



IFYE Association of the USA, Inc.

Peace Through Understanding

IFYE UPDATE

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October 3, 2020

National Program Director Alan Lambert

Since the last IFYE Update in July, we have been able to move forward on several programmatic efforts. A few of the most important are described below.

United Soybean Board Proposal and Funding Granted – Led by IFYE Executive Director Ken Gordon, a grant proposal outlining leadership development to the United Soybean Board (USB) was successfully submitted and approved. (See more specific details in Ken’s comments elsewhere in this issue.) Programmatically, IFYE proposed sending a total of eight (8) young leaders and members of states’ soybean organizations to countries where soybeans are either a major export or import commodity. Those countries were identified as Germany, Poland, Taiwan, and Thailand. The goal is to send two individuals (selected by both USB and IFYE) on IFYE experiences. A portion of their three-month IFYE program will have them meeting with individuals in U.S. Embassy Foreign Ag Service offices, trade & marketing groups, and others. The host family experience will remain the foundation and the major portion of their IFYE experience.

Academic credit for IFYE experiences – A template has been developed and shared with nine (9) universities in seven (7) states that could enable students who participate in the IFYE program to receive academic credit. Most of those universities are in states where a significant number of IFYE alumni reside: Iowa, Illinois, Indiana, Maryland, Michigan, Nebraska, and Ohio. We need to have successful implementation of the entire process with a limited number of universities before this is shared with more land-grant and non-land-grant universities. Our goal is to have six to eight students receive university credit for their 2021 IFYE experiences. Each university will need to determine how best to implement this for-credit opportunity.

The template outlines how IFYE experiences can contribute to meet goals, objectives, and deliverables for both the university and the individual. Iowa State University faculty, in the Study Abroad and Global Programs Departments, have been instrumental in providing specific information and guidance in drafting this template.

Follow-up conversations with university staff (individuals in study abroad offices, international offices, academic deans’ offices, and university presidents) are ongoing. I have visited at length with members of several universities and was able to join IFYE Program Committee Chair Carolyn Hansen in a face-to-face chat with a faculty member at Illinois State University. Several university contacts have scheduled phone/Zoom calls with me in the coming weeks to learn more about our proposal. Though many of those nine universities have expressed an interest in further exploring this possibility, more work is ahead of us.

Commodity Groups – Continued conversations, led by Program Committee Chair Carolyn Hansen, with the Illinois Corn Growers are enabling a strong relationship and foundation with

that organization. At a recent meeting with commodity group leaders from 11 states, information about IFYE was shared with them to consider joining our efforts in reaching out to targeted audiences. We are hoping they will see the possibility of IFYE delivering the leadership enhancement opportunity desired for their organizations. We believe that selecting IFYEs from each commodity organization and placing them in a country with either strong or developing production of that commodity can be beneficial to their leadership pipeline. Our goal is to enhance the traditional IFYE host family focus with commodity-specific opportunities. Commodity groups would cover the individual IFYE's program fee as well as provide additional and continued financial support for the IFYE Association's implementation of the IFYE program.

Country Coordinators and Programs – Though 2021 is a few months in the future, I have begun working with other country coordinators to assess our current situations and what the future might hold.

I must emphasize all these initiatives will be dependent upon the circumstances and outcomes surrounding the COVID-19 pandemic.

Executive Director, Ken Gordon

In the last update, I spoke of implementing strategies and engagement with universities, commodity associations, and other groups. Results from those efforts delivered a \$124,110 grant we just received from the United Soybean Board. Outlined in the budget of the grant is funding of \$37,000 for administration, \$24,000 for contract services, and nearly \$60,000 for travel expenses. The balance of the grant funding, \$3,110, is captured in miscellaneous costs such as meeting services, promotion, printing, and postage.

A news release regarding the grant is planned to be issued on Oct. 6 that will contain more details. Please look for it on the IFYE website and in agriculture and consumer science publications.

With the success of our proposal to the United Soybean Board, I will be reaching out to other commodity checkoff boards to engage them for funding. I will continue to position IFYE as a foundational leadership development opportunity for young adults so that other organizations can provide a similar experience for their up-and-coming leaders.

IFYE has also been working with USDA by outlining six areas of funding needed to help IFYE grow. Those areas are: orientation for outbound and inbound participants; re-engage with USDA Extension Service; outreach to land-grant universities; outreach and engagement with U.S. commodity associations; program support and country expansion; and administrative costs for the program.

Conference calls between IFYE and USDA agency personnel have occurred and will continue in order to secure funding for IFYE. I will provide more information in the next UPDATE.

