The U-M visit to Brazil is part of a series of initiatives designed to strengthen the university’s global connections.

“To be relevant in a world that knows no boundaries, higher education must reach far beyond its campus,” Coleman said. “Never before have we had so much to learn from other nations. Our students know this perhaps better than anyone, and they look to the university to take advantage of its global connections to expose them to a broad, international perspective.”

With more than 6,000 international students, U-M now has the eighth-largest international student body in the nation, and is also highly ranked in terms of numbers of students studying abroad.

To strengthen U-M’s many global partnerships, Coleman has previously led faculty delegations to China, Ghana and South Africa, and plans to visit India in 2013.

Goals of the 2012 visit to Brazil included outreach to U-M education and research partners and prospective partners, government agencies and to alumni and prospective students. The discussions fell into three broad categories: medicine and health, humanities and social sciences, and sustainability. And as with so much U-M research, the discussions were notable for a high degree of interdisciplinarity.
During the trip, the U-M group held many meetings and work sessions with representatives of key higher education institutions, foundations, and state and federal government agencies in São Paulo, Campinas, Rio de Janeiro and Brasília, the nation’s capital. U-M also hosted a formal reception in São Paulo and Rio de Janeiro for Brazilian alumni and friends.

The delegation accompanying Coleman to Brazil included representatives from a variety of U-M units. The following faculty members were part of the delegation:

- Mark Tessler, vice provost for international affairs; Samuel J. Eldersveld Collegiate Professor of Political Science, College of Literature, Science, and Arts (LSA) and Research Professor, U-M Institute for Social Research
- Sueann Caulfield, associate professor of history, LSA, specializing in the history of modern Brazil
- Gary Hammer, Millie Schembechler Professor of Adrenal Cancer; Director, Endocrine Oncology Program, Comprehensive Cancer Center; Department of Molecular & Integrative Physiology
- Michele Heisler, associate professor of internal medicine and health behavior; health education co-director, Robert Wood Johnson Clinical Scholars Program; associate director, Global REACH
- Jesse Hoffnung-Garskof, associate professor of history and American culture, LSA; director, U-M Center for Latin American and Caribbean Studies
- Maria Carmen Lemos, associate professor of natural resources and environment at U-M and senior policy scholar at the University of Arizona Udall Center for the Study of Public Policy
- Donald Scavia, professor of natural resources and environment; professor of civil and environmental engineering; director, Graham Environmental Sustainability Institute

Other individuals representing key U-M administrative units, including communications, development, alumni relations and the president’s office, also accompanied the delegation.

Historian Sueann Caulfield voiced one of the key themes of the trip, which was reflected in many of the meetings:

“In the past, the way that people from the United States or Europe were interested in Latin America was as a site of study, a field site. Today, there’s a relationship of equality, and that was evident in the conversations and research collaborations on a variety of topics ranging from cancer research to health delivery to social sciences and the arts.”
HIGHLIGHTS OF THE TRIP

Monday, Sept. 24, 2012
São Paulo

University of São Paulo (USP)

U-M strengthened long-standing ties and forged new collaboration opportunities with the University of São Paulo (USP), Brazil’s largest institution of higher education.

At the USP Medical School, President Coleman and USP Vice-Rector for International Relations Adnei Melges de Andrade signed a memorandum of understanding regarding collaborations between U-M Medical School and the Faculty of Medicine at USP. UMMS has hired a Brazilian staff person from USP to work exclusively on supporting UMMS-Brazil collaborations starting in January 2013, and USP is now requesting a similar dedicated position. Four Brazilian medical students received scholarships from FMUSP and will take rotations at UMMS in December 2012 and January 2013. The delegations also agreed to develop additional plans for institutionalizing support for joint collaborations between these two units. “I can think of no more important work than joining hands with you,” President Coleman said at the signing of this agreement. Coleman also met with Eduardo Moacyr Krieger, USP’s Executive Director for International Relations. “We share similar values with our higher education colleagues in Brazil: improving human health, protecting the environment, and holding open our doors to students of all backgrounds,” Coleman said. “As much as we teach, we must also learn. International collaborations increase our understanding of the world to better prepare tomorrow’s global citizens.”

