them for attending and then invited them to join CIVIC. As a result, six new members joined! One new recruit from Rockwell Collins in Cedar Rapids has helped CIVIC meet another goal of expanding membership beyond Iowa City and Johnson County. The membership campaign to add 40 new members in 2015 is our challenge and goal. Please join us in this drive and thank you for supporting CIVIC. Visit civiconline.wordpress.com to learn more about becoming a member and supporting the organization.

"Our hostess, Jane was very friendly with us, asked a lot of questions about our countries and made us feel at home. One of my favorite parts of the Iowa visit!"

-Laura Kyyro, Young European Leaders, October 10, 2014

CIVIC Communications Update

from board member **Martha Kirby**



The Communications Committee is charged with improving our communication with members, volunteers, and the community. Committee membership currently includes Martha Kirby, Alan Brody and Jo Butterfield—we welcome CIVIC members with an interest or expertise in communications to join us! Committee priorities for 2014 included increasing local media presence, surveying membership regarding their preferred contact method, increasing our social media profile, building content on the new website, and creating a consistent brand look for all CIVIC communications.

We are happy to report that much progress has been made toward these goals, thanks to the talent and dedication of the CIVIC staff, and there is still much to do. If you haven't looked at the website recently I encourage you to take a look. While there check out the calendar with information about our upcoming programs and events and like us on Facebook so that your family and friends can learn about the great work CIVIC does! The Communications Committee looks forward to a productive 2015 in which we will complete our branding project, work with the Fundraising Committee to produce high-quality promotional materials, and collaborate with the Membership Committee to further refine our communication with membership. We welcome your input and participation!



Programming and Operations Update

from board member **Newman Abuissa**

The Operation and Programming Committee was formed last year to analyze and improve on the recruiting and preparation efforts for our visits. Thanks to Jo Butterfield, Harry Olmstead, David Tiffany and our intern Ha Young Jeong for their participation and input. What the people of Iowa lacks compared to the big city life and regions with warm weather, the people Iowa more than make

up for it by their personal attention and care they provide our visitors. The personal interactions are the highlight for the CIVIC volunteers and our guests. Exchanges range from receiving the visitors at the airport to providing home hospitality dinners. To improve our knowledge of the available community resources, we would like to add resident experts in the following modules or areas: Agriculture, Culture, Education, Energy/Environment, Governance, Health Care, Journalism, Religion and Business. We welcome all experts in any of those area to become our advisory contact and to provide guidance about the field as we program professional appointments for our visitors. It has been enriching to learn about our community and sharing what is available with our visitors. We hope this coming year to increase our volunteer base and enhance the quality of each visit with your input and help.

CIVIC Finance Report

from board member **Dave Tiffany**



2014 Fiscal Year Annual Report

CIVIC has moved its fiscal year to track the federal fiscal year and that of our primary grant agency, Global Ties. As a result, the 2014 FY was an abbreviated one that ran from January 1, 2014 to September 30, 2014. The 2015 FY began on October 1, 2014 and will end on September 30, 2015. The Global Ties grant remains our largest source of funding. We continue to enjoy a mutually beneficial partnership with International Programs at the University of Iowa. UI International Programs provides office space and critical operational support for a nominal fee as well as \$1500.00 in funds that may be used to offset additional university-related expenses. (UI funds are distributed over the academic year.)

Our Global Ties grant is calculated based on the number of visitors and projects we hosted during the previous federal fiscal year. We earn points based on an equation that uses the total number of international visitors, programs hosted, and the type of program (e.g. individual or regional). The points accumulated determines the grant "band." For the 2014 grant year, we achieved the "125-150" point bandwidth (based on 2013 visit numbers). This earned CIVIC a Community Partnership Grant totaling \$35,102.00. We maintained our grant bandwidth this year. To jump to the next band width would require an increase in our operational capacity.

Here is a brief breakdown of our 2014 FY financials (rounded to the nearest dollar).

Income	
Memberships	2,610
Member Donations	2,560
Community Partnership Grant (Global Ties)	35,102
National Meeting Travel Grant (Global Ties)	1,004
International Programs	1,490
Fulbright Foreign Language Teaching Assistant support fee	1,530
Interest	25
Total Income	\$ 44,141
Expenses	
Personnel Expenses	22,349
Operating Expenses	10,266
Total Expenses	\$ 32,615
Assets	
CD	6,432
Cash Balance	26,466
Accounts Receivable	1,937
Total Assets	\$ 34,875

Summary: The outlook for the 2015 fiscal year is excellent. We are already recruiting and obtaining new international visits. With increased membership and volunteers we may be able to increase our band width to the "150-175" level, which would increase our grant funding for the 2016 fiscal year. Additionally, given the operational stabilization over the past few years, we look to strengthen our emergency fund this fiscal year, improving CIVIC's long-term fiscal security.