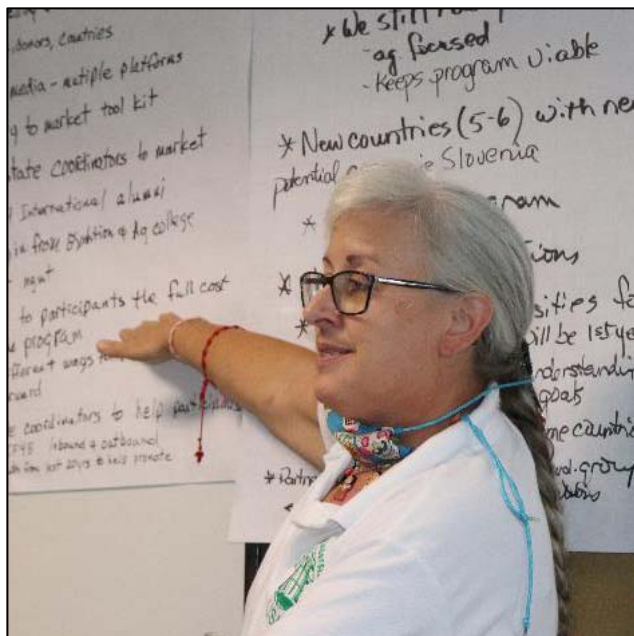
Our 2020 IFYE Annual Giving Campaign has launched; if you haven't yet contributed, please make your tax-deductible donation to this campaign before January 1, 2021. We will again post the various levels of giving to recognize those who give in 2020.

Although the IFYE program had to be suspended for 2020, we have remained focused on growing IFYE and have made many inroads that will lead to continued success and expansion of our organization and program.

President Victoria (Vicky) Fehrmann Warren

Your IFYE Association Board of Directors met on September 9-11 in Indianapolis, Indiana. This was the face-to-face meeting that is normally held in conjunction with the national conference. We thought about whether to have a face-to-face meeting very carefully but decided that, based on what we wanted to accomplish, we needed to have at least some of us in the same room. So, eight members and our staff drove or flew and three more joined via Zoom or conference call. I assure you we practiced social distancing and wore masks. No one has reported contracting COVID-19 from their travels or this meeting!

Prior to the meeting, a number of you responded to an online survey. This formed the base of our discussions of our mission, our vision, our values, and our strategic direction. The fall IFYE NEWS will have an in-depth look at the results of the survey, but here are a couple of things you will find interesting – although perhaps not surprising: More than three-fourths said that cultural immersion is still very important – and that crossed all decades of participation; and over 90 percent said that the IFYE program is important in the development of self-confidence.



IFYE President Vicky Fehrmann Warren presents results from her team's work on guiding principles at the Indy Board meeting.

What came out of this meeting, you might ask?

- We affirmed the relevancy of our mission: “The IFYE Association of the USA, Inc. conducts international exchange programs and cross-cultural education while promoting global awareness.”
- We developed twelve guiding principles (values) for the Association and the program. We will give you all of them in the fall IFYE News, but here is one: “We believe the IFYE experience provides the participant with leadership development opportunities which will enhance his/her capacity to have a major positive impact as a citizen of the USA and the world.”

- We identified four strategic goals for the next three years. Each goal was assigned to a committee, which will develop a plan of operations by the end of November. The plans will then be implemented at the start of 2021:
 - 🌐 **Finance:** Maintain stable financing sufficient to achieve a vibrant program and continued growth of the organization.
 - 🌐 **Membership:** Grow a membership that is sustainable and inclusive, with multiple stakeholders.
 - 🌐 **Marketing:** Inform and promote the purpose and value of IFYE for program and organizational growth.
 - 🌐 **Program:** Grow and enrich the IFYE program with multiple stakeholders.

Please remember that the work that we do as IFYE USA is not possible without you! We need your contributions: ideas, time, talents, and yes, also funds! Give what you can – and if you are asked to serve on a committee or the Board, think about it! As several famous (and not so famous) people have been heard to say “If not you, who? If not now, when?” (First attributed to ancient Jewish scholar Hillel the Elder.)

From the IFYE Board Nominating Committee

Calling all interested in IFYE to apply to serve on the Board or a Board committee

This summer, the IFYE Association Board sent a survey to all Association members with email addresses. One question asked about respondents’ active support of IFYE. To quote one alum, “what needs doing?” IFYE is poised for significant growth in the next few years, and additional Board members are needed to help direct that growth.

To make the most of that potential, IFYE will need all the support you are willing to give. Specifically, at this time, the Board of Directors’ Nominating Committee is seeking some additional Board members to begin in 2021.

A Board member application can be found on our website at: <https://ifyeusa.org/ways-to-give/board-membercandidate-application.html>. At the top of the application is a link to the responsibilities of a Board member.