In the afternoon, researchers from both institutions had the opportunity to meet in small groups to discuss specific collaborations in the three key areas for the trip: medicine and health sciences, humanities and social sciences, and sustainability.

Discussions about sustainability led to an agreement between USP and UM to pursue work on establishing a virtual joint institute to link the U-M Graham Environmental Sustainability Institute and a comparable systems-wide institute to be established at USP. Work is now underway on planning a joint symposium to bring together scholars interested in sustainability issues, and to explore other avenues of collaboration, and to work with the USP Sao Carlos campus on an integrated assessment of their campus operations modeled after the U-M experience.

In the area of humanities and social sciences, the discussions centered on strengthening and expanding the institutional infrastructure for the substantial network of collaborations between U-M and USP faculty that already exists. The U-M Center for Latin American and Caribbean Studies will serve as the administrative hub of these activities, which are likely to include joint undergraduate courses taught by faculty from both institutions.
At a U-M alumni reception at the Renaissance São Paulo Hotel, delegation members mingled with a wide array of guests, including USP faculty and administrators, and U-M friends, alumni, prospective students and supporters. One notable alumnus in attendance was Brazilian swimming star Gustavo Borges, an Olympian who graduated from U-M with a degree in economics in 1995, and was named to the prestigious International Swimming Hall of Fame and the U-M Athletics Hall of Honor this year. The audience of nearly 200 included Philippe Prüfer, ’88 MBA, a member of the Ross School Advisory Board and long-time U-M advocate during a career as a pharmaceutical executive in Europe and now again in his native Sao Paulo, and Arthur Strommer, ’07 MBA, of the current Sao Paulo alumni association leadership group, and several journalists who have participated in U-M’s Knight Wallace Fellowship program.

The University of Campinas (UNICAMP) is a public university in the Brazilian state of São Paulo. At its three campuses, UNICAMP has about 17,500 undergraduate and 19,000 graduate students, and around 2,000 faculty members.

On Sept. 25, U-M and officials of the São Paulo Research Foundation (FAPESP), one of the main research funding agencies in Brazil, signed an agreement designed to stimulate collaboration between researchers from U-M and from higher education and research institutions in the State of São Paulo. The collaborations will include joint research projects that may include the exchange of researchers and students in a wide variety of academic disciplines.

A Call for Proposals was issued, covering collaborative projects in the fields of medicine, health sciences, humanities, social sciences, arts, natural resources and the environment. The emphasis will be to pair U-M and Brazilian researchers who will learn about one another’s work. The hope is that these initial collaborations will lead to future joint research of mutual benefit.

The U-M delegation then traveled from downtown São Paulo to the University of Campinas (UNICAMP) located in the interior of the state of São Paulo, where talks built upon the many important faculty collaborations that already exist in the fields of history, social sciences and other disciplines. Among the collaborations discussed were the joint development of short courses and research workshops with a focus on human rights and diversity.

The São Paulo Research Foundation (FAPESP) is a public foundation established in 1962 that provides funding to support research, education, and innovation in public and private institutions and firms in the state of São Paulo.
The U-M delegation accomplished a great deal in Brasilia during the busiest day of their trip. The day began with a very productive meeting with CAPES’ Director of International Relations, Denise Neddermeyer. CAPES, the Brazilian Higher Education Coordination Agency, is a foundation within the Ministry of Education that, among other things, awards research and study abroad grants to Brazilian students and scholars. It is one of the agencies behind the Science Without Borders program, which was created by the Brazilian Federal Government and sends thousands of Brazilian students to study abroad with scholarships.

“It’s clear that this is an extremely ambitious program. It’s very admirable on the Brazilian part to be making this kind of investment,” said Mark Tessler, U-M vice provost for international affairs.

There was great interest from CAPES in what U-M has to offer in terms of helping train the next generation of Brazilian doctors. One of the possible partnerships between CAPES and the University of Michigan would involve placing Brazilian medical trainees at U-M for clinical rotations.

“This fits seamlessly into our interest in bilateral faculty and student exchanges between the University of Michigan and our sister institutions in Brazil,” said Gary Hammer, professor of internal medicine at the U-M Medical School. “It is a fantastic starting point.”

