



# UTAH COUNCIL FOR CITIZEN DIPLOMACY

*Building International Bridges One Handshake At A Time*

## ABOUT US

Since 1967, Utah Council for Citizen Diplomacy (UCCD) has been Utah's civil sector leader in shaping foreign relations by fostering people-to-people connections. UCCD works with the U.S. Department of States to host international exchange programs, welcoming hundreds of business, nonprofit, government, and religious leaders from around the world to meet our community of leaders. These exchange programs highlight Utah as an economic, cultural, and innovation hub, and these international visitors experience Utah's culture while learning what "life elevated" is all about.

## ANNUAL NUMBERS AT A GLANCE:



## 2019 ECONOMIC IMPACT



## LOCAL BENEFITS OF EXCHANGES



### NATIONAL SECURITY

Each year, thousands of leaders, professionals, scholars, and students from almost every country in the world visit the U.S. through the Department of State. Many come from countries critical to U.S. foreign policy interests like China, India, Saudi Arabia, and Mexico.



### ECONOMIC INTERESTS

UCCD generates \$5 for every \$1 of government grant funding received. All funding stays in Utah.



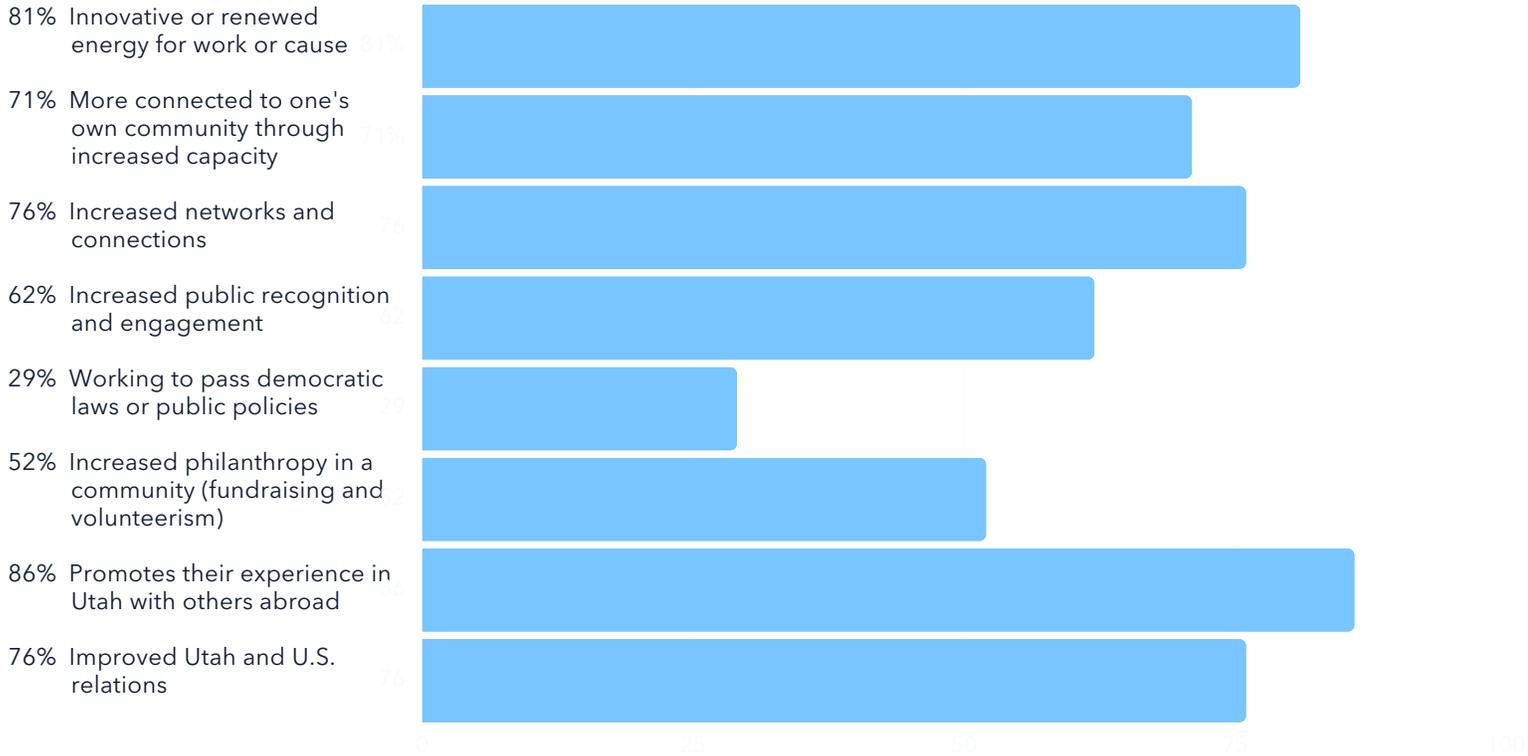
### U.S. GLOBAL PERCEPTION

76% of Utah's exchange program alumni say they have a better perception of Utah & the United States. Additionally, 86% of exchange alumni say they share their experience of Utah with others.

# DIPLOMACY IN ACTION

## The Numbers

We at UCCD measures the long-term, global impact of the international exchange programs we host by gathering qualitative data from the global leaders who participate in our exchange programs. Their responses indicate that the Utah segment of their program introduces them to meaningful cultural exchanges, increases mutual understanding between nations, provides professional and personal development, and has an expansive global impact. The following data is a summary of our qualitative report findings, coupled with supportive quotes.



## The Experience

### INNOVATIVE OR RENEWED ENERGY FOR WORK OR CAUSE

My time in Utah was a turning point in my life. Not only professionally, but also as a life experience. In the professional realm, making connections with other entrepreneurs, businesses, and organizations brought lots of learnings and insights to the way I see my own business. Learning about Utah, its culture, and its people was an experience I cherish a lot. I am grateful and proud to have part of this program.

-Andrea Toro Ortuno, Bolivia

### A BETTER UNDERSTANDING OF UTAH AND THE U.S.

“Living in Salt Lake City reinforced how I see the world, and makes me feel more committed to my community and country. Living in Utah with the most interesting and intellectual people in America is an experience that I cannot describe with words – it is like Disneyland for entrepreneurs.

- Xavier Retif, Mexico

### MORE CONNECTED TO COMMUNITY THROUGH INCREASED CAPACITY

The meetings in Utah build capacity for me and will serve as a stepping stone. I promised to cascade lessons learned and experiences and knowledge gained back home. I am a rural woman and did not go to University, just high school, and became a drop-out. But I have been doing capacity-building training of sorts in my country and attending such programs as IVLP is like having my master's degree in the work I do in my community.

- Doris Fatima Webber, Sierra Leone