

<b>BOARD OF TRUSTEES</b>	<b>INFORMATION</b>
Santa Monica Community College District	September 6, 2011

**APPENDIX B: GLOBAL CITIZENSHIP INITIATIVE**

We live in an era of global change driven by a thickening and expanding web of global connections. When the original SMC Global Citizenship Task Force was formed in Spring 2007, Facebook had approximately 20 million users; Twitter was only a year old, and both the first iPhone and Android were still several months away from public release. Today, just four years later, smart phones are fast becoming ubiquitous, Facebook’s active users number 750 million, and Twitter handles an average of 150 million “tweets” worldwide...per day!

These revolutionary changes in the world of personal communication might appear trivial at first glance, at least if one can look past the hundreds of billions of dollars of market capitalization and the tens of thousands of employees accounted for by companies such as Facebook, Twitter, Apple, and Google. Rather than isolated phenomena, however, the changes in mobile communications and social networking are just the latest chapter in an accelerating history of global connections and social and environmental change that one can trace back hundreds of years.<sup>2</sup> If not obvious before, the tumultuous events of 2011 have reminded us of the transformative times in which we live. A tsunami and nuclear catastrophe triggered by an earthquake in Japan. A contagious debt crisis that has spread from one financial sector to another and one country to another, sickening the world economy in the process. Uprisings on the streets of multiple cities around the world, each one reflecting a different set of causes and intended outcomes—the differences, say, between Tahrir Square and Tottenham—but all of them facilitated by the new grassroots-organization potential of the social network. These are all examples of how events today are rooted in global connections and have consequences that ripple and reverberate around the world, carrying both the promise and the peril of our global age.

As much as ever before, then, it is vital that Santa Monica College continues its mission of educating global citizens. By raising awareness of global diversity and global connections, and by encouraging an ethic of personal responsibility toward one’s local and nonlocal communities through understanding and active participation, we strive to equip our students with the tools and the attitudes they will need to nimbly adapt to a future characterized by recurrent change. These tools include knowledge of the context and the processes by which various types of social, cultural, technological, and environmental change are occurring, as well as an ability to exploit the powerful potential of today’s high levels of personal mobility and communication—not just for one’s own selfish gain, but in service to others as well.

This report summarizes the work of the Global Citizenship initiative during the 2010–11 academic year and concludes with a look ahead to priorities for 2011–12.

**Annual Theme**

Beginning with “Water” in 2009–10 and continuing last year with “Food”, the annual theme has been quickly integrated into the life of the college. The theme is proving to be an effective tool for raising awareness of Global Citizenship around the campus and promoting thoughtful engagement in the initiative. Especially in this highly constrained budgetary environment, the themes provide an effective vehicle for both developing and disseminating the idea of global citizenship in a diverse and inclusive way.

<sup>1</sup> <https://www.facebook.com/press/info.php?timeline> and <http://blog.twitter.com/2011/03/numbers.html> (accessed 26 August 2011)

<sup>2</sup> J. R. McNeill and William H. McNeill, *The Human Web: A Bird’s-Eye View of World History* (New York: W. W. Norton & Company, 2003)

The Global Citizenship Council added two new features to the annual-theme project this second year. First, a campus-wide common book was selected that the entire college community was invited to read and discuss throughout the year. By an almost immediate consensus among the Global Citizenship Council, *Food Rules* by Michael Pollan was selected. The book's brevity and its unorthodox organization made it a very accessible read, across a wide variety of disciplines, but it also made the book a bit of a challenge to incorporate into class projects and campus-wide discussions. With that experience in mind, the English Department was asked to select the common book for 2011–12, and after a great deal of interested and productive discussion, they selected two common reads. As the work of fiction, they chose Hermann Hesse's 1922 novel about one man's quest for happiness, *Siddhartha*; as the work of non-fiction, the department chose the recent bestseller by NPR foreign correspondent Eric Weiner, *The Geography of Bliss: One Grump's Search for the Happiest Places in the World*. Both works promise to offer much potential for discussion this year across a wide range of disciplinary perspectives.

The second innovation related to the annual theme was the development of a new system for selecting each year's theme. The process was opened to a campus-wide vote. Throughout the Fall and the Winter, nominations of prospective themes were solicited from SMC faculty and staff. Early in the Spring, the Council refined the list of suggested themes into seven finalists, which were then put to an online vote. At the end of the voting period, 189 employees and 997 students had submitted their preferences. "Health, Wellness, and the Pursuit of Happiness" came in as the top selection.<sup>3</sup>

This theme readily connects to the first two themes of Water and Food, but it also provides a welcome change of pace. Especially through the "happiness" component, this theme is not as anchored to material, environmental concerns and readily lends itself to interpretation and examination by the arts and humanities, as well as for better integrating Kinesiology, Nutrition, and Health Sciences into the initiative.

