



# Building Bridges: The Fulbright Legacy and the Future of International Exchange

International Conference at the University of Arkansas, May 17 - 19, 2019

---

## Conference Program

International exchange programs connect an ever-widening circle of students, scholars, and professionals around the world. Exchange nurtures their appreciation of the value of international engagement, their understanding, and empathy, and fosters important collaborations among nations on such issues as global education, international trade, and mutual security: “Turning nations into people,” to quote the late Senator Fulbright.

Established in the aftermath of the Second World War, the Fulbright Program was founded upon such principles and expectations. Led by the United States government in partnership with 49 binational commissions worldwide, Fulbright offers unique international and cultural exchange programs.

The Fulbright Program has been an especially important component of forging transatlantic ties between Germany and the United States. Throughout the past 67 years, the binational Fulbright Commission has remained the largest and most varied of the Fulbright programs worldwide. By enabling Americans and Germans to experience each other’s communities and culture firsthand, Fulbright exchanges between our two nations have proved critical to supporting German-American diplomacy in the past, and continues to do so in the present and future.

Part of the “Wunderbar Together” campaign focusing on German-American friendship, the international conference seeks to investigate the role Fulbright’s educational and cultural exchanges have played in American public diplomacy and foreign policy since the end of the Second World War. The conference also seeks to demonstrate how educational exchange can empower individuals to “build bridges” in society and to become citizen ambassadors advocating for continued international understanding.

---

## Agenda

If not stated otherwise, all conference locations are on campus of the University of Arkansas.  
A Campus map can be found [here](#).

### **Friday, May 17**

6:00 pm – 7:30 pm      **Welcome Reception** (*Honors College Lounge, Gearhart Hall*)

### **Saturday, May 18**

8:00 am – 9:00 am      Registration  
(*Fay Jones School of Architecture and Design, Vol Walker Hall, 1<sup>st</sup> Floor Gallery*)

9:00 am – 9:15 am      **Welcome Remarks: Building Bridges**  
(*Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery*)

**Peter B. MacKeith** (Dean, Fay Jones School of Architecture and Design,  
University of Arkansas)

**Dr. Laurence Hare** (Associate Professor of History and Director of International &  
Global Studies, University of Arkansas)

**Friederike von Reden** (Strategic Development, Fulbright Germany)

9:15 am – 11:00 am      **Expert Talks & Plenary Discussion:**  
**The Times they are a-Changin' – Fulbright's Impact on Transatlantic Ties**  
(*Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery*)

*Moderator: DeDe Long* (Director, Office of Study Abroad &  
International Exchange, University of Arkansas)

9:15 am – 9:35 am      **J. William Fulbright: The Person behind the Program**

**Dr. Randall B. Woods** (Distinguished Professor of History,  
University of Arkansas)

9:35 am – 9:55 am      **Fulbright's Legacy and the Institutional History of the Fulbright Program**

**Dr. Lonnie R. Johnson** (Executive Director, Fulbright Austria)

9:55 am – 10:15 am      **Transatlantic Cultural Exchange During, After and Beyond the Cold War**

**Dr. Oliver Schmidt** (Executive Director, Fulbright Germany)

---

10:15 am – 11:00 am **Plenary Discussion**

11:00 am – 11:30 am Coffee break

**11:30 am – 12:45 pm Panel and Plenary Discussion: Open Doors of Internationalism?**

*(Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery)*

*Moderator: Dr. Oliver Schmidt (Executive Director, Fulbright Germany)*

**Dr. Alessandro Brogi** (Professor of History and Director of Undergraduate Studies, University of Arkansas)

**Dr. Laura Belmonte** (Professor of History and Associate Dean, Oklahoma State University)

12:45 pm – 1:00 pm Group picture *(Fulbright Statue, Old Main)*

1:00 pm – 2:00 pm Lunch break *(Fulbright Peace Fountain)*

11:00 am – 2:00 pm Concurrent Exhibition: The Fulbright Papers

*(University Libraries Special Collections, Mullins Library, 1<sup>st</sup> Floor)*

During the lunch and coffee breaks, come visit the Special Collections Department at the University of Arkansas, which is home to the J. William Fulbright Papers and related collections documenting the history and impact of the Fulbright Program and international education. Explore highlights from these collections, including Fulbright's senatorial papers, founding documents from the Fulbright Program, and photographs of Fulbrighters at work.

**2:00 pm – 3:30 pm Beyond Fulbright: Profile and Potential of Citizen Ambassadors**

*(Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery)*

*Moderator: Dr. Stephanie Ricker Schulte (Associate Professor and Associate Chair of Communication, University of Arkansas)*

2:00 pm – 2:45 pm **On & Off the Road to Fayetteville: Making Sense after a Week-Long Roadtrip across the U.S. Heartland**

Participants of Fulbright Germany's Roadtrip

- 
- 2:45 pm – 3:30 pm      **World Café on Citizen Ambassadorship**  
*Facilitators:*  
**Paul Banks** (Owner, *TheSportsBank.net*)  
**Vincent Briley** (Assistant Dean of Academic Affairs, *Cuyahoga Community College*)  
**Dr. Jim Cooney** (Vice Provost for International Affairs emeritus, *Colorado State University*)  
**Dietrich Gross** (Deputy Director – retired, *Paedagogischer Austauschdienst*)  
**Charlotte Koyro** (Program Officer, *Fulbright Germany*)  
**Dr. Marguerite Moritz** (Professor Emerita, *University of Colorado, Boulder*)  
**Dr. Stephanie Ricker Schulte** (Associate Professor and Associate Chair of Communication, *University of Arkansas*)
- 3:30 pm – 4:00 pm      Coffee break
- 4:00 pm – 5:30 pm      **Keynote & Plenary Discussion:**  
**Thirty Years since the Fall of the Berlin Wall: Remembering the Wall and Drawing Lessons from its History**  
(*Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery*)  
**Dr. Hope M. Harrison** (Associate Professor of History and International Affairs, *George Washington University*)
- 7:00 pm – 11:00 pm      **Dinner & Party** (*Chancellor Hotel, 70 N East Ave, Fayetteville*)
- Sunday, May 19**
- 9:30 am – 10:30 am      **Divisions, Connections, Transgressions**  
(*Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery*)
- 9:30 am – 9:45 am      **Introduction**  
**Dr. Kathleen Condray** (Associate Professor of German, *University of Arkansas*)
- 9:45 am – 10:30 am      **Panel Discussion**  
**Jessica Garross** (Community Orientation Workshop Coordinator and the Good Neighbors Mentorship Coordinator, *Canopy Northwest Arkansas*)  
**Dr. Pearl McElfish** (Vice Chancellor, *University of Arkansas for Medical Sciences, Northwest Arkansas Campus* and Co-Director of the *Center for Pacific Islander Health*)  
**Dr. Sara Bishop** (Faculty, *Department of Communication, University of Arkansas*)

---

10:30 am – 11:00 am Coffee Break

11:00 am – 12:00 pm **Small Group Discussions:**  
**Back to the Future – Visible Borders, Invisible Walls**

**12:00 pm – 12:15 pm Closing Remarks:**  
**Multiple Legacies, Global Impact – J. William Fulbright and the Promise  
of Transnational Exchange**  
*(Fay Jones School of Architecture and Design, Vol Walker Hall, 2<sup>nd</sup> Floor Gallery)*

**Dr. Curt Rom** (Associate Dean of International Education,  
University of Arkansas)

**Dr. Oliver Schmidt** (Executive Director, Fulbright Germany)

