

International Business Resource Center (IBRC)

Assessment Plan

IBRC Mission:

The mission of the IBRC is to help students, faculty, and the business community develop and strengthen their international understanding and economic competitiveness. The University of Wisconsin - Platteville, International Business Resource Center (IBRC) is established as a major resource center for international business education, community development, and research in the Southwestern Wisconsin area. Providing a global knowledge and perspective through International education opportunities is one of UW-Platteville's, and the state of Wisconsin's priorities. Established in 2001, IBRC initial funding for programs are provided under a grant from the Business and International Education Program of U.S. Department of Education CFDA No. 81-153, under Title VI, Part B of the Higher Education Act of 1965, with appropriate matching funds from University of Wisconsin-Platteville.

IBRC purpose is tenfold:

- Link Wisconsin and other tri-state area businesses with international export opportunities.
- Sponsor and lead overseas trade missions.
- Develop and present seminars on a variety of international business topics.
- Initiate and conduct international business research projects.
- Provide advisory and market research services for businesses seeking export opportunities.
- Produce and distribute educational materials to enhance global trade.
- Offer one-to-one consulting services related to export trade.
- Investigate international company profiles.
- Develop target market trade statistics.
- Customize market analysis reports.

IBRC's expected outcomes:

In the context of business and cultural competency, the IBRC will:

1. Offer instruction and resources on business and cultural customs in a variety of export markets.
2. Present seminars and workshops supporting international business themes.
3. Coordinate faculty development programs in international business.
4. Offer study abroad opportunities and scholarships to students in both business and liberal arts disciplines.
5. Provide international marketing advisory services and assistance to regional companies to develop knowledge and skills to pursue opportunities in overseas markets for their products and services.
6. Offer a continuing series of workshops and seminars that will enhance the and business community and university's knowledge of international business practices by providing knowledge, skills, and hands-on training to "export-ready" small and mid-sized business interested in engaging in international business.

The IBRC Assessment Plan includes the following assessment tools:

Assessment Tools:

- A. Workshop Evaluations
- B. Faculty Development Survey
- C. Study Abroad Evaluations
- D. Trade Mission Outcomes
- E. Advisory Services Survey
- F. Export Readiness Survey
- G. Grant Evaluations

Outcomes:	Tool A	Tool B	Tool C	Tool D	Tool E	Tool F	Tool G
1	X	X	X	X	X	X	X
2	X	X	X	X	X	X	X
3		X		X		X	X
4			X			X	X
5	X			X	X	X	X
6	X	X	X	X	X	X	X

The International Business Resource Center (IBRC)

The University of Wisconsin - Platteville, International Business Resource Center (IBRC) primary purpose is to promote education and training that will help enhance the competitiveness of American business in the Global economy. UW-Platteville is committed to developing a world-class program in international business. As the world economy becomes increasingly integrated, it's a goal of UW-Platteville to ensure that its students receive the best possible preparation for success in a global business environment. Accordingly, the University of Wisconsin- Platteville is giving high priority to the development of its international curriculum, research, and outreach programs.

The International Business Resource Center has played a crucial role in helping students and faculty develop International business awareness consistent with the Title VI. The original goals of the IBRC were to:

- Facilitate access to information, materials, analysis and research to help Wisconsin small and medium sized businesses develop successful foreign market entry and strategies.
- Provide international market advisory services and assistance to regional companies to develop the knowledge and skills to pursue opportunities in overseas markets for their products and services.
- Develop study abroad opportunities for business students
- Provide international business education to small and medium-sized business
- Offer one-to-one counseling to clients interested in International Business

Between 2001 and 2006 the IBRC accomplished the following:

- Provided consulting Services to over 57 clients interested in International Business.
- Over 170 participants attended a variety of workshops organized by the IBRC.
- Produced and distributed educational materials to enhance International trade.
- Helped companies seeking international business expansion and agents by investigating international company profiles.

Study Abroad

- Since 2001, the IBRC has awarded over eight short and long-term study abroad scholarships to students
- In 2004, 2005 and 2006, the IBRC has assisted 46 students to participate in a study abroad program to China. This program is aimed at developing student skills in understanding Chinese Business Practices and Cultures.

Faculty Development

- Since 2001, the IBRC has assisted over 10 UW-P faculty members with Faculty Development in International Business (FDIB) programs.

Trade Missions

- Since 2001, the IBRC has participated in two trade missions outside the United States to China and Mexico.

Grants

- In 2003 the IBRC received the U.S. Department of Education Business and International Education grant to help expand International Business Education in Southwest Wisconsin.
- During 2005, the IBRC received an Emerging Market Program Grant aimed at developing the Maghreb Region dairy industry.
- In 2006 the IBRC lead Wisconsin and U.S. Businesses on a trade mission to the Emerging Market of North Africa.

Workshops

- The IBRC has co-sponsored and conducted several workshops, including the ABC's of Export Business, Letters of Credit, Export Insurance, Export Documentation on Freight Forwarding, Going Global, and ISO 9000.

Strategic Alliances Spearheaded by IBRC EMP Projects

Building on the successes of this project, the IBRC has helped the Maghreb region Dairy Industry Executives develop the public and private sector leadership, focused on a balanced scorecard strategic plan for the sector and the businesses and organizations

within the sector. As part of this project, the IBRC used Webinar (interactive/internet-based sessions) technology to further enhance Wisconsin capability in international trade and development. Webinars were scheduled and delivered monthly following the U.S.-based educational component of the initiative, which was designed to reinforce and multiply the effort; this included additional Tunisian participants and making it more effective to reach wider audiences following the U.S.-based component of the initiative. The webinars allowed the cost-effective expansion of the interaction and reinforcement of the project opportunities to more Tunisian and U.S.-based businesses and educational resources. To keep the Maghreb region dairy executives up to date on the dairy industry, a website was developed: <http://www.dairymaghreb.org/>. This website facilitated interaction between Tunisia, Morocco and Algeria.

- The IBRC has provided business and agricultural training to the agricultural sector to enhance trade between Wisconsin and neighboring states and the Maghreb Region.
- Helped Wisconsin and regional-based companies understand the Tunisian market and developed qualified business contacts.
- Developed a strong foundation for networking and business expansion between the U.S. and Tunisia.

Awards

- In 2006 the IBRC was a recipient of the State of Wisconsin Governor's Export Award. The Governor's Export Award recognizes firms and organizations that have achieved extraordinary results in international sales or have contributed to Wisconsin's increased ability to compete in a global market.