## **Student Engagement**

Thanks in large part to the annual themes, Global Citizenship enjoys a high profile at SMC, especially among faculty and staff. One of the primary rationales behind opening the selection process to a college-wide vote last year was to help raise student awareness of the initiative.

The Global Citizenship Council pursued several different tactics last year. Under the leadership of Jose Cue and Peggy Kravitz, for example, Global Citizenship has been integrated into two major student-orientation projects— Counseling 20 and VIP Welcome Day.

One of the most common responses from students upon first learning about SMC Global Citizenship is, "How do I sign up?" As a result, the Council is developing ways in which students can gain a sense of membership in the initiative. Professor Eric Minzenberg, who advises the vibrant Anthropology Club, served as a liaison to the Inter-Club Council this past Spring. The Council will build on his initial outreach and identify existing and perhaps new clubs that facilitate students taking a leadership role in global citizenship.

To further address students' desire for a sense of membership, and to give it a more academic slant, Cue and Kravitz are now developing a Global Leadership designation that students would earn as a transcript notation for consideration by the Academic Senate. With the tag line, "Promoting service, sustainability, and global awareness," the SMC Global Leadership designation will incorporate a combination of coursework, experiential learning, and service.

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<sup>3</sup> Individual votes were translated into points, based on whether the theme was selected as the respondent's first, second, or third choice, as well as the weighting factor to give equal influence overall to the student and employee groups. The final tally for the top three themes was: Health, Wellness, and the Pursuit of Happiness = 2099 points; Poverty and Wealth: The Inequities of Globalization = 2063; Consumption and Waste: Are We Drowning in Stuff? = 2057. A complete report on the vote is available at the Global Citizenship website.

Global Citizenship now has two marquee events during the year that highlight student engagement. Toward the end of the Fall semester, the nationally designated International Education Week (IEW) provides a concentration of activities that cross-promote each other. Led by Dean Kelley Brayton and the International Education department, IEW is a time to celebrate SMC's diverse campus community with a collection of lectures, performances, and social events that promote global citizenship generally while also informing students of related curricular and extracurricular opportunities, such as study abroad and local field trips.

Highlights from last year's food-themed IEW included:

- a screening and faculty panel discussion of the 2000 feature film *What's Cooking?*, which explores the connections between food and family through the interwoven story of four Los Angeles Thanksgiving celebrations, each based in a different ethnic heritage: Vietnamese, Mexican-American, African-American, and Jewish.
- three events featuring Najwa Abbas Ahmed, of the United Nations and the Salzburg Global Seminar: a lecture on the conflicts in her native Sudan; a presentation on the experiences of African women in Islamic Societies; and a seminar discussion with students and faculty about the role of the United Nations and how students might get involved with the UN, through internships as well as a possible career path.
- Global Citizenship Day—a celebration on the Quad featuring music, dance, and a multicultural variety of street foods to sample, as well as an international fair of tables providing information about global opportunities offered both on and off campus.

Another effective tool for reaching students is through movies. SMC Film Studies faculty Josh Kanin and Salvador Carrasco have presented a number of globally themed films to the campus community. In Spring 2011, they hosted screenings of two films distributed through the Global Film Initiative (GFI): *Becloud*, a Mexican film about the reunion of three childhood friends in Mexico City after years of separation; and *Ordinary People*, a Serbian film about soldiers engaged in an ethical struggle upon learning that their orders involve the execution of Croatian civilians. SMC's participation in GFI was funded by the Title VIA grant, and includes permanent access to both the 2010 and 2011 GFI collections.

Finally, to keep students and the rest of the campus community engaged in Global Citizenship, the Council continues to utilize social media wherever possible. The Facebook page is attracting new followers all the time, more than tripling in number in the last 12 months. The Council also maintains a Twitter feed, a public Google calendar, and SMC webpages to keep people abreast of events and meetings related to the initiative. The initiative's faculty leader, Pete Morris, has used Facebook also to share articles and reports from around the world that touch on the themes of global connections and global change. There are limitations, however, to using Facebook for this purpose, so in May he created a more robust Global Citizenship blog at Tumblr [sic].<sup>4</sup>

## **Curriculum and Professional Development**

The most effective method for reaching students in the Global Citizenship initiative is to integrate these ideas across the curriculum. This requires knowledge, creativity, and commitment on the part of SMC's faculty.

