

HOST FORUM

2023

cīee[®] | SEASONAL EXCHANGES



CIEE Host Forum

- ✓ 20+ years of the CIEE Host Forum
- ✓ Three priorities this week:
 - ✓ You
 - ✓ Relationships
 - ✓ Share
 - ✓ Educate
 - ✓ The U.S. Department of State
 - ✓ Build trust
 - ✓ Advocate
 - ✓ Capitol Hill
 - ✓ Advocate

Return to
stability

Develop
resilience

Who is CIEE

- ☺ A not-for-profit cultural exchange organization
- ☺ Celebrating 75+ years of experience with a full scope of cultural exchange programs
- ☺ Over 50 years of BridgeUSA
- ☺ Mission Driven
- ☺ Focused on high quality programs for all stakeholders



"To help people gain understanding, acquire knowledge, and develop skills for living in a globally independent and culturally diverse world."

-CIEE Mission



EACH YEAR, CIEE HELPS



15,000+

American high school students, college students, and recent graduates to study, intern, and teach outside of the U.S.

30,000+

people from 130+ countries to study, train, or work in a seasonal position in the U.S.



BridgeUSA Guiding Principles

Phil Simon

Jamie Fisher

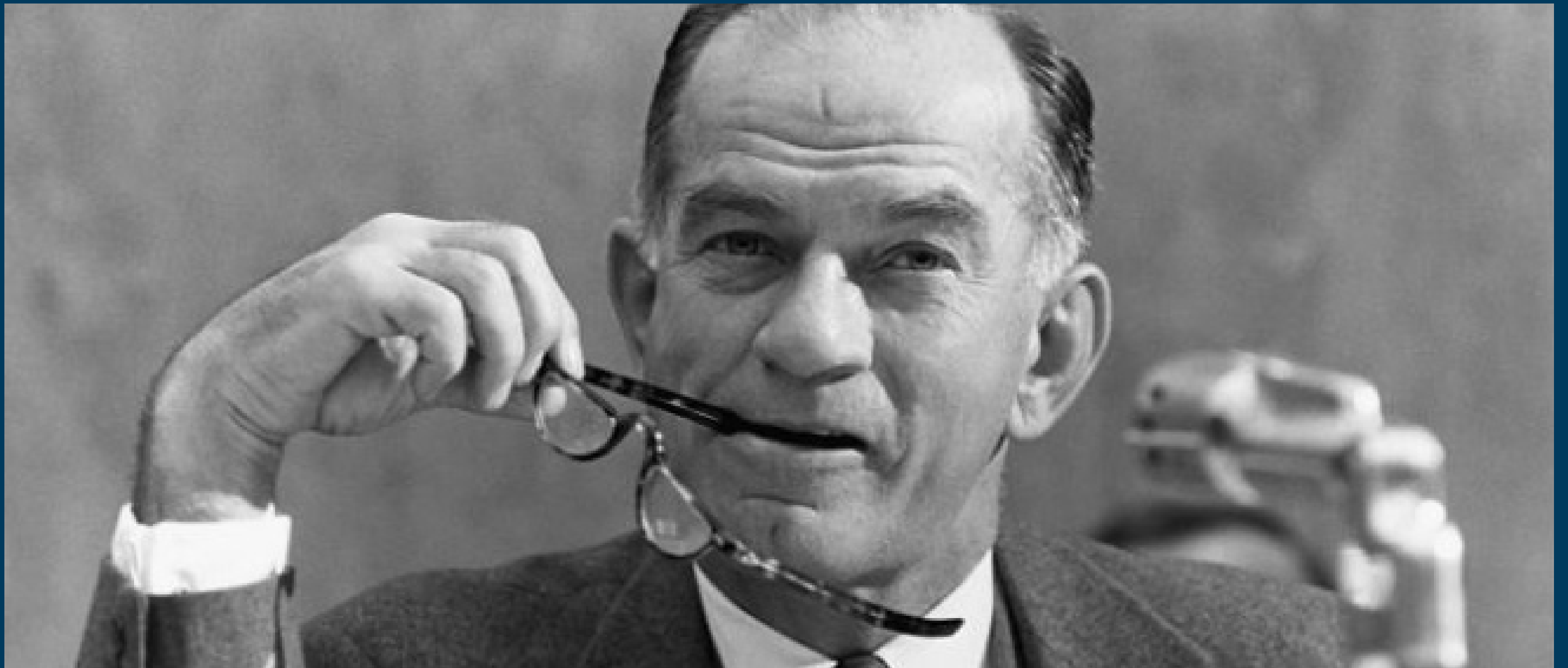
Lindsay Coleman





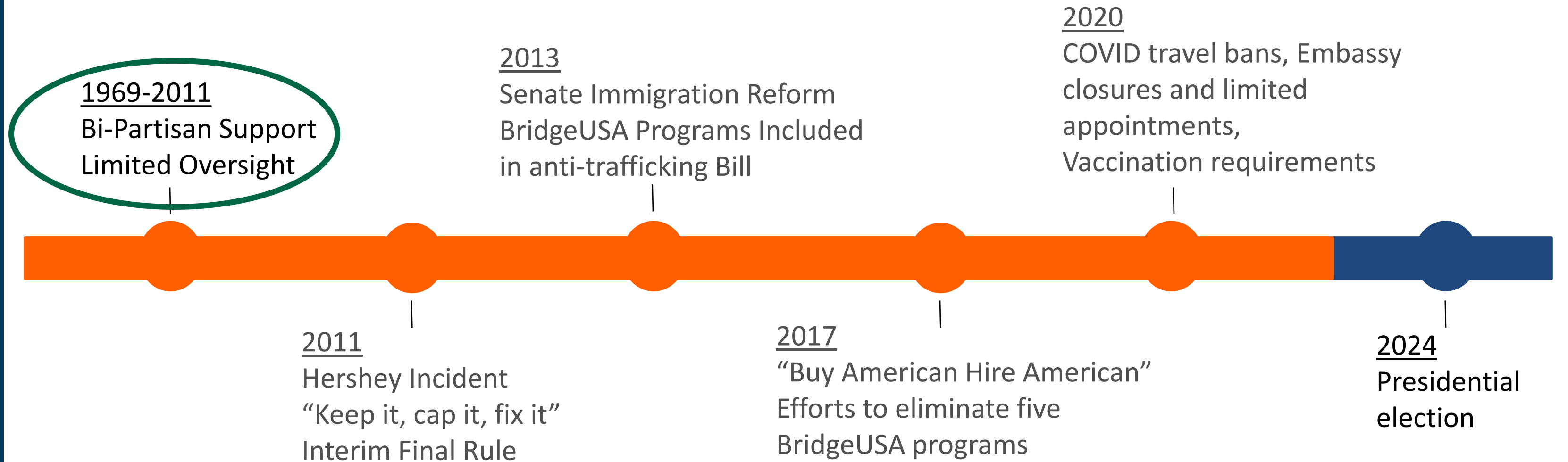
BridgeUSA

- BridgeUSA (J -1 visa) programs – including Summer Work Travel and Camp Counselor – are overseen and regulated by the U.S. Department of State
- The Department of State designates private organizations (sponsors) to implement BridgeUSA programs, and these sponsors distribute the programs through agents around the world
- BridgeUSA programs exist to promote U.S. public diplomacy – they also have a positive impact on the U.S. economy



“Increase mutual understanding between the people of the United States and the people of other countries by means of educational and cultural exchanges”
-Fulbright -Hays Act

BRIDGE USA TIMELINE – WHY ADVOCACY MATTERS





OUR MISSION

To increase mutual understanding between the people of the United States and the people of other countries through educational and cultural exchanges that support the development of peaceful relations.



The perspective of the U.S. Department of State

BridgeUSA Impact

-  A Critical Public Diplomacy Tool.
-  Public-private partnerships bring more than 300,000 exchange visitors to the U.S. each year.
-  1,450 designated sponsor organizations implement programs.
-  Fee-based at virtually no cost to taxpayers.
-  Exchanges contribute \$1.2 billion to the American economy per year.



Safety is a Priority

Many exchange visitors continue to report feeling unsafe while going to/from work, highlighting the importance of training on road safety, providing lights, and promoting public transportation options.

Around 50% walk and 20% bike up to 30 minutes to work each day.






