

ASIANetwork Reflections

ASIANetwork Development Team 2000-2005

Board Chairs 1999-2005

Editors 1999-2005

Financial Controller 1999-2005

Secretaries 1999-2005

ASIANetwork Development Team: 2000-2005



Cathy Benton

Note from the Executive Director:

In the piece that follows, written by Cathy Benton, the reader will find little mention by Cathy of her work on the Development Committee and her other contributions to ASIANetwork. This is not unexpected because Cathy is one of those quiet souls (there are many in AN) who has worked over the years to make AN a success and asked for little recognition in return. For years now, Cathy almost single handedly produces a new copy of our annual brochure. The AN portfolio is also her production and provides us with a ready means to convey to foundations essential information about the consortium in a professional manner. Most importantly, first with Stan Mickel and now Marianna McJimsey, she has been tireless in working to help develop grant initiatives and then find foundation support to fund them so that ASIANetwork can realize its commitment to students, faculty, and curricular development.

How did the Development Team come to be?

In the first few years of the consortium, every ASIANetwork project idea seemed to carry the touch of King Midas. Personal introductions to individuals at The Henry Luce Foundation, Freeman Foundation, and Ford Foundation led to generous grants to the new consortium to support ASIANetwork's first programs, in particular the ASIANetwork Consultancy Program (Luce), the Faculty Curricular Development Seminars (Ford), and the Student-Faculty Fellows Program (Freeman).

However, by the fall of 1999, the ASIANetwork Board realized the need to develop a more structured, long-term strategy to fund new programs. Seeking guidance, the Board consulted with a fundraising firm that advises non-profit organizations, Watkins and Associates. The consultants highlighted two primary ways to begin thinking

about development: 1) to articulate the history, goals, and programs of ASIANetwork for potential funders in a format that could be updated annually, and 2) to build long-term relationships with funding agencies. ASIANetwork was quickly gaining a track record for creating programs that addressed the needs of Asian Studies faculty and students at small liberal arts colleges, and for carefully administering these programs. But, the consultants emphasized, it is important to maintain personal relationships with people at funding agencies who share the goals of ASIANetwork. Over time, these relationships could provide experienced guidance as the organization evolved, as well as help navigate the subtleties of the fundraising world. But AN would have to find individuals willing to undertake these tasks in a more focused way than a board member already committed to other

board responsibilities.

At the spring 2000 meeting, the board established the Development Team, a two-person team with prior experience working with the AN Board, and charged it with three areas of responsibility:

1. Develop a long-range funding strategy and coordinate this strategy with ongoing funding initiatives.
2. Identify foundations, agencies, and/or individuals that might be inclined to fund AN programs.
3. Cultivate long-term relationships with potential funders through annual meetings, accompanied by the Executive Director.

The first two members of the Development Team were appointed for staggered terms of three and four years (Stan Mickel, 2000-2003, and Cathy Benton, 2000-2004), creating a year of overlap for whoever would join the Team in the future. The Development Team was also charged to work with the Development Subcommittee of the AN Board of Directors who would:

1. Coordinate funding efforts with the activities of the Development Team
2. Propose and discuss funding projects with the Board of Directors
3. Oversee writing of proposals by matching ideas for new proposals with appropriate grant writers
4. Provide finished proposals for the Chair of the Board of Directors to submit to the board
5. Report to the Board of Directors on the status of grant proposals made during the year.

In practice, the Executive Committee of the Board (Chair, Vice-Chair, and Executive Director) performed the responsibilities of the Development Subcommittee.

The first three years: What did we do?

During our first years as the Development Team, Stan, Van Symons, and I wrote several versions of the publication describing the grants history of the organization, the *ASIANetwork Portfolio*; and we traveled to New York to visit with people at the Henry Luce Foundation, Ford Foundation, JP Morgan Trust as executors of the Freeman Foundation, United Board for Christian Higher Education in Asia, Japan Foundation Center for Global Partnership, and Columbia University's Center for the National Council for Teaching about Asia. By phone and letter, we also contacted many others including individuals at the C.V. Starr Foundation, Mellon Foundation, Culpepper Foundation, Rockefeller Brothers Fund, Chiang Ching-kuo, Korea Foundation, Department of Education, National Endowment for the Humanities Division of Education, Carnegie Foundation, Sloan Foundation, Teagle Foundation, and Hewlett Foundation.