The Global Studies Associate in Arts degree and Certificate of Achievement, developed by the Interdisciplinary Studies committee, are currently awaiting approval from the Chancellor's office. Two new courses were developed (Global 10, Introduction to Global Studies and Global 95, Experiential

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<sup>4</sup> <https://www.facebook.com/globalsmc>; <https://twitter.com/#!/globalsmc>; <http://globalsmc.tumblr.com/>

Learning in Global Studies) and two courses were revised (Geog/Global 11, World Geography and Pol Sc/Econ/Global 5 Global Political Economy) for this new program of study.

During the 2010–11 academic year the following courses were approved by the Curriculum Committee and Academic Senate to fulfill the Global Citizenship Associate degree requirement:

- Envrn/Psych 40, Environmental Psychology
- Envrn/Psych 20, Environmental Ethics
- RRM 1, Introduction to Recycling and Resource Management

The Global Citizenship Associate degree requirement is facing its first challenge as a result of SB 1440. SB 1440 does not permit community colleges to impose any local degree requirements upon students pursuing Associate in Arts-Transfer (AA-T) or Associate in Science-Transfer (AS-T) degrees. In discussions during the year the Curriculum Committee decided that it is not yet time to remove the degree requirement across the board. The hope is that if/when such a decision needs to be made, the ideas and ideals of global citizenship will be so deeply integrated across the SMC curriculum that a degree requirement will no longer be necessary to achieve the curricular goals of the initiative.

As described above, the annual theme has been a powerful vehicle for faculty to integrate global citizenship into their courses across disciplines. The Second Annual Global Citizenship Research Symposium and Tournament—originally developed by Professors of Communication Studies Nancy Grass Hemmert and Nate Brown—demonstrated this cross discipline integration. There were 31 submissions from 70 student participants (there were a few group projects). This included seven in the Speech category, five papers, seven films, eight art/photo submissions, and four dance performances. Approximately 50 audience members attended. Each work was judged by a panel of faculty for its overall quality and illustration of global citizenship. In addition works were judged for their representation of the annual theme for the special President’s Award. The President’s Circle of the SMC Foundation provided cash awards to winners in each category.

None of the curricular developments described above would be possible without a strong commitment to professional development, spearheaded by the Academic Senate. The Professional Development Committee consistently demonstrates support for the Global Citizenship initiative and the annual theme by featuring them prominently at campus-wide Flex Days. In addition there have been numerous events on campus during 2010–11 to enhance professional development, including the Global Connections speaker series as well as the series on culture and food around the world presented by the Modern Languages and Cultures department. SMC faculty also provided several Global Citizenship events using mini-grants funded by the original monies set aside by the Board of Trustees in support of the initiative.

Professional development provides a very good example of how the college has been able to leverage resources to maximize the collective impact. The events described above were sponsored by the District, the SMC Associates, the Foundation, the Senate, and the Title VIA grant.

## **Study Abroad**

SMC values study abroad as an essential part of the Global Citizenship Initiative. Study abroad participants have had an invaluable experience of learning in a foreign context and culture. There were a number of factors that affected Study Abroad during the 2010–11 academic year. For reasons of low enrollment, the programs for both Winter and Summer 2011 sessions were canceled. Despite tireless recruiting in the Fall, none of the three planned Winter programs (to Egypt, Mexico, and South Africa) met their 25-participant minimum. It appears that the weak economy largely is to blame, because all three programs had received inquiries throughout the Fall from interested students only to fall short as deposit deadlines arrived. In previous years, Study Abroad benefited from very generous scholarship support by the Associated Students—as much as \$68,000 for Summer 2010 alone. The A.S. was able to offer only \$20,000 in scholarship support this year—still generous, but not enough to support study-abroad students in this economic climate.

While waiting for the economic situation to improve, the Study Abroad subcommittee has been utilizing this time for collaborative reflection. The committee's co-chairs, Nancy Grass Hemmert and Garen Baghdasarian, produced a preliminary Master Plan for Study Abroad during the 2010–11 academic year. Still in draft form, the Master Plan includes suggestions for planning, developing, recruiting, and supporting the out-bound programs that have thus far defined Study Abroad at SMC, as well as potential new types of offerings, including in-bound study tours for visiting students, and out-bound, not-for-credit study tours for the public at large. The goal is to finalize the Master Plan for Study Abroad this year, built around the following principles:

