



# CIVIC

Council for International Visitors

## Iowa Cities

2017 ANNUAL REPORT



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**GLOBALTIES > U.S.**  
AT THE CENTER OF INTERNATIONAL EXCHANGE

2017 Annual Report



# Council for International Visitors to Iowa Cities

## Who we are:

Council for International Visitors to Iowa Cities (CIVIC) is a community-based, member-driven non-profit organization that creates, supports, and sustains citizen diplomacy initiatives in eastern Iowa's Creative Corridor.

## What we do:

CIVIC coordinates people-to-people exchanges between international visitors and residents of eastern Iowa's Creative Corridor. As a member of Global Ties U.S., CIVIC collaborates with the U.S. Department of State's International Visitor Leadership Program to host current & emerging international leaders who work in both public and private sectors. By programming meetings between visitors and their professional peers, hosting home hospitality dinners, and sharing the rich culture of our community, CIVIC builds global ties locally.

## 2017 KEY IMPACTS

Volunteer Hours: 1117

Volunteers Engaged: 73

Hotel Rooms: 507

Meals Purchased Locally: 1581

Intern Hours: 2650

Student-Visitor interactions: 293

Professional Appointments: 132

Home Hospitality Dinners Hosted: 23

## Mission Statement:

Through citizen diplomacy, CIVIC seeks to promote international cooperation, foster mutual understanding across national borders, facilitate the creation of global professional networks, and contribute to the global cultural education of area students and community residents.

## Vision:

CIVIC seeks to strengthen our community's commitment to and participation in cross-cultural exchanges on professional and individual levels. We believe in the inherent value of cross-cultural interactions and that people-to-people exchanges contribute to the creation of a more peaceful world for which we strive.

## Our Values:

In our day-to-day and long-term decision making, we seek to align our actions with our values. To do so, we ask: Is it globally-focused? Is it member-focused? Is it community-focused? We believe that affirmative responses support our mission and move us closer to our vision.



European leaders meet with West Liberty city officials to discuss immigrant integration



Council for International Visitors to Iowa Cities

## Message from the President and the Executive Director

Greetings friends! We'd like to take a moment to reflect back on 2017 and to express our appreciation for all you've helped us to accomplish. Thanks to our members, board of directors, staff, and local community, 2017 has been a year of record achievement. Through citizen diplomacy, we have extended the hand of friendship to more people than ever. In total, we hosted 150 visitors from 70 different countries!

The three committees of the board—membership, communications, and fundraising—all embarked on new endeavors to strengthen our community outreach, expand our capacity to host visitors, and prepare for the future. Membership is strong thanks to those who tell the story of CIVIC and our work. The finances that support our organization are on solid ground due to fiscal stewardship, our expanding list of Partnership Program sponsors, and the contributions made to CIVIC's growing endowment fund.

But more than that, it is the knowledge that we have participated in a movement that brings people together. Visitors often remark in their evaluations about the remarkable warmth and hospitality they've experienced in Iowa. As one said, "Iowa City will now always be home." This is because those involved in CIVIC simply care about our world.

The prospect for promoting international cooperation and appreciation for all of the world's people stands within our grasp; our work continues to demonstrate that we are all part of the world community. By belonging to CIVIC's team of citizen diplomats—to those who greet, guide, and host or who share insights about the work that they, their organization or business does—we touch the lives of many here at home and abroad. Together we can be a force for positive local and global engagement and make a difference in the world!

Thank you for helping CIVIC to build global ties locally!