The *ASIANetwork Portfolio*, now updated bi-annually, contains a history of the consortium, a description of each grant received and the educational institutions it reached, as well as an overview of ASIANetwork annual revenues and expenses. Distributed to college presidents,

funding partners, and other organizations that have collaborated with the consortium, the *ASIANetwork Portfolio* was most recently printed in January 2004.

During the first year that the new Development Team worked to find funds to support new ASIANetwork initiatives, we encountered more than a few dead-ends. We learned that even the most persistent and diligent of efforts did not bear fruit quickly, and sometimes not at all. From 2000-2003, the Development Team worked to generate support for several projects that did not win the heart of a single funder—notably, an on-line Asian Studies Zine which would have allowed students at different campuses to collaborate on research; and a Partnership Consultancy that would have assisted colleges and universities in North America and Asia to create partnerships to facilitate curriculum development, language acquisition, faculty-student exchanges, and shared research projects. We also sought support to fund a faculty development program focused on South Korea. Looking back on these projects with the additional perspective of hindsight, perhaps the needs articulated were in fact being met more effectively by other strategies, or perhaps the structures laid out in these proposals for conducting the programs had not been tested well enough, or perhaps the aims of the programs simply did not mesh with the priorities of the agencies funding Asian Studies education. But whatever the reasons, the Board wisely decided to shift focus to other projects. This process of knowing when to redefine and refine a project that should remain on the table for future funding, and when to move on to ideas more suited to present resources, human and financial, is a matter of continual reevaluation for the Development Team and the Board.

But now on to our successes. During this same period, the Henry Luce Foundation and the Freeman Foundation, pleased with ASIANetwork's broad outreach and efficient program management, agreed to support other AN projects. In particular, the Freeman Foundation generously continued to support the extremely successful Student-Faculty Fellows Program (2005 will be its 7th year); and the Henry Luce Foundation gave ASIANetwork a five year grant of \$300,000 to help support the ASIANetwork website (www.ASIANetwork.org), the annual conference, and the publication of this journal, *ASIANetwork Exchange*—after having funded the well-received book, *Asia in the Undergraduate Curriculum*, written by ASIANetwork authors and published by M.E. Sharpe in 2000.

At the spring board meeting held in April 2003 in South Carolina, the first three-year cycle of the Development Team concluded with Stan Mickel stepping down and Marianna McJimsey graciously agreeing to take on these responsibilities for a three-year term, 2003-2006. As the previous Executive Director of ASIANetwork (1992 to 2000), with long experience in Asian Studies at Colorado College as well as at ASIANetwork, Marianna has brought her thoughtful perspective and focused practical guidance to the challenges of this work, nurturing creative new proposals and maintaining ASIANetwork's longtime relationships with foundations and other organizations.

Stan Mickel helped shape the role and direction of the Development Team. With his characteristic perseverance and dedication, Stan never seemed to tire of searching long databases, pouring through huge volumes at the Foundation Center, or seeking advice from development officers and other program directors. Ever positive through numerous email discussions, conference calls, and less than productive meetings in New York, Stan kept our spirits up even when funding looked highly doubtful and our efforts seeming to be for naught. The fundraising success of ASIANetwork owes much to the hard work and dedication of Stan Mickel.



Cathy and Stan in discussion

2003 till the present: What are we doing now?

During 2003, the priority for development was to find funding for several projects that had been formulated and reformulated in consultation with various people over several years. An idea first hatched with a curator at the Cleveland Museum of Art in 2002, focused around integrating images of Asian Art from the CMA into liberal arts instruction, but this collaboration proved unsuccessful. After almost two years of discussion with people from art museums and colleges as well as with Terry Lautz and Helena Kolenda of the Henry Luce Foundation, it was suggested that we look to our own member colleges' art collections for the Asian art needed for this initiative. A careful review of several college art collections suggested that this was a feasible approach to take and resulted in the current ASIANetwork project, "Asian Art in the Undergraduate Curriculum," a five-year project funded by the Luce Foundation to produce a guidebook documenting the art collections of liberal arts colleges and the histories of these collections as reminders of the associations between American liberal arts colleges and communities throughout Asia. This project sponsors a consultancy program to send Asian art historians and curators to visit AN member campuses to assess their Asian art collections. It also supports the digitization of images of the art and pieces of material culture. These images will be reproduced on a DVD to accompany the publication of the guidebook on Asian art which will be published by EastBridge Press. The

overarching goal of this project is to identify aesthetically worthy and pedagogically useful example of Asian art at ASIANetwork colleges, and to make these images available to our Asian Studies colleagues.