The group also discussed developing a similar Science Without Borders program focused on sustainability around the themes of renewable energy, sustainable agriculture and disaster mitigation.

President Coleman and the delegation met with U.S. Ambassador Thomas A. Shannon Jr. to discuss Brazil’s ambitions for the Science Without Borders program, in order to better understand the issues and respond in positive ways.

L-R: John Matel, U.S. Embassy Country Public Affairs Officer; Denise Neddermeyer, CAPES’ Director of International Relations; and U-M delegates Mary Sue Coleman, Gary Hammer, and Jo Rumsey.
U-M faculty member Jesse Hoffnung-Garskof, director of the U-M Center for Latin American and Caribbean Studies, met with Luiz Valcov Loureiro, executive director of the Fulbright Binational Commission. Loureiro and Hoffnung-Garskof discussed Fulbright’s interest in applications from Brazilian scholars in the fields of social sciences and humanities, funding visits to U.S. institutions. The Fulbright faculty program could also support U-M faculty visits to Brazilian partner institutions.

U-M faculty member Sueann Caulfield met with a group of Law School faculty from the University of Brasilia (UNB) to discuss expanding links between UNB’s Law School and the U-M Program in Race, Law, and History. Plans included U-M faculty participation in a November 2012 UNB conference on contemporary slavery and an October 2012 visit by UNB Law School Professor Cristiano Paixao for a U-M conference on human rights.

Several members of the UM delegation also met with officials of the National Council for Scientific and Technological Development (CNPq), an agency of the Brazilian federal Ministry of Science and Technology dedicated to the promotion of scientific and technological research and to the formation of human resources.

CNPq is an agency within the Brazilian Ministry of Science and Technology which aims to promote scientific and technological research and to train researchers in the country and abroad.
In the morning, U-M delegation members met with officials of the Oswaldo Cruz Foundation (FIOCRUZ), a foundation that is at the center of Brazilian health policy and science policy, with an emphasis on preserving health and wellness rather than treating disease. Agreements included adding a focus on the health implications of the environment to the areas previously identified for interdisciplinary cooperation. These areas are the social determinants of health; sustainability and health; maternal and infant health, including the promotion of breastfeeding and milk banking; chronic disease prevention and management; and the history of medicine.

The groups also agreed to move forward with a joint FIOCRUZ-U-M research symposium on these topics in spring 2013, with U-M delegation member Michele Heisler chairing the U-M committee. Delegation members also explored areas of cooperation with the Foundation’s Human Milk Bank, devoted to safeguarding infant health. To advance discussions and reciprocal visits on this important topic, the U-M Medical School has formed a planning committee led by Lisa Hammer.

“It’s very exciting to work on bringing together lots of different disciplines with FIOCRUZ for a joint seminar,” Heisler said. “We will have specific working groups in a wide range of areas, including social justice, human rights, sustainability, social determinants of health, and improving chronic disease prevention and management. And we are honored to learn from Brazil how to provide human milk for premature babies, to learn and get technical assistance from them.”

During afternoon events and meetings at the Federal University of the State of Rio de Janeiro (UNIRIO), the delegation built on established collaborations in history and the social sciences, particularly human rights, worked on planning a May 2013 conference, and discussed exchanges of faculty and students. The student exchanges could emphasize service learning. Delegation member Sueann Caulfield and U-M colleague Keila Grinberg have planned a short course using video conference technology for the winter semester.

Delegation member Jesse Hoffnung-Garskof explored ideas about a translation project now under development.
providing a platform for open access publication and distribution of translations of key articles and chapter-length works by U-M authors and by Brazilian and Latin American colleagues. He also discussed expanding a number of performing arts collaborations, including the possibility of mounting co-productions with UNIRIO at a distance, and of presenting a Brazilian film series at the Michigan Theater. Ways of facilitating student travel to Rio, possibly organized through Global Course Connections, and the possibility of offering an intensive Portuguese summer course for U-M students were also discussed.

“What I think is so exciting about all of the initiatives with FIOCRUZ is the possibility of working across disciplines,” Hoffnung-Garskof said. “We are working in really close cooperation with medical researchers and practitioners in the U.S and in Brazil to put their work in dialogue with the sociology and the history of health, social inequality, and the environment. For instance, we have begun conversations about milk banking, infant health, the history of breastfeeding, the history of wet nursing, child birth and fertility, and nutrition, all the while building comparisons and collaborations between the United States and Brazil. All of this is very, very exciting for us.