*Ken Royar and Jo Butterfield*



Jo Butterfield  
Executive Director



Ken Royar  
CIVIC Board President

## 2017 At-A-Glance

CIVIC welcomed

- **150 international visitors**

Representing

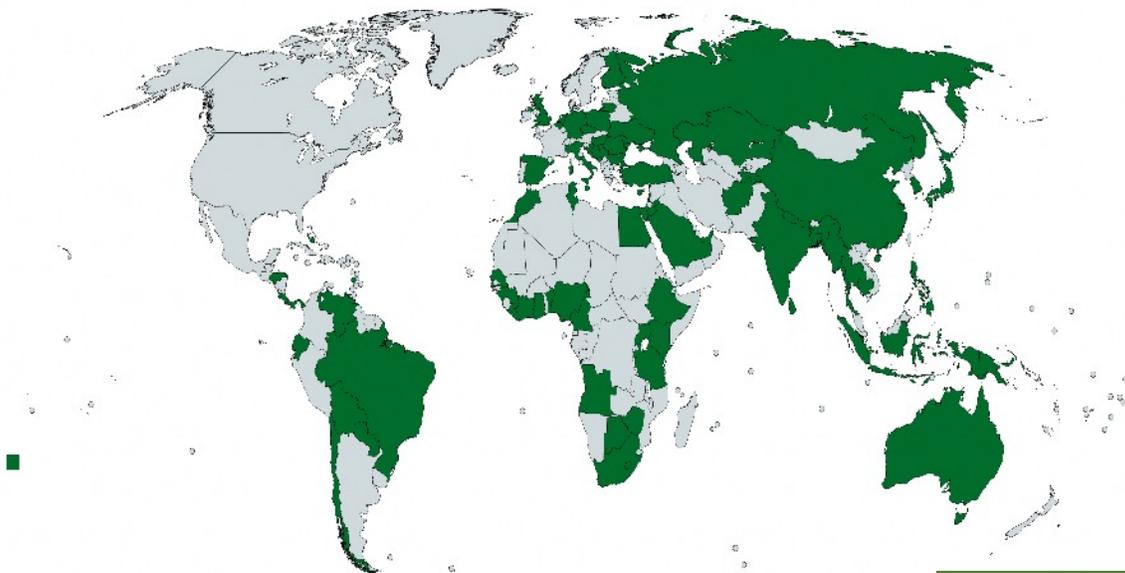
- **70 countries/territories**

### Programmed 21 visits examining:

- Young Political Leaders
- Inclusive Electoral Process
- Entrepreneurship
- Political Activism, Community Organizing, & Campaigns
- Law Enforcement, Community Policing
- Digital Media Freedom
- New Media and Civil Rights
- Public Health and Food Security
- Current Political, Social, and Economic Issues in the US
- Science and Technology Education
- Immigration and Integration
- Building Inclusive Economic Growth
- Farm to Market
- Interfaith Dialogue
- NGOs and Civic Activism
- Civic Engagement
- Democracy and Journalism
- US Political Campaigns
- Mandela Washington Fellows

### Countries Represented:

Belgium	Bolivia	Burundi
Botswana	Brazil	Benin
Burma	Bulgaria	Cambodia
Cameroon	Chile	Cote d'Ivoire
Costa Rica	Czech Republic	
Cyprus	Egypt	Ethiopia
Finland	Germany	Ghana
Guinea	Honduras	Hungary
Italy	Israel	Indonesia
Japan	Jordan	Kenya
Liberia	Lesotho	Lithuania
Malta	Morocco	Montenegro
Nepal	Nigeria	Netherlands
Philippines	Paraguay	Panama
Poland	Romania	Russia
Senegal	Serbia	Saudi Arabia
Spain	St. Lucia	South Africa
Sri Lanka	Tanzania	Tajikistan
Thailand	Turkey	Tunisia
Ukraine	Uganda	Venezuela
West Bank	Zimbabwe	Bosnia-Herzegovina
Papa New Guinea		The United Kingdom
Republic of Korea		United Arab Emirates
People's Republic of China		



# Committee Initiatives



Jennifer Blair,  
Communications  
Committee Chair

This year, the Communications Committee created and implemented our first CIVIC Style Guide, which keeps our correspondence, print materials, and website consistent. You may have noticed this in our communication with you this year. Thanks very much to intern Mariah Gonzales for her work on the Style Guide. We also adopted a consistent description of our volunteers' work, using the words "greet, guide, and host." We were delighted to have run advertising spots on Iowa Public Radio this past fall using this language. Thanks to intern Lucas Fagre for helping to draft this new language and to revise marketing materials to help us with a consistent, professional look.

We are currently partnering with journalism students in a Non-Profit Writing Class, who are auditing our communications strategy, making recommendations, and creating additional materials for our use.

Our committee is also responsible for planning the Celebration of Citizen Diplomacy Dinner on Wednesday, April 18. We are thrilled to be welcoming Dr. Simon Estes and Charity Nebbe and hope to see you there!

Jennifer Blair, Communications Committee Chair



Amy Chastain  
Membership  
Committee Chair

CIVIC's Membership Committee has focused this year's efforts on maintaining our membership base and providing members with new ways to engage with our visitors. To do so, we launched a new series of "informal" Meet & Greets. The committee, in collaboration with the programming staff, has looked to identify times in the visitors' schedules when we might find time to sit down with them in a relaxed, casual environment. At these gatherings, members and volunteers have had the chance to chat, learn about one another, and further our mission to foster mutual understanding. We hope to have you join us at a Coffee and Conversation, Sip and Socialize, or Dine and Discover sometime soon!

These new gatherings are perfect for those that want more opportunities for engagement as well as those who want to be involved in welcoming guests but may not be quite ready to greet, guide or host on their own. If you feel like you want more information before jumping in to one of these other roles—or would like a refresher—join us on the morning of April 7th for an interactive volunteer training!