- **Develop a larger and more predictable pool of scholarship funding.** It is a high priority for SMC that the Study Abroad program represent traditionally underserved populations. This has been successfully achieved in the past largely through the generosity of Associated Students scholarships; by developing additional funding sources, SMC can continue to provide Study Abroad opportunities to a diverse population, while also ensuring that future programs aren't cancelled.
- **Continue the creation of annual Study Abroad centers.** Using successful South Africa and Mexico-based Latin American programs as models, SMC will complete its continuing efforts to create similar centers for Study Abroad in both Turkey and China, with the goal of running at least one program per year in each of the four centers.
- **Develop and offer additional Study Abroad programs to supplement the four centers.** There is demand among both faculty and students for Study Abroad programs in other locations that could be offered on an occasional basis.
- **Create a new Academic Senate Joint Committee on Study Abroad.** This new Joint Committee will be responsible for recommendations regarding program and faculty selection.

Despite the budget-related suspension of SMC Study Abroad programs, there are several international opportunities open to community-college students to pursue. One is the short-term volunteer abroad tours that STA Travel offers in 30 countries with its non-profit partner, Planeterra. Another non-profit, BUNAC, offers similar short-term work abroad programs in the UK, Canada, Australia, New Zealand, Ireland, and France. For students with an interest in German language and culture, the German government offers a full-year work-study internship—the Congress-Bundestag Youth Exchange—specifically designed to provide intense language training along with postsecondary instruction and work experience in the student's chosen career field. Finally, three SMC students in 2010–11 received scholarships to study for a semester at Soonchunhyang University in Korea.

In February 2011, the Title VIA grant funded a site visit for two SMC faculty department chairs to a prospective Study Abroad site in China. Chris Fria, Department Chair of Entertainment Technology, and Perviz Sawoski, Department Chair of Theatre Arts, visited Zhejiang Vocational Academy of Art. They were joined by SMC administrators in Hangzhou and Shanghai to explore potential collaboration in the areas of student and faculty exchange, as well as curriculum design and development. As a result of this visit, a delegation of 12 faculty representing the Zhejiang Vocational College of Arts (ZVC) came to Santa Monica in late July and August to learn about SMC's programs in theatre, dance, broadcast communications and entertainment technology (digital media, animation).

### **Looking Ahead to 2011–12**

SMC enters the fifth year of its Global Citizenship initiative with a great deal of enthusiasm for the year of "Health, Wellness, and the Pursuit of Happiness." Building on the momentum that has developed around the initiative's ever-widening core of active participants, efforts will be concentrated in the following areas:

**Maintain and continue to develop the annual themes.** In just two years, the annual theme has been quickly embraced by the college community. As originally intended, it is proving to be a helpful tool for facilitating creative interaction between faculty across disciplines, and for giving both faculty and students tangible ideas that they can use to connect to the rather abstract notion of global citizenship.

**Strengthen awareness among, and participation of, students.** As described above, this is a point of emphasis that carries over from last year. In addition to continuing efforts described above, the Council plans to develop a comprehensive marketing plan for the initiative. This will include working closely with student clubs and Associated Students, particularly in developing service-oriented activities.

**Expand efforts to include community service.** The Academic Senate's Professional Development Committee made globally aware, locally placed community service a prominent part of the college Flex Day in March. One contact made through those efforts was with the local organization, Big Sunday, which has been organizing a region-wide day of service—now a three-day weekend of service—for more than a decade. By tapping into Big Sunday's infrastructure for placing volunteers in service projects, which include numerous opportunities for groups to work together, SMC will mobilize a much larger portion of students, faculty, and staff, to participate in this year's event (May 4–6). In addition, the Council plans to work more closely with the many other clubs and organizations at SMC that already emphasize community service in their activities.

**Use the new Democracy Commitment to bring more attention to the “citizenship” part of Global Citizenship.** While there is potential tension between the Democracy Commitment's focus on a nationalized conception of citizenship and the implicit international (or even anti-national) conceptions of global citizenship, this is a productive, creative tension that can be exploited to good effect. Any activities that engage SMC's students, faculty, and staff in examination and discussion of what it means to be a committed, active 21st-century citizen of the United States will influence, and be influenced by, ideas of our being simultaneously “citizens” of the Planet Earth.

**Continue to develop opportunities abroad for students, faculty, and staff.** Studying and working abroad is essential to one's development as a global citizen, and opportunities to do so played a prominent role during the first three years of the Global Citizenship initiative. Budgetary concerns led to a suspension of these programs last year, and moving forward, even if the fiscal situation improves, it is clear that cost will always constrain the number of these opportunities that can be provided. Developing outside funding sources, then, is instrumental toward plans for increasing and improving opportunities abroad.