New Leadership at the Bureau of Educational and Cultural Affairs



Rebecca Pasini

Deputy Assistant Secretary for Private Sector Exchange

Rebecca A. Pasini joined the Bureau of Educational and Cultural Affairs as the Deputy Assistant Secretary for Private Sector Exchanges in July 2023. A career member of the Senior Foreign Service, Class of Minister - Counselor, Ms. Pasini has been an American diplomat since 1997.



Newcomer Session

Jamie Fisher

Lindsay Coleman





CIEE Work & Travel USA

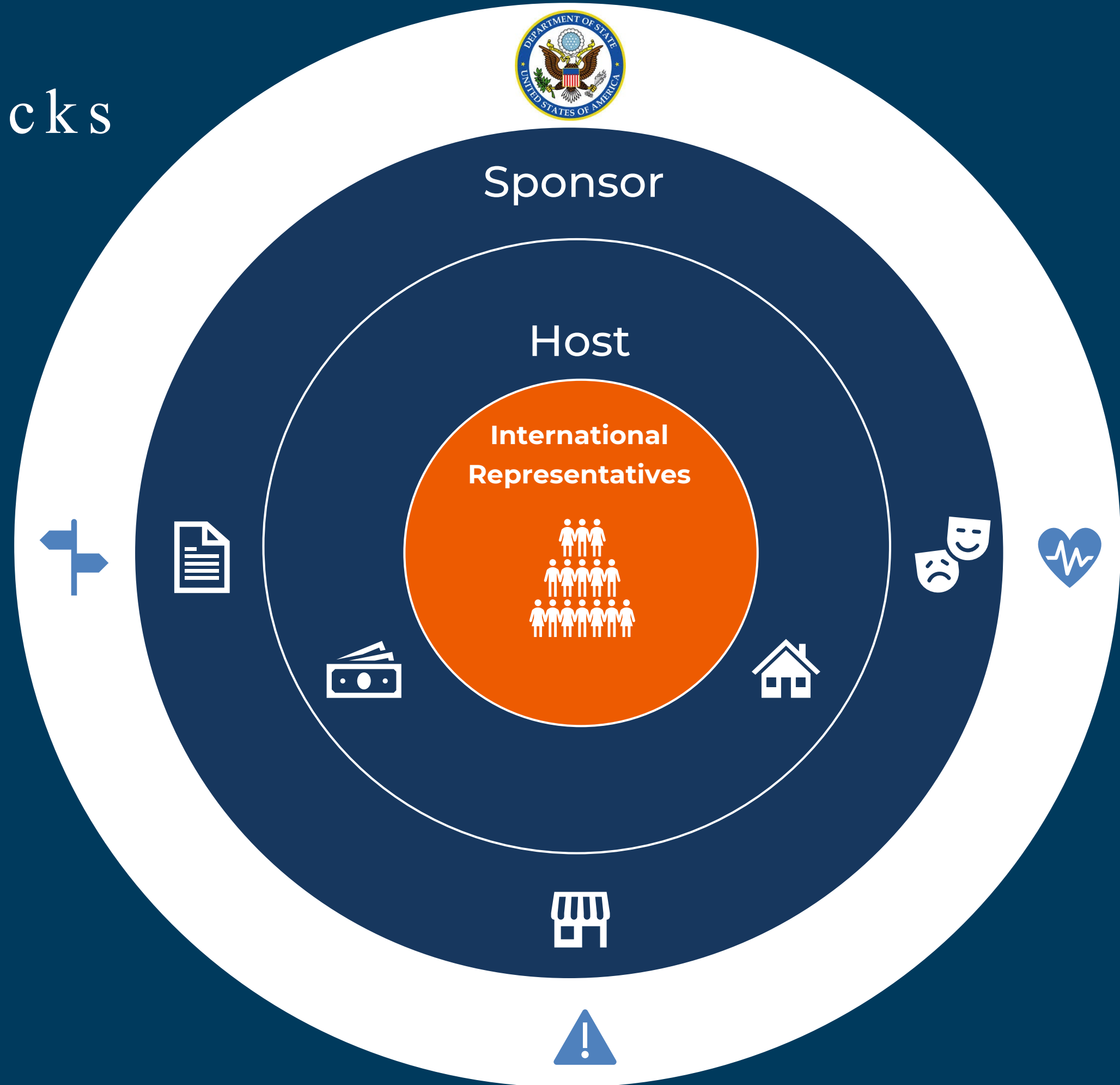
- ✓ J-1 visa – Summer Work Travel program
 - ✓ Up to 4 months of work
 - ✓ Up to 1 month of travel
- ✓ For university participants during summer break
- ✓ More than 100,000 participants in pre-pandemic years; Continue to see growth coming out of pandemic
- ✓ Quality cultural exchange and participant experience
- ✓ Focus on advocacy efforts and program education