Amy Chastain, Membership Committee Chair

## Help spread the word by engaging with CIVIC



- CIVIC's Twitter account made 8,080 impressions in 2017.

- CIVIC's Top scoring Tweet from 2017 made 2,717 impressions, and engaged 90 people.

- 88% of our Twitter base comes from the United States, with 12% coming from 9 other countries.



- CIVIC's Facebook Page added 99 followers to its number in 2017.

- CIVIC's Facebook Page was liked 97 times in 2017.

- Our most read post of 2017 reached 2,200 people.

- Our most popular post of 2017 was liked 308 times.

- The CIVIC website was viewed 4,708 times in 2017.

- It was viewed predominantly in the United States and also 51 other countries.

# Building Global Ties Locally: 2017 Highlights



Japanese Delegation with CIVIC interns at Carver Hawkeye Arena

"This program was the strongest segment of (our) trip. Something (we) did not expect. Please extend our appreciation to your army of volunteers, hosts and drivers. They were crucial. We loved Iowa."

**Young Political Leaders from Brazil IVLP**



One of the European Farm to Market visitors gets a first hand look at a John Deere tractor



At TPI in Williamsburg with the Clean Energy Delegation



Community Policing with the Linn County Sheriff



German reporters talk covering politics in Iowa with the Cedar Rapids Gazette



STEM education delegation meet with Cedar Rapids McKinley's Robotics Club

# Building Global Ties Locally: 2017 Highlights



Journalists from East Asia and the Pacific Rim meet with Iowa Farmer Today staff

"I didn't know about Iowa before and now I'm very glad for this opportunity to see your city. Thank you, I love Iowa now!"

**IVLP delegate,  
New Media and  
Civil Rights Program**



Burmese Delegation at NewBo Co. in Cedar Rapids



The Mandela Washington Fellows visit the Herbert Hoover National Historic Site



Visitors becoming Iowa Hawkeye fans



The Mandela Washington Fellows at a Cedar Rapids Kernel's game



CIVIC volunteers at Iowa City's annual Oktoberfest



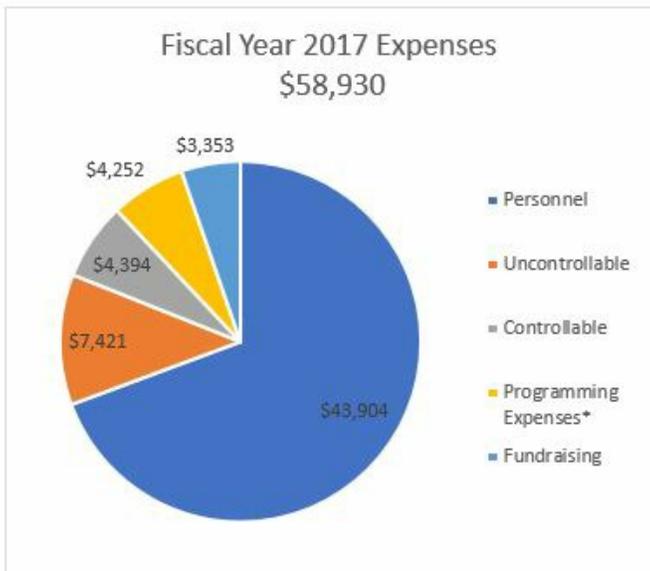
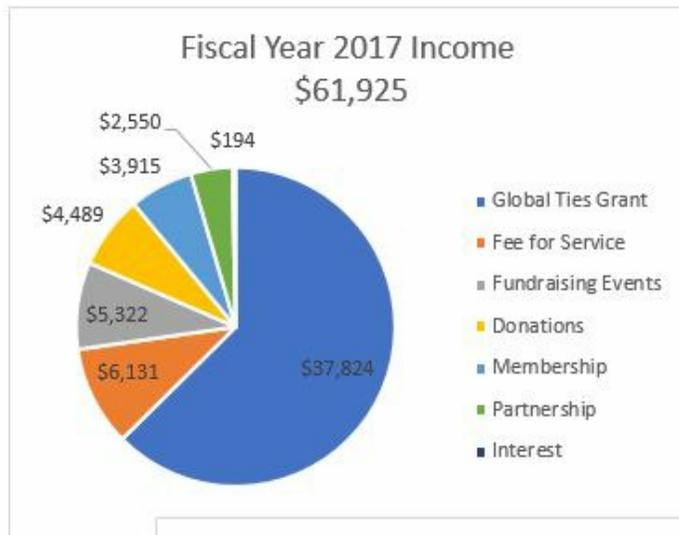
Visitors from Indonesia for Political Activism meet Senator Joni Ernst

# 2017 Treasurer's Report

In an environment where some of our sister organizations have folded due to federal budget challenges, CIVIC answered the challenge to diversify our income sources. In FY2017, thanks to the efforts of our staff, members, and Board, CIVIC strengthened operations and continued to build financial security. Our quality programs are attracting more requests for fee-for-service programs, more local businesses are supporting us through the Partnership Program, and increasing membership is raising our profile and our fundraising capabilities. As your Treasurer, I encourage all members to participate in our efforts to strengthen our financial position—ask us how you can contribute your community connections to the cause!