Another recently funded proposal is a project undertaken in collaboration with the Center for Educational Exchange with Vietnam, an affiliate of The American Council of Learned Societies. Funded by the Henry Luce Foundation, this project will facilitate an exchange of scholars between ASIANetwork member colleges and Vietnamese institutions of higher education.

A third new project is currently being reviewed for funding by the Department of Education. In collaboration with the Hong Kong American Center, this program will enable fifteen faculty from liberal arts colleges to study in the Pearl River Delta the rapid social, political, and economic changes in South China.

In addition to these programs, ASIANetwork anticipates seeking funding for four new initiatives:

1. A Student-Faculty Fellows Projects in South Asia to complement that currently being run with Freeman Foundation funding for East and Southeast Asia;
2. A Series of Guidebooks co-sponsored by the Association of Asian Studies. Following the model proposed for the first guidebook, "Asian Art in the Undergraduate Curriculum," topics proposed for an additional six guidebooks are:
 - a. Missionary Archives at liberal arts colleges
 - b. Geography/Cartography
 - c. Asian Religious Traditions
 - d. Asian Diaspora
 - e. Asia and the Fine Arts
 - f. Asia and the Popular Media;
3. Faculty Development Workshops focusing on the Asian Diaspora from South Asia, Southeast Asia, China, Japan, and Korea;
4. Another collaborative grant with the Hong Kong American Center focused on either the history/culture of the Pearl River Delta or on the great religious traditions of Asia.

What about the future?

One behind-the-scenes person who is integral to the work of the Development Team is the Executive Director who from 1999-2005 has been Van Symons. Van has organized the meetings for each of the development trips to visit foundations in New York City, and continuously supported funding efforts and collaborative projects with other organizations through countless hours of phone conversations, writing letters, and speaking with people about the goals of ASIANetwork. As Executive Director, Van has been involved in every aspect of the development process from managing the budget to fostering creative new project ideas among consortium members to assisting with the early morning and late night work of writing and editing grant proposals. Put simply, Van's untiring commitment to bringing

the goals of ASIANetwork into reality have helped sustain the work of ASIANetwork over these last six years. All of us involved in development, including our colleagues at the foundations, will miss Van's presence and energy as we continue to meet the challenges of finding new funds and making each dollar stretch to support as many new ideas as possible.



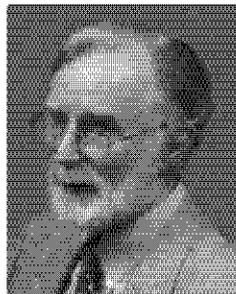
Marianna McJimsey

As we move into the Julian year of 2005 and the Chinese year of the Rooster, Marianna McJimsey and I look forward to continuing our conversations with those who have been friends and advisors to ASIANetwork as well as funders, and to exploring new relationships with organizations who share the aspirations of ASIANetwork.

Board Chairs: 1999-2005

Stanley L. Mickel (1999-2000)
James G. Lochtefeld (2000-01)
Joel R. Smith (2001-02)
James B. Leavell (2002-03)
Paul B. Watt (2003-04)
Joan H. O'Mara (2004-05)

ASIANetwork Board Chairs: 1999-2005



Stanley L. Mickel
East Asian Studies Program
Wittenberg University
Board Chair, 1999-2000

There are many rewarding aspects to being the Chair of the Board of Directors of ASIANetwork, but for me the greatest was the privilege of organizing the 2000 ASIANetwork Conference. It was fitting that this first conference of the 21st Century was held at Hickory Ridge Conference Center, our 'home base' in the Chicago area.

Being responsible for organizing a national conference was intimidating to say the least. However, I was very lucky to the valuable assistance of other members of the Board of Directors in setting up speakers and panels for the conference. Fortunately for me, the first keynote speaker for the conference, Anthony Yu of the University of Chi-

cago, who had been unable to be a keynote speaker for the 1999 conference, was available to deliver the keynote address for the 2000 conference. Because my academic background is in Chinese language and literature, I had long known about Anthony Yu and deeply respected his successes working with *The Journey to the West*, one of the six great classical Chinese novels. But I had never had the opportunity to meet him in person. So it was a great pleasure to be able to have a beer in the lounge after he had given his keynote speech and chat with him about learning and teaching Chinese literature. This kind of collegiality and openness among participants is one of things that make the ASIANetwork con-