CIEE Camp Exchange USA

- ✓ J-1 visa – Camp Counselor program
 - ✓ May - August
 - ✓ Minimum 3 weeks, maximum 4 months)
 - ✓ Up to 1 month of travel
- ✓ Participants from over 30 countries
- ✓ Quality cultural exchange and participant experience

The Building Blocks





The Participants

- Our participants come from all over the world and the majority speak 2 or more languages
- They study a wide range of subjects including law, languages, HR, engineering, and medicine
- Each participant is an individual and will have different motivations and expectations of the program

The International Representatives

- ✓ Represent countries throughout the world
 - ✓ **Winter:** Argentina, Brazil, Chile, Costa Rica, Malaysia, Peru, Paraguay
 - ✓ **Summer:** Over 50 countries (and counting)
- ✓ First point of contact for participants
- ✓ Recruit, pre-screen, and advise participants
- ✓ Prepare participants for interviews and set expectations
- ✓ Assist with the visa application process post-hire and in many cases flight bookings
- ✓ Answer pre-arrival questions
- ✓ Transfer oversight of program to host sponsor once participants are in country





The Host Employer

- ☺ #1 - Commit to providing a quality experience
- ☺ Identify realistic needs based on housing capacity and available hours
- ☺ Set expectations on all program details
- ☺ Educate domestic staff and supervisors
- ☺ Integrate elements of cultural exchange
- ☺ Pay attention to the experience and well-being of participants
- ☺ Communication with sponsor on changes//updates

Benefits to You:

Supplement your domestic workforce with extra help for peak seasons

Diversify your workforce – an impact felt by your domestic staff as well as your guests

Hire educated, motivated participants from around the world



Promote public diplomacy in your community!



