PART I: MISSION, GOALS, AND EXECUTIVE SUMMARY

A. MISSION AND AREAS OF FOCUS

Mission Statement: Deliver unique international curricular, research and outreach programs in a cost-effective way, to advance FIU’s agenda of international teaching, research and outreach to serve students, faculty, our university communities including our local community colleges, local business community, and South Florida as a whole. Underlying all of this is to make our various stakeholders more competitive in the global economy. We therefore see our programs as a valuable resource, not just for the South Florida region, but for the contiguous states that have benefited from partnerships in faculty development programs and outreach activities.

B. ORGANIZATION, EXTERNAL TRENDS AND STRATEGIC DIRECTIONS

1. Organizational Issues

See attachment – CIBER Organization Chart

2. Advisory Board Members

List of Members

Joyce Elam, CBA Dean
Manny Mencia, Senior Vice President in International Trade and Business Development
Stella Dryer, Florida Trade Data Center
Eduardo, Gamarra, FIU Professor/Director L.A.C.C.
Mira Wilkins, FIU Professor of Economics
Maida Watson, FIU Language Professor
Steven Heine, FIU Director Asian Studies Program
Lucia Moran, Cultural Attaché of the Embassy of Spain
Jay Malina, President Xebec Corporation
Guillermo Grenier, FIU Director, Labor Center
John Zdanowicz, FIU Professor and CEO, Trade Research Institute
Simon Pak, FIU Associate Professor of Finance
3. External Trends

Changes required by the dynamic globalization of business provide the opportunity for major strategic redirection of business schools. Schools whose strategic response best meets the challenge of globalization will improve their market position dramatically. CIBER has become a magnet for FIU’s internationally-focused faculty, and strives to become a model for other Title VI Centers and universities in the Florida State System.

However, with a new Administration in Washington DC, it remains unclear as to how federal funding of the CIBER Title VI Program will be affected, however it is anticipated that current funding levels will remain in place.

FIU CIBER plays a vital role in international business education and research. With the continued support of DOE, we will engage in our mission to create international learning capability for our students, faculty and business community in enhancing the competitiveness of our city, region, state, and U.S. as a whole.

4. Strategic Directions and Areas of Emphasis

FIU CIBER will continue to support a unique combination of academic, research, and outreach programs that will meet the needs of business, government, and academic communities to operate effectively in the global business environment. We will continue some of our successful activities, eliminate activities that have already accomplished their objectives, and implement strategically-designed new activities that are directly responsive to the need identified in our College of Business Administration. We will continue our geographic emphasis on Latin America and the Caribbean, since we have a competitive advantage here. We will expand greater emphasis to Europe and Asia as well as continue our expansion into some of the big emerging markets of Asia, Southeast Asia, and Eastern/Central Europe. CIBER will continue to fund worthwhile international research, support international teaching and engage in other activities related to our Mission and the mandates of the Title VI federal legislation.

FIU CIBER is a Center designed solely for internationalization purposes of our various constituencies and stakeholders. It is our raison d’etre, and thus for the foreseeable future, we will continue with our goals as stipulated in our grant.


C. 2000-2001 ACCOMPLISHMENTS

**Goal 1/Internationalization**: Provide support for our students, our faculty, and participants in our multiple development programs.

**Measurable Outcome** (Assessment Criteria and Procedures): Increase outreach activities, travel funding, research, and support for international education. It can be measured by the change in our overall financial support for this goal.

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**Goal 2/Internationalization**: Support thematic research in top tier journals emphasizing the following topics: Global competitiveness, global logistics and e-business, international trade and research support for the internationalization process for the College of Business Administration. CIBER will fund various faculty immersion efforts.

**Measurable Outcome**: $ amount assigned to research, number of top tier publications based upon funded research and number of faculty who have attended language immersion courses.

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**Goal 3/Internationalization**: Promote business acumen and opportunities through insights provided by senior commercial officers, business people, and academic thought-leaders from around the world.

**Measurable Outcome** (Assessment Criteria and Procedures): Increase outreach activities and support for international symposia.

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**Goal 4/Internationalization**: Provide Electronic Trade Data Services to the global community.

**Measurable Outcome**: Increase the number of students, faculty members, national and international businesses and governmental agencies that utilize our services through the new TRI/CIBER Trade Data Web Site (http://ustrade.fiu.edu).
D. LONG RANGE GOALS

**Goal 1/Internationalization**: Provide support for our students, our faculty, and participants in our multiple development programs.

**New 2001-2002 Objective**: Increase competitive travel grants for business faculty and faculty within the Miami-Dade region to attend international events, including those we support such as FDIBs and PDIBs. CIBER will support several new FDIBs in 2000-2001 (FDIB in Spain; Peru, Cuba).

**Goal 2/Internationalization**: Support thematic research in top tier journals emphasizing the following topics: Global competitiveness, global logistics and e-business, international trade and research support for the internationalization process for the College of Business Administration. CIBER will fund various faculty immersion efforts.

