



UTAH COUNCIL FOR  
CITIZEN DIPLOMACY

## FACT SHEET

Utah Council for Citizen Diplomacy (UCCD) promotes respect and understanding between the people of Utah and other nations using the guiding principle of Citizen Diplomacy – the concept that all individuals have the right, even the responsibility to help shape U.S. foreign relations one handshake at time.

### WHO WE ARE

Since 1967, UCCD has served as Utah's leading non-profit in international relations. As a non-partisan non-profit that has connected more than 12,000 emerging leaders with Utah businesses, government agencies, non-profit, and religious leaders, UCCD programs highlight Utah as an economic, innovative, and cultural hub. Furthermore, its programs are essential to:

- combating negative stereotypes of America;
- immersing the broader community in cultures, customs, and languages;
- conducting meaningful dialogue that enhances national security;
- connecting Utahns with resources to find solutions to global and local challenges.

### UTAH IS AN INNOVATIVE, ECONOMIC, AND CULTURAL HUB

- One in four Utah jobs are tied to international trade.
- More than 120 different languages are spoken in Utah.
- UCCD programs have generated more than \$30,000,000 in direct economic development to Utah since 1967.
- UCCD has hosted more than 12,000 international visitors from more than 200 countries.
- International visitors to Utah have engaged in more than 400,000 professional meetings, cultural activities, service projects, and school tours through UCCD sponsored programs.
- International visitors have spent more than 135,000 days in Utah since 1967 as part of a UCCD sponsored program.
- International visitors have participated in nearly 5,000 in-home hosted dinners prepared by Utah volunteer families, as part of a UCCD program.
- UCCD has hosted more than 250 Ambassador John Price and Marcia Price World Affairs Lectures, conversations, and discussions, with more than 20,000 people in attendance, since 2004.
- Utah volunteers have donated more than 380,000 hours through UCCD programs.
- UCCD hosts, on average, 50 U.S. State Department groups each year.
- UCCD has been a Utah non-profit organization for 54 years.



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## OUR PROGRAMS

For more than fifty years, UCCD has been Utah's civil sector leader in shaping foreign relations in Utah by fostering people-to-people connections. The three pillars of our work include:

### International Exchange Programs

UCCD works with the U.S. Department of State's International Visitor Leadership Program and other exchange programs to welcome hundreds of emerging leaders from around the world to Utah to meet with like-minded professionals, businesses, government agencies, and organizations to exchange best practices and network while highlighting Utah as an economic, cultural, and innovation hub and experiencing Utah's unique culture.

### World Affairs Lectures & Conversations

UCCD invites the local community to attend the Ambassador John Price and Marcia Price World Affairs Lecture Series, Foreign Policy Association Great Decisions course, and our Fireside Chats live podcast recording. Our lectures, conversations, and dialogues provide insight into critical national and global issues, shaping public discourse. We convene leading experts who engage the public to explore ideas that transform how we connect with the world.

### Young Diplomats of Utah

Our Young Diplomats of Utah program immerses youth, age 14 - 32, in international relations in preparation for becoming Utah's future leaders. High school youth participate in activities that foster their leadership skills through civic preparation, engagement with the many cultures in Utah, and learning about the role Utah plays in the world. College-age youth can travel to global events to develop their leadership skills around the sustainability issues that matter most to them. Our fellowship and internship program fosters employability skills and connects career-ready youth with international relations career opportunities.

Citizen diplomacy is a powerful tool for creating sustainable economic and social relationships in a globally connected world. Please explore our programs, events, and opportunities on our website in more detail, and contact us to discuss ways to get involved.

## HISTORY

In 1967, Taza Armstrong Peirce founded the Salt Lake Council for International Visitors, today known as Utah Council for Citizen Diplomacy, through her association with the U.S. Department of State. Ms. Peirce served as Executive Secretary of the Council and led its development and growth for a number of years.

Beginning in 1967 and continuing for 33 years, UCCD office space was generously provided for by The Church of Jesus Christ of Latter-day Saints in the historic Hotel Utah.

In 2000, UCCD moved its offices to the Elks Building on South Temple and then later to Westminster College, where the College served as the gracious host for UCCD and its programs from 2007 – 2021.

Program and organizational growth encouraged UCCD to start thinking bigger. To meet its new growth needs, UCCD moved to Independence Square in Murray, Utah.