The Visa Sponsor - CIEE

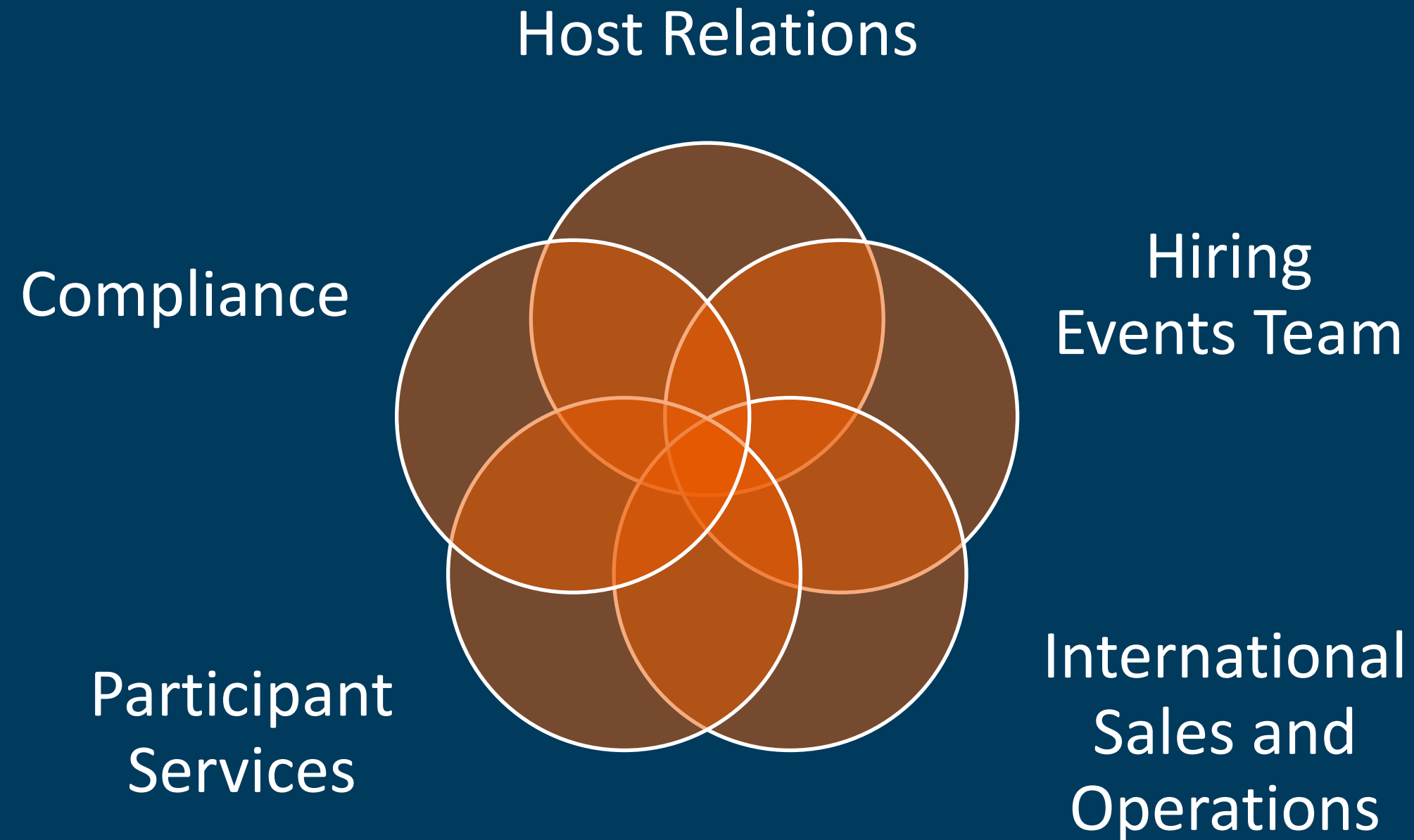
- ✓ Program Advocacy
- ✓ Maintain relationships with international representatives all over the world
- ✓ Communication with host employers
- ✓ Responsible for health, safety and welfare of the participant while in country
- ✓ In country participant support – available 24/7
- ✓ Provide Participant Insurance
- ✓ Promote cultural exchange

Participant Insurance

- ✓ Comprehensive travel insurance
- ✓ Uses Aetna® network of more than 600,000 providers
- ✓ Outstanding service
- ✓ Direct case management
- ✓ Inhouse, enhanced coverage for mental health and ski/snowboard accidents – we have control.