Martha Kirby, Treasurer



\*Includes only program expenses not reimbursed for Department of State programming.



Council for International Visitors to Iowa Cities

## PARTNERSHIP PROGRAM SPONSORS

Thank you to the following organizations for their significant contributions to supporting CIVIC's work.



## PARTNERSHIP PROGRAM

CIVIC programs make a significant cultural and economic impact in our community. International visitor program funding is one of shared responsibility between our local community and the federal government.

Find out more about how area businesses can demonstrate their support for building global ties locally at <http://iowacivic.org> or by contacting the CIVIC offices at 319-335-0351

## Partnership Program





Council for International Visitors to Iowa Cities

## 2017 CIVIC Volunteer-Member Awards

**Save the Day Award:**  
Devon Jensen

**Hit the Ground Running Award:** Amy Chastain  
and Liz Bergeron

**Above & Beyond Award:**  
Jeanne Stoakes

**Pineapple Award:** The Weitz Family

**Flight Tracker:** Jayne Finch

**2017 Lifetime Member Inductees:**  
Kenneth and Jan Hubel



CIVIC members Kathy Fait and John Fuller hosted the Mandela Washington Fellows for an afternoon of cultural exchange



The Advancing Civic Engagement group at a home hospitality dinner with Liz and Alan Bergeron

"It was nice to see so many people take to volunteering for this purpose. All were nice and helpful. Our overall experience in Iowa City was very positive."

**Science and Technology  
Education for Youth Delegation**



A Mandela Washington Fellow explores the Kalona Buggy Shop



Expanding Agricultural Market Visitors from West Bank learn about and tour through Grow: Johnson County



The Morocco Clean Energy Delegation and Board Member Jane McMullen don protective gear for their tour of the TPI Composites plant



Council for International Visitors to Iowa Cities

## Get Involved in Citizen Diplomacy Today!

- Greet and guide international visitors as they experience the people and places of eastern Iowa
- Welcome emerging leaders into your home for dinner and conversation
- Share the rich and diverse heritage of eastern Iowa with our visitors by participating in cultural excursions

### Citizen Diplomat

Student Rate: \$10

Individual Rate: \$35

Household Rate: \$55

### Donation Level

Attache: \$50-\$199

Charge d' affaires: \$200-\$499

Ambassador: \$500+

Show your support for a more peaceful and prosperous world by becoming a citizen diplomat!



### Board of Directors

**Ken Royar**  
President

**Jane McMullen**  
Vice President

**Christy Weitz**  
Secretary

**Martha Kirby**  
Treasurer

**Amy Chastain**  
Membership Chair

**Jennifer Blair**  
Communications Chair

**Elena Osinskaya**

**Newman Abuissa**

**Concepcion Piragine**

**David Tiffany**

### Staff

**Executive Director:**  
Jo Butterfield

**Programming Coordinators:**  
Madison Hunke  
Thomas Panther

**Interns:**  
Ty Lassen  
Mark Schoen  
Alex Dornacker  
Lucas Fagre  
Mariah Gonzales



# CIVIC

Council for International Visitors to Iowa Cities

## Celebration of Citizen Diplomacy Dinner

Please join us for the 3<sup>rd</sup> Annual Celebration of Citizen Diplomacy Dinner



Wednesday, April 18, 2017

6:00-9:00 p.m.

hotelVetro

Iowa City, Iowa

Keynote speech by Dr. Simon Estes with IPR's Charity Nebbe as emcee.

Recognition of outstanding contributions to citizen diplomacy made by an area business/industry, local non-profit organization, and individual.

## 2017 Citizen Diplomat Award Winners



Ed Ulch Accepts the "Citizen Diplomat Award for an Individual"

Keynote speaker Ken Quinn speaks about his international experiences



The Oakdale Community Choir was awarded the "Citizen Diplomat Award for a Non-Profit," accepted by Dr. Mary Cohen



Phil Forbes from Kalona SuperNatural accepts the "Citizen Diplomat Award for a Business"



CIVIC members enjoying the CCDD dinner.