**New 2001-2002 Objective**: Establish several competitive research grants of $5,000 each in order to support the College of Business Administration efforts for internationalization.

**Goal 3/Internationalization**: Promote business acumen and opportunities through insights provided by senior commercial officers, business people, and academic thought-leaders from around the world.

**New 2001-2002 Objective**: Relaunch the International Business Speakers’ Series. Strengthen our ties to the university sister units (LACC, IPS, Labor Center, Centers for Transnational and Comparative Studies, Knight-Ridder Center for Excellence in Management, and Center for Asian Studies) via continued support and sponsorship of these joint programs.

**Goal 4/Internationalization**: Provide Electronic Trade Data Services to the global community.

**New 2001-2002 Objective**: Increase exposure of The TRI/ CIBER TRADE DATA WEB SITE through a demonstration project whereby FIU CIBER/TRI is showcased to our local community, as well as several of the professional associations to which we belong (e.g., The Academy of Management, and the Academy of International Business).

Market products and services via CIBER-web, US Department of Education government web sites and related federal/state governmental web sites (e.g. US Department of Commerce, FTAA, etc.)

Note: FIU-CIBER administration will implement and expand new programs focusing on internationalization of our constituencies.
E. EXECUTIVE SUMMARY

1. Activities - Prior Year

During 2000-2001 we accomplished a number of key deliverables in accordance with our grant. With respect to teaching, CIBER supported seven student study abroad programs (Slovakia/Austria; EMBA trip to Mercosur countries (Brazil/Argentina); Spain/Portugal; Rome; Trinidad and Tobago; EMBA to Singapore and Malaysia, and Bulgaria) and several Faculty Development in International Business Programs (FDIBs), notably the Mercosur FDIB and the Spanish for Business, in Spain, targeted toward Language Professors.

In addition, we co-sponsored a number of FDIBs with other CIBERs, notably the FDIB in Antwerp (Memphis), the FDIB for International Negotiations (Duke), the Memphis CIBER’s FDIB in “Global Information Technology” and the Language Conference in San Diego, co-sponsored by several CIBERs. CIBER launched its first FDIB in Peru, for a highly successful language immersion for FIU Faculty and Faculty from our community colleges. CIBER sponsored a PDIB with Miami-Dade Community College, where faculty and students both participated on a study tour of France and Belgium. CIBER also designs and supports numerous conferences on the FIU campus, including the Conference on Controlling Corruption. In addition we co-sponsored a number of activities with two sister units LACC and Asian Studies Program, including the following: Bolivarian Democracy: Social and Economic Impact of Venezuela’s New Path; Global Perspectives on Ethical Issues: Medical and Social; The Dominican Republic: Leadership in the Caribbean, Business, Politics and Economics. CIBER ran a highly successful Conference in the Florida Keys on Global Distributed Work, which attracted researchers from highly prestigious universities and think tanks from around the world. CIBER developed the FIU/CIBER-TRI Web site and launched it with the following website: http://ustrade.fiu.edu. CIBER’s Executive Director was elected to the Board of Directors for the NASBITE Association, and CIBER attended the International Days Conference sponsored by Katherine Harris and the Governor’s office to support international activities across the state. CIBER continued to support the CIBER Working Paper Series, and remains a clearinghouse for all CIBER working papers. Finally, CIBER supported numerous faculty from research to travel grants.

2. Activities - Coming Year

CIBER will continue to support four student study abroad programs, and support EMBA/IMBA/nighftime MBA study abroad projects. CIBER is now the point-Center for Student Study Abroad within the College of Business. CIBER will continue to support various FDIBs, including the Mercosur FDIB, and an up-coming CUBA FDIB planned with several sister institutions as a high level academic delegation of faculty. We will continue to support multiple FDIBs as co-sponsor (Memphis for two international FDIBs, Duke and Thunderbird for one Language Program preparatory to FIU-CIBERs running the program in 2003 in Miami. CIBER will continue to plan for our International Business Speaker Series, will support travel and research grants for faculty engaged in international research, and continue with the Working Paper Series. In addition, CIBER will announce a demonstration project to be developed with Beacon Council and FTAA support for the CIBER/TRI Trade Data Web Site. CIBER plans to support several faculty in their conference participation. CIBER will work with IPS and Labor Center to provide training on ethical practices within the apparel
industry offshore. CIBER will continue to offer off-site language immersion courses for faculty to improve their Spanish and launch another immersion for Portuguese language facility. CIBER will support the Global E-Business initiatives of the Ryder and Knight-Ridder Centers. CIBER will be host to approximately 60 high-ranking police and colonels from the Peruvian Police on the topic of organized crime, money laundering and traffic. CIBER will continue its long-standing productive interactions with LACC, the Asian Studies Program and Center for Labor Studies and Research. CIBER will outreach to other FIU Centers for synergies, and will continue in working with our community colleges.