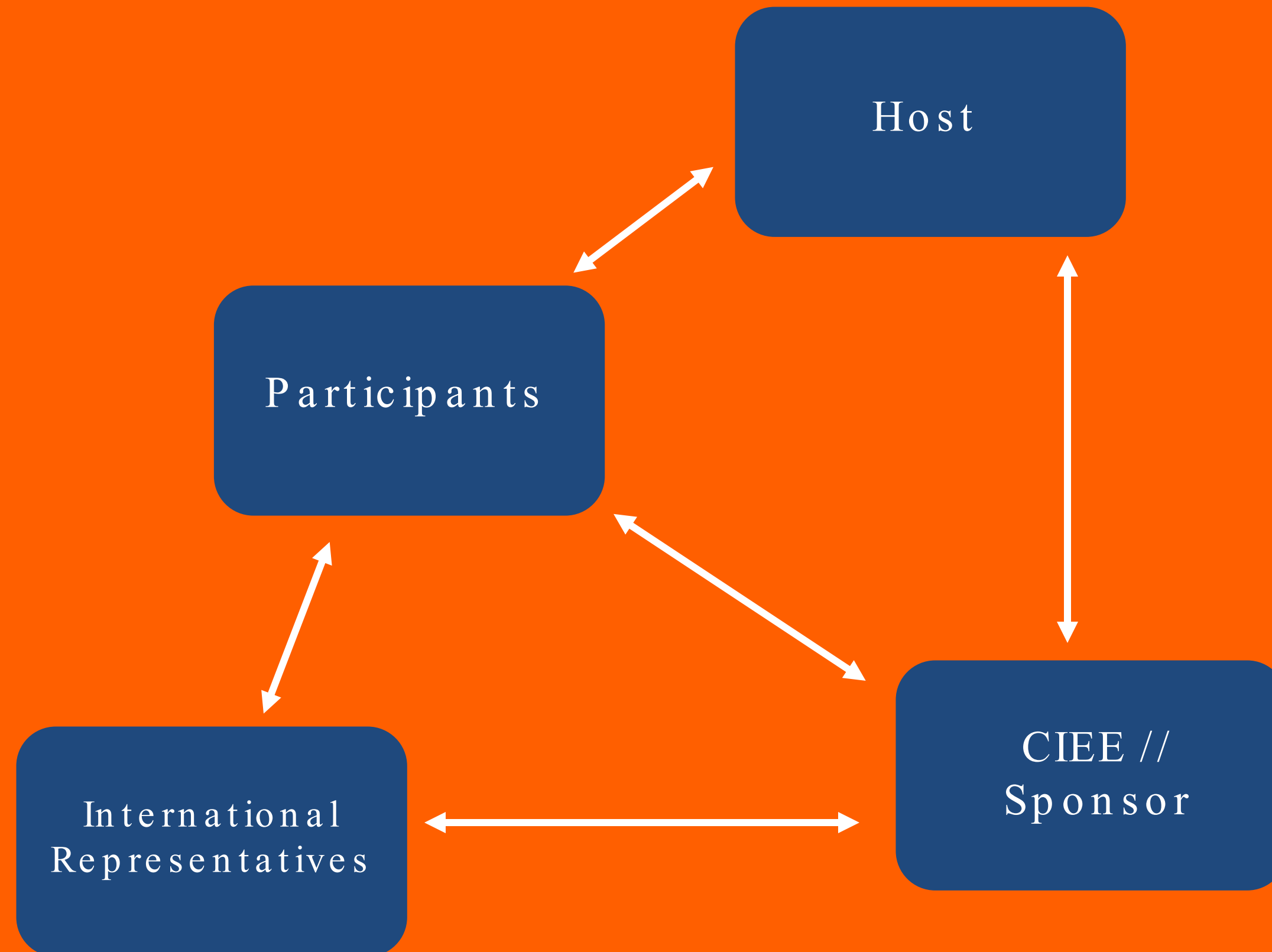


CIEE Teams



- Supported by:
- Marketing & Events
 - IT
 - HR
 - Finance

Lines of Communication



Elements of a successful program

Communication!

