

Gift to MSU Canadian Studies Centre Bolsters Canada-U.S. Relations



A gift from CN (the Canadian National Railway Company), one of the largest freight railroads in North America, will allow MSU to develop a program to help build relationships between government and business leaders in Michigan and Ontario and increase student awareness and participation in Canadian studies. The gift of \$200,000 over two years was announced in November 2004.

This newly funded program, the CN Forum on Canada-U.S. Relations, will provide a valuable outlet for government and business leaders, researchers, students, the media, and the public to discuss significant economic and cross-border trade issues affecting both countries.

“The generosity of CN is helping to open doors on our side of the border,” said Philip Handrick, director of the Canadian Studies Centre at MSU. “This gives us the capability of doing something we have only dreamed of until now.”

Michigan and Ontario share many common concerns that go beyond \$65 billion in trade each year, including many economic, social, environmental, educational, and cultural matters.

“A lot of issues like trade and the environment link Canada and the United States, so it’s very important, especially now, to open lines of communication,” Handrick said.

The forum will host a distinguished lecturer followed by a panel discussion to provide the context for bigger issues that affect both countries socially and economically, he added. A student essay competition offering scholarships as prizes will encourage MSU students to think about relevant issues on a larger scale.

process that occurs every ten years and is mandatory for its survival as a university—maintaining accreditation entitles MSU to participate in federal and state programs of benefit to higher education. Building on the university’s leadership in the international sphere and looking toward an agenda that will serve MSU, its clientele, and alumni well in the next 10–20 years, “internationalization across the University mission” has been selected as the subject for the specialized self-study review portion of the NCA re-accreditation process. President Lou Anna K. Simon has called for “a new land-grant revolution, the next bold experiment—the land-grant university for the world.” Similarly, Acting Provost and ISP Dean John K. Hudzik has expressed that “all students, faculty, staff, and other university clientele should have broad opportunities to become globally aware, capable of collaborating with colleagues and clients at home and abroad, and able to operate effectively in a global environment.”

Dawn Pysarchik, associate dean of ISP, has a major role in the accreditation efforts in her capacity as a member of a cross-university faculty team that is leading the process. Every ISP center and unit is contributing to examples of how its activities are congruent with the mission of the university. The campus, with ISP serving as a centerpiece, is looking comprehensively at the university’s mission, research, curriculum, student and faculty issues, programs, outreach, and future aims in light of the stated goal of being a university with a global reach in a time of global change. The NCA site review will occur in spring 2006. The lessons learned from this review will help shape ISP efforts in the future as it strives to be a “university for the world.”

For information about MSU’s re-accreditation self-study visit the website at www.accreditation2006.msu.edu/

ISP Plays a Key Role in MSU Re-accreditation Review

Michigan State University is currently preparing for an institution-wide re-accreditation review by the Higher Learning Commission of the North Central Association of Colleges and Schools (NCA) in 2005–06, a

ISP Partners with Peace Corps in Digitization of Country Information Videos



International Studies and Programs and MSU’s Peace Corps Office recently arranged with Coverdell World Wise Schools (CWWS) to produce digital versions of 12 out-of-



print "Destination" country information videos. cwws is an educational extension of the Peace Corps established to make the experiences of Peace Corps volunteers available to U.S. students and teachers. During the 1990s, cwws developed this series of educational videos and accompanying teacher guides about some of the countries where the Peace Corps was active.

Destination: Nepal was the first of the videos to be converted into digital format. The other countries featured in the series are Cameroon, Dominican Republic, Honduras, Kyrgyzstan, Lesotho, Lithuania, Marshall Islands, Paraguay, Poland, Senegal, and Sri Lanka.

The project was coordinated by Jay Rodman in ISP. Conversion of the video content into web-compatible format, as well as the transfer of the content to DVD masters, was handled by Kevin Epling in MSU's Marketing and Creative Services division of University Relations. DVD production of these videos for broad distribution is being planned by cwws for the near future, since they are no longer available in VHS format.

The videos, in Windows Media format, are all available as streamed video at <http://www.isp.msu.edu/peacecorps/videos>

Information about these videos and the teacher guides is available at <http://www.peacecorps.gov/cwws/>

MSU-CIBER Releases 10th Annual Emerging Markets Potential Index



Hong Kong, Singapore, and South Korea remain at the top of a 24-country list of most attractive emerging markets, according to the latest MSU annual emerging markets potential index (EMPI), released in early November 2004 and available on the web.

Other results of the study, released by the MSU Center for International Business Education and Research (MSU-CIBER) in The Eli Broad College of Business, include:

- China has moved up into fourth place with Israel falling to fifth.

- South Africa, Colombia, and Venezuela, which are all suffering from an extended economic recession, remain at the bottom of the list.