“The breadth of the conversation is very unusual in the context of Latin American Studies, so is the depth of the potential collaborations between U-M researchers and colleagues FIOCRUZ. Our real commitment is to interact with the intellectuals and the practitioners in Brazil and the Latin American region on equal footing.”

The final day concluded with a U-M alumni reception in Rio, attended by local alums and officials from the State Department, as well as the Consul General.

Outcomes from discussions with UNIRO: The possibility of collaborations in the performing arts between the program and various performing arts units at U-M’s campus, including the CRLT Players and the School of Music, Theater, and Dance. The plan has several components including mutual student exchanges and joint theater projects at a distance. Groups of students at U-M and UNIRIO, under the direction of one professor at each institution, would work on simultaneous productions of the same text, linked by internet conversations and video. They would then share and analyze the two performances. This might include week-long visits by one group or the other for joint workshops and performances. The next step for U-M would be to host a professor of theater from UNIRIO for a minicourse at LACS. This will provide the opportunity to build relationships with U-M students and faculty and to plan theater collaborations at a distance. U-M will also consult with FAPERJ and other Brazilian agencies, as well as Michigan’s coordinator for Study Abroad and Global Experiences about establishing student exchanges.

The Oswaldo Cruz Foundation (FIOCRUZ) is a leading public health institution located in Rio de Janeiro, Brazil. Founded by Dr. Oswaldo Cruz, a noted epidemiologist, the foundation supports research and development in the biomedical sciences.
On the final day of the trip, U-M delegation members Don Scavia and Maria Carmen Lemos met with the director of the Rio de Janeiro Environment Institute (INEA) about U-M efforts to assist U.S. cities in adapting to climate change. The INEA director, who also holds a faculty appointment at the State University of Rio de Janeiro (UERJ), is concerned with water and coastal management issues in the state of Rio de Janeiro. Scavia and Lemos invited INEA to send a representative to the climate adaptation leadership academy taking place in Michigan, and discussed offering a parallel training effort for city managers and other government officials in Rio. They also agreed to explore the possibility of assembling a team of U-M master’s students, assisted by Brazilian students, to conduct municipal vulnerability and adaptive capacity assessments for a number of smaller cities in the state of Rio de Janeiro in summer 2013.

“They are focusing on how to get Rio, both the city and other cities in the state, to adapt to climate change,” Scavia said. “And we have this large project that the Graham Institute is funding, which Maria Carmen Lemos leads, looking at helping mid-sized cities in the Great Lakes adapt to climate change.”

“I was doubly proud,” Lemos said. “I was proud to be part of an American delegation doing this kind of work, not only seeking new avenues of cooperation but also very open to learn, to listen, to understand what’s going on and to see where collaborations can truly be exchanges rather than unequal relationships. And, of course, as a Brazilian, I was also tremendously proud of the excellence of the Brazilian people we met with, their first-class scholarship, and also their warmth and openness.”

Also that day, Michelle Heisler, Jesse Hoffnung-Garskof, Eva Menezes and Gary Hammer visited the Instituto Fernandes Figueira (IFF/Fiocruz) Health Center on Human Milk Banking in Rio de Janeiro. This program runs more than 200 milk banks throughout Brazil and has helped advance maternal-infant health thought breastfeeding in 28 countries. They are a success story and leaders in the world in transforming lives through breastfeeding and milk banking. The U-M group met with the director of the institute, Dr. Joao Aprigio Guerra de Almeida. He and his staff met with the EU health minister to begin planning how to implement a network of breast health (breast feeding and milk banks) across the EU countries. The group held a video teleconference with Dr. Lisa A. Hammer, M.D. (director of Briarwood Women’s and Children’s Health Center and director of the first U-M Multidisciplinary Breast Feeding Program), to discuss possible collaborations on research as part of the larger FIOCRUZ-UM collaborations.
COMMUNICATIONS AND MEDIA COVERAGE

Communication goals for the trip included increased public awareness of U-M academic and educational partnerships with Brazil and of the importance to U-M of international collaborations in general. These goals were met through multiple means, including the development of websites and multimedia content focusing on both the events of the trip and on faculty, research projects, and students reflecting the breadth and depth of U-M/Brazil relations.