Expectation Setting

Delivering on the details

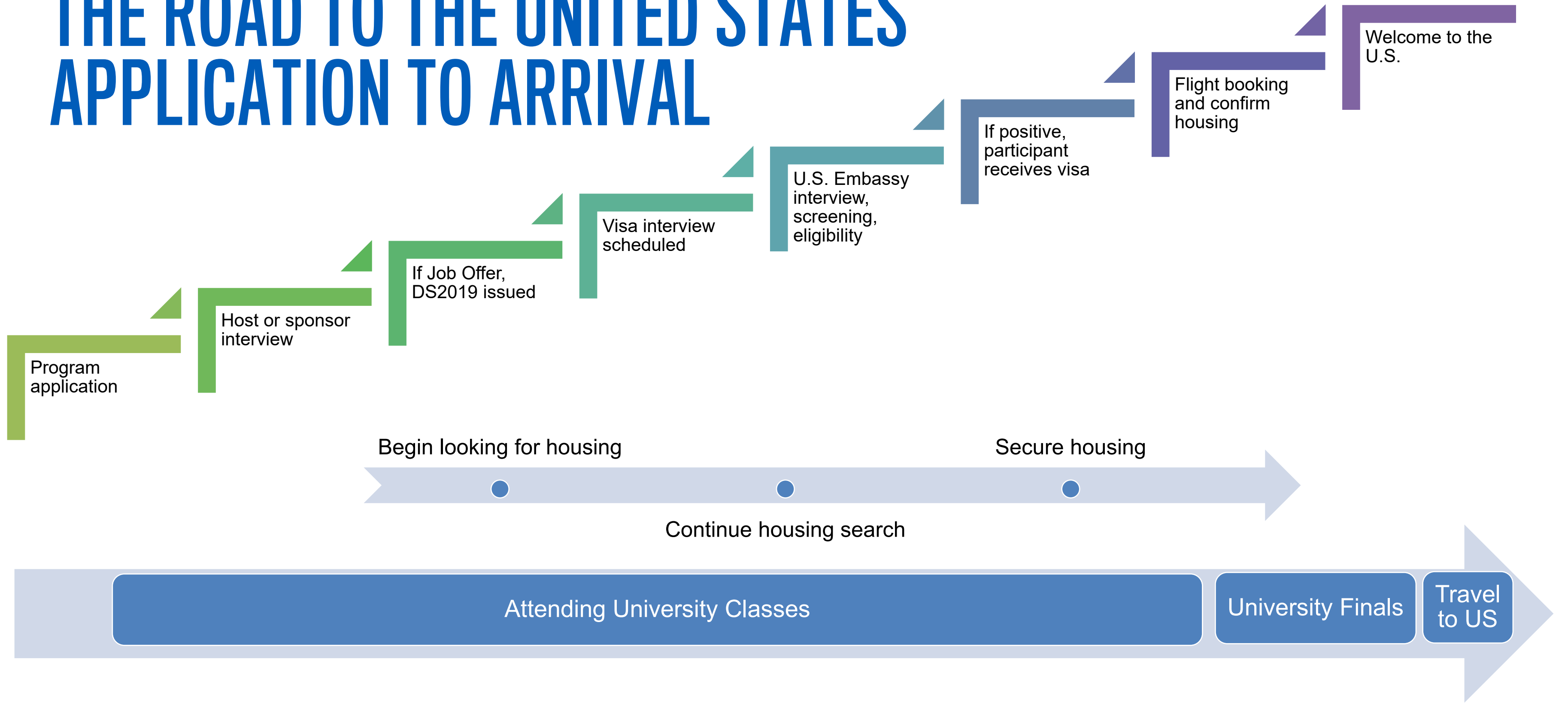
Taking interest

Participant integration

Cultural exchange
opportunities

THE ROAD TO THE UNITED STATES

APPLICATION TO ARRIVAL

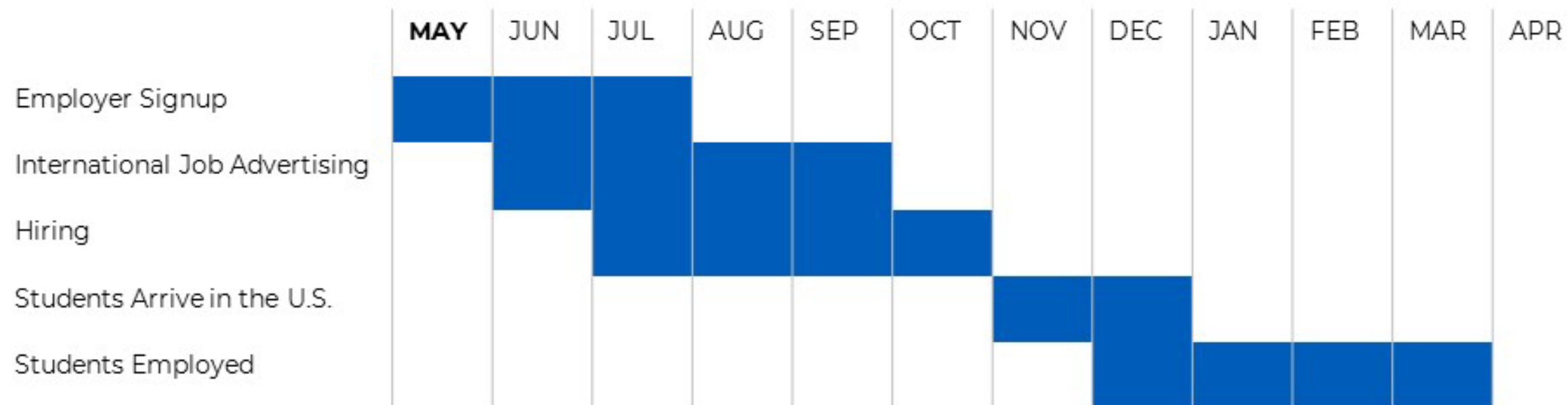


Recruitment Process

Summer



Winter



Thank you!
Questions?



Obama Foundation – Berlin Town Hall