The Board can also use more members on a number of committees including a new Website Committee, Marketing and Resource Development, and Program Development.

If you would like to discuss the responsibilities of the Board or any committee, please call Jan Wood, Chair of the Nominating Committee and President Elect for 2021. Your help and support of IFYE is very much appreciated.

IFYE Giving Ideas

An Opportunity For Matching Funds

We recently launched the Annual IFYE Campaign with high hopes that we can meet our annual goal of \$50,000. IFYE Alumni and supporters, for whom we have good addresses in our database, should have received the announcement and donation form by e-mail or postal service by now. If you have not already donated, please consider the possibility of “matching funds” from your employer.

Many businesses and corporations encourage employee charitable giving by incentivizing it with matching funds. Please check with your employer (usually the Human Resources Department) to determine if they match employee charitable donations.

If they do have such a program, check on their process for matching your contribution. You may need to complete their gift matching form. If needed, please include it with your donation to IFYE Association of the USA, Inc. We will complete the form and mail it back to your employer who will send us the matching donation. This is a great way to increase the “bang for your buck.”

IFYE is growing and all of us are proud of the progress that has been made. As our Executive Director mentioned in his article, we received a substantial grant. The USB support covers the expenses for that specific program. It will be used to place eight IFYEs in four countries. Our goal is to send 20-plus outbound individuals in 2021.

Now is the time to step up and keep our momentum driving forward. Our expenses for state registrations, staffing, insurance, promotion, outreach, recruitment, and other items continue. Your contributions are very important to our success and send a strong message to corporations and associations that our alumni and members support the value brought to others who participate in our program. Please begin or continue your support for IFYE.

Contributions to IFYE should be sent to IFYE Associate Treasurer Pat Hutsell, 3670 N. Bayou Hills Road, Parker, CO 80134-5111. If you help with obtaining a matching donation, you will be notified when the matching donation arrives. Thanks in advance for supporting IFYE.

Amazon Smile continues throughout the year



You shop. Amazon gives. Signing up is easy. It will work the same as your regular Amazon account, but IFYE will receive a donation equal to 0.5% of the price of your eligible AmazonSmile purchases. When you sign up, you will have an opportunity to select the charitable organization of your choice; so just select IFYE USA. AmazonSmile is the same Amazon you know. Same products, same prices, same service. Support IFYE by shopping at smile.amazon.com.



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Please check the appropriate box(es) for the support you wish to provide to the IFYE Association. Return the form and completed action(s) that you have selected to: **Pat Hutsell; 3670 N Bayou Hill Rd, Parker, CO 80134-5111**

PLEASE COMPLETE:

NAME _____ **EMAIL** _____

ADDRESS _____ **CITY** _____ **STATE**__ **ZIP** _____

HOME PHONE _____ **CELL PHONE** _____

I wish to support IFYE in 2020 with the following: \$5,000 \$2,500
 \$1,000 \$750 \$500 \$250 Other Amount \$ _____

- I wish to support IFYE with an annual Membership fee. \$30 for 2020 annual membership**
 - If you are a **life member**, you will always be a life member and do not need to pay the \$30 annual Membership.
 - **ALL life and annual members** have access to the Member area on the website.
 - You can be a member with your \$30 annual membership only, but all contributions (by non-life members) above \$30 membership will count as a general donation.

I wish to become a **Life member** _____ \$1000 paid in one sum _____ \$200 paid over each of the next five years

Enclosed is \$20 for the postal mailing of two IFYE NEWS and eight issues of the IFYE UPDATE published during 2020.

PAYMENT METHOD

I have enclosed my check # _____ in the amount of \$ _____ payable to **"IFYE Association of the USA"**.

I would like to pay the above amount on a payment schedule. Please contact me. Phone # _____

Please charge my credit card: MC_ Visa __ Discover _____ Amex _____ **AMOUNT \$** _____

CARD NUMBER: _____ EXP. DATE: __ / ____ Security Code: _____

SIGNATURE _____

I will pay online at <http://ifyeusa.org>

Please send me (by email) access information to the IFYE website "Paid Membership area".
My email address is: _____

I am unable to financially support IFYE at this time. Please discreetly remove me from the *contact for donation* list.

THANK YOU FOR YOUR SUPPORT of IFYE

01/2020

The IFYE Association of the USA, Inc. shall make its services, facilities, and programs available to all persons regardless of race, color, creed, gender, gender variance, age, disability, marital status, sexual orientation, or national origin, and the Association shall not in any way discriminate against any person on the basis of race, color, creed, gender, gender variance, age, disability, marital status, sexual orientation, or national origin.

<http://ifyeusa.org>