The index, which has been published annually by MSU-CIBER since 1995, is based on a broad range of market potential indicators, including market size, market growth rate, market intensity, market consumption, commercial infrastructure, economic freedom, market receptivity, and country risk. The combination of these factors suggests the relative attractiveness of countries with emerging markets monitored weekly by the *Economist* magazine.

According to lead researcher Tunga Kiyak, MSU-CIBER, companies appreciate the fact that the EMPI "provides an objective basis for prioritizing these countries in the process of planning international market expansion."

The online EMPI rankings are interactive, so users can rank emerging markets on the basis of any of the eight dimensions making up the overall index. It is also possible to modify the assigned weights to fit an industry's unique drivers, according to Kiyak. "Companies in the food and telecommunication equipment industries, for example, may attach different weights to, say, market size," he said. "Similarly, managers may add additional indicators that are not currently in the MSU-CIBER EMPI as a way of refining the tool for greater precision, or they may add countries to the analysis beyond the 24 that are highlighted by MSU-CIBER."

The latest EMPI results are available on the web at <http://globalede.msu.edu/ibrd/marketpot.asp>

Previous years' results are at <http://ciber.msu.edu/Research/MPI/default.asp>

South African Ambassador to U.S. Delivers Fall 2004 Commencement Address

The Honorable Barbara Masekela, South African ambassador to the United States, addressed MSU students, their families, and guests at the 2004 fall advanced degree ceremony at the Jack Breslin Student Events Center. Masekela has an extensive background in education, politics, and corporate fields and is known for her

activism in the struggle against apartheid.

“Michigan State played an important role in the struggle against apartheid by its divestiture decisions in the 1970s,” said then-MSU President Peter McPherson before the ceremony. “We are honored that such a distinguished citizen of South Africa will speak to our graduate candidates for degrees.”

Masekela, who served as chief of staff under South African President Nelson Mandela, was appointed to her position as ambassador by current South African President Thabo Mbeki in September 2003.

CERS Sponsors Workshop on Elections in Former Soviet Union

“Assessing the Impact of the 2004 Elections in Georgia and the Ukraine” was the topic of an April 2005 student-faculty workshop sponsored by the Center for European and Russian Studies (CERS). The workshop was both an opportunity for interested faculty to share views on the dynamics of these elections and their relevance to emerging democratization efforts in other “transition” regimes and an outreach event for local K-12 educators participating in MSU’s LATTICE program.

Presenters and commentators included:

- Norman A. Graham, professor of international relations in MSU’s James Madison College and director of CERS
- Sherman W. Garnett, dean of James Madison College and author of several studies of the Ukraine and Eurasian transition regimes
- Folke Lindahl, professor of political theory in James Madison College and coeditor of *The Political Economy of Transition in Eurasia*
- Matt Pauly, visiting scholar hosted by CERS (engaged in doctoral research on the Ukraine) and former State Department fellow at the U.S. Embassy in Kiev, where he was charged, among other things, with election monitoring

CERS has sponsored a series of international conferences on topics related to emerging democracies and economic transition, particularly in the countries

of the former Soviet Union. Programs and papers from those conferences are available on the web at www.isp.msu.edu/CERS/conferences.html

MSU Hosts Statewide Conference on Local Impacts of International Trade

In November 2004, approximately 150 involved citizens from across the state came together for an MSU-hosted conference on the local impacts of international trade. “Michigan: A Global Leader” was the second annual conference sponsored by the Michigan and the World Coalition. Speakers presented expert analysis on issues and trends in international trade as well as the impacts of trade on the environment, human health, economic development, and public diplomacy. Topics included the implications of free trade agreements on economic development in Michigan, Canada, and Mexico; managing the Great Lakes in a global economy; the Canada-Michigan “Gateway”; and the future of the North American Free Trade Agreement (NAFTA).

Keynote speakers included Rocco Delvecchio, consul general of Canada in Detroit; Shaun Donnelly, principal assistant U.S. secretary of state, Economic and Business Affairs Bureau; and Hector Marquez Solis, director of trade and the NAFTA Trade Affairs Office, Embassy of Mexico. Other speakers included highly regarded specialists in labor, business, government, and academia who presented their perspectives on Michigan’s vital links with the world.

The Michigan and the World Coalition was formed in 2003 by various institutions, professionals, and Michigan-based nonprofit groups involved in international exchange and global education. The group plans to continue the tradition of organizing conferences and forums on global issues of interest to the state. Coalition members from MSU include the Center for Advanced Study of International Development, the Center for International Business Education and Research, and the Women and International Development Program.

For more on the Michigan and the World Coalition, visit the website at www.michiganandtheworld.org

—Dan Hester