A special Brazil website, http://global.umich.edu/worldwide/brazil/, designed by Michigan Creative as a secondary page from the newly redesigned Global Michigan site, featured news, information about the delegation, research, videos, slideshows, and more. Some of these stories have been translated into Portuguese. Site content includes:

- The history of the initiative
- Delegation biosketches with photos
- U-M Brazil initiatives and research collaborations
- News releases announcing the visit and related stories, including a feature about the Orson Welles collection of his work in Brazil housed at the U-M Special collections library; Maps dated 1620; a Brazilian patient who gave $400,000 to U-M in order to find a cure for his illness.

Communication with alumni, faculty and students employed a wide variety of vehicles, including a Gateway story with a link to Global Michigan site, University Record, Record Update and Michigan Today stories, Brazil content featured on the Portal en Espanol, and Global Michigan websites. In addition, news about the trip was carried by Weibo, Latinoamerican Institute, LSA publications, Sustainability student/alumni publications and websites, UMHS publications and websites, and Alumni Association publications and websites.

A variety of U-M Facebook and Twitter sites also carried content about the trip, with an #MGoBrazil hashtag facilitating an exchange of news and views on Twitter.

The Office of the Vice President for Global Communications embedded a communicator with the delegation. A native of Brazil, Eva Menezes, a multimedia designer with the Institute for Social Research, established a blog http://mgobrazil.com and contributed photos, videos, and short updates throughout the trip.

Hispanic Communications Manager Vivi Schnitzer arranged interviews with Brazil media for President Coleman and delegation faculty members, with Menezes handling on-site coordination and providing translation. Highlights of the resulting media coverage appear in the appendix to this report.

For more information on Brazil 2012 and on U-M’s many other global initiatives, visit http://global.umich.edu.

REGENTS OF THE UNIVERSITY
Mark J. Bernstein, Ann Arbor; Julia Donovan Darlow, Ann Arbor; Laurence B. Deitch, Bloomfield Hills; Denise Ilitch, Bingham Farms; Andrea Fischer Newman, Ann Arbor; Andrew C. Richner, Grosse Pointe Park; Shauna Ryder Diggs, Grosse Pointe Farms; Katherine E. White, Ann Arbor, Mary Sue Coleman, ex officio

APPENDIX

News Media coverage, Brazil 2012:

Brazilian media

IG Portal
“Queremos que mais alunos aprendam português”, afirma reitora de Michigan (English: We want more students to learn Portuguese)
http://ultimosegundo.ig.com.br/educacao/2012-09-28/queremos-que-mais-alunos-aprendam-portugues-afirma-reitora-de-michigan.html

Folha de São Paulo
Folha de São Paulo, Interview, Mary Sue Coleman, “Diversity Makes Better Universities”

Portal Bol

Portal Terra
http://noticias.terra.com.br/ciencia/noticias/0,Ol6176849-EI8147,00-Fapesp+e+Michigan+vao+destinar+ate+U+mil+anuais+para+pesquisas.html

Agencias FAPESP, USP, FIOCRUZ
http://agencia.fapesp.br/16240
http://www.fiocruz.br/ccs/cgi/cgilua.exe/sys/start.htm?infoid=4865&sid=9

Planeta Universitario
Meeting with U-M talks about Science Without Borders Program

Blogs, others
http://www.crystaltube.com/queremosque-mais-alunos-aprendam-portugues-afirma-reitora-de-michigan/
http://www.consecti.org.br/2012/09/26/fapesp-assina-acordo-com-universidade-de-michigan/

U.S. media

Michigan Daily
http://www.michigandaily.com/article/coleman-travels-brazil

Ann Arbor.com

Michigan Radio
http://michiganradio.org/post/stateside-u-m-president-mary-sue-coleman-visit-brazil

Social Media
Communications specialist Eva Menezes wrote a blog that included photos and descriptions of the daily activities and tweeted live throughout the trip.

All photos by Eva Menezes unless otherwise noted.