Special Thanks to CIVIC Board Members

Newman Abuissa
Patrick Bourgeacq
Alan Brody
David Tiffany

Brenda Greteman
Martha Kirby
Jane McMullen
Harry Olmstead

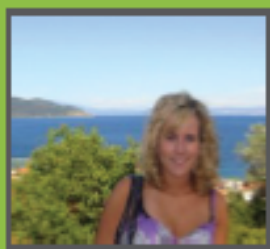
Elena Osinskaya
Concepcion Piragine
Ken Royar

Meet the CIVIC Team

Program Coordinators-



Brandon Jennings
May 2013 - June 2014
Brandon Jennings is currently doing some coursework in civil/environmental engineering at the University of Iowa. He's preparing to apply to grad school in environmental engineering for next fall. Brandon is also working in a lab on campus that is looking at the applications of nanofibers to water treatment and also working for the city of Iowa City at the municipal water plant as a student operator.



Keelie Johnson
Summer - Fall 2014
Keelie Johnson is a recent graduate of the University of Iowa. She received a major in International Studies, a minor in Russian, and a certificate in Human Rights Studies. During her time at Iowa, she interned with CIVIC and had the privilege of traveling to Washington, D.C. for the 2014 Global Ties U.S. National Meeting. She has recently taken a position and has started her career with the March of Dimes in Des Moines, IA.



Margaret Goetz
Communications Intern
Membership Intern
Margaret Goetz is a senior at the University of Iowa studying Communications, Health Promotions, and Fundraising and Philanthropy. Upon graduation she hopes to work in Public Relations. She is an active member of her sorority, Kappa Alpha Theta and in her free time enjoys being with friends and family, traveling, and being outdoors.



Karleigh Gunderson
Communications Intern
Karleigh Gunderson is a senior at the University of Iowa studying Journalism and Mass Communication & Studio Art. Karleigh loves to travel and got the opportunity to study abroad last summer in Prague, Czech Republic to explore Central Europe. After graduating, she will backpack and see more of the world.



Ha Young Jeong
Programming and Operations Intern
Ha Young Jeong is a third year undergraduate student at the University of Iowa majoring in International Relations. Due to her interest in transnational issues and humanitarian work, she also pursues a minor in Global Health Studies and a certificate in Human Rights. In addition to CIVIC, Ha Young has been involved in Iowa UNA as an intern and volunteered at numerous non-profit organizations in Iowa City. She also actively pursues research in civil war conflicts at the university.



Nadia Doubiany
Fundraising Intern
Nadia Doubiany is a Senior at the University of Iowa. She is earning a B.A. in International Studies with an emphasis in Human Rights, a certificate in Fundraising and Philanthropy Communications, and a minor in Spanish. Her mother is from Iowa, her father is from Morocco, and she was born and raised in Iowa City. Nadia has recently taken on the role as Program Coordinator and we look forward to her success in her new position in 2015.



Caroline Rainey
Membership Intern
Summer 2014
Caroline Rainey is a senior at Loras College double majoring in Political Science and International Studies, with minors in History and English. She is also member of the Women's Tennis Team and enjoys running in her free time. Caroline will be traveling to Italy this January and one day hopes to travel all across the globe.



Emma Kaboli
Membership Intern
Summer 2014
Emma Kaboli is a freshman at Cornell College in Mt. Vernon where she majors in International Relations and Economics, with a minor in Spanish. She loves to sing, write, volunteer, travel, and spend time with friends and family. She has volunteered in Guatemala and Honduras, spent time in China, Vietnam, Egypt, Peru, Italy, and Ecuador, and has been to the past two World Cups!

Get involved in Citizen Diplomacy today:

- Serve as a program escort and transport and accompany visitors to their professional appointments
- Invite visitors to your home for dinner
- Share the rich and diverse heritage of Eastern Iowa with our visitors by participating in cultural excursions



Connect
with the
world!



Membership

Citizen Diplomat

Student Rate -- \$10
Individual Rate -- \$35
Household Rate -- \$55

Donation Levels

Attaché -- \$50 - \$199
Chargé d'affaires -- \$200 - \$499
Ambassador -- \$500 +

"Great program, very well organized with diverse meetings which really gave me the possibility to learn more about the various aspects of life and organization both of the city and state."

-Tamara Pesic

"Iowa City itself is very nice, lively, and pleasant. Many thanks for all the flexibility and extra helpfulness."

-Eileen Maloy

"Very good, well organized and helpful group of volunteers who made a great impression of community involvement in Iowa."

-Elena Spivak

"A true gift to be able to do this all in Iowa."

-Tariq Alolaimy