

M. Morgan



BOSTON COLLEGE

IRISH INSTITUTE

May 11, 1998

Mr. Anthony McCusker
Deputy Secretary
Parliament Buildings
Stormont Estate
Belfast, BT4
Northern Ireland

Dear Tony:

As I mentioned to you, The Irish Institute is currently planning an allocation from our one million dollar USIA grant to be applied to political programming. Your input and suggestions are extremely helpful in this planning stage.

We would like to allocate up to \$300,000 for programs that will bring together senior civil servants and newly elected members of the Northern Ireland Assembly. These programs will take place after the proposed Northern elections when the First Minister, Deputy First Minister and cabinet members have been selected.

The schedule could include three programs, each in three parts, dealing with politics, management and administration, and peace and reconciliation. The first program would bring together the **new Assembly cabinet members and the civil servants** that will run Northern Ireland's government departments. The second would work with members of the **standing joint secretariat who are responsible for administrating the North/South Ministerial Council** and the third program will be created for elected members of the **Northern Ireland Assembly, the Scottish Assembly, Dáil Eireann and the British Parliament at Westminster.**

I have enclosed a three page outline of the 1997-1998 programs at the Irish Institute. Thank you for your cooperation in this matter and I look forward to talking with you soon.

Sincerely,

A handwritten signature in dark ink, appearing to read "Seán Rowland".

Dr. Seán M. Rowland
Director

CC Robin Greer

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The Irish Institute

Boston College

Programs 1997-98

The Center for Irish Management was established at Boston College in 1992 to facilitate economic growth and job creation in Ireland. Boston College, through its academic community, its corporate networks, and its many Irish and Irish-American alumni and friends, has had a strong and active interest in Ireland for many years. In 1997 the Irish Institute was established to accommodate the growing number of programs at the Center for Irish Management. Management programs were complemented by programs in Political Leadership and Education. The Institute's activities include international speaker programs and a host of special events. The primary mission is to create more jobs and encourage economic development within the island of Ireland, however, it also believes this mission -- and the personal, educational, and corporate exchanges it facilitates -- serves to promote peace in Northern Ireland.

The establishment of the Center for Irish Management, now the Irish Institute, formalized a series of training programs that had been in existence for over ten years. The programs focus on economic and leadership development and are comprised of modules in the United States designed for participants from Northern Ireland and the Republic of Ireland. The Irish Institute works closely with the Irish Department of Foreign Affairs, the Irish American Partnership, the Ireland Funds, the training and employment agencies in Northern and Southern Ireland, and their respective tourist Boards. All have provided funding for programs developed and delivered by the Irish Institute.

The Ron Brown Business Development Program

This program for ten participants will commemorate the late US Secretary of Commerce Ron Brown and his contribution to economic development in Ireland through US international trade policy. A number of prestigious universities in America were considered before the Boston College Graduate School of Management was finally chosen. This program will provide participants from small and medium sized businesses and community enterprises in Northern Ireland and the border counties of Ireland with placements in the Boston business community. The placements will expose the participants to US management, distribution, marketing and human resource management techniques in the United States. Boston College faculty will design a program of lectures that will focus on strategic management, the global marketplace, marketing management, information technology, financial management, and professional development.

Irish Management Institute - Leadership Program

The prestigious Irish Management Institute, based in Dublin, offers as one of their programs, a year long program in leadership to participants from Northern Ireland. Senior consultants visited universities in the United States in order to develop an international module for this leadership program. Boston College and the Carroll School of Management faculty developed a curriculum for this interactive leadership training program. Participants will visit company's that will provide executives to talk about leadership in a changing business environment, change management, leadership in a stable business environment and leadership development.

One of the aims of the programs is to help participants see the big picture of leadership vision and how that vision can be communicated to others.

Tourism Marketing Program

Both communities on the island of Ireland have identified tourism as the leading influence on economic development over the next ten years. In cooperation with the tourism authorities of Northern Ireland and the Republic of Ireland, the Tourism Marketing Programs (TMP) will select twenty participants currently serving in senior management and top-level decision-making positions in the tourism industry to spend two weeks in Boston. The participants will attend lectures on marketing their business in the United States, learn how US cities market historical and cultural sites, assess new developments in technologies, create modern tourism management techniques on the island of Ireland, and work directly with top US tourism officials at both trade seminars and face-to-face meetings.

Corporate Child Care Program

This training course will be offered to ten or twelve participants involved with the development of the corporate child care profession throughout the island of Ireland. This program is designed for two groups of people. The first group includes members from Departments of Education, Labor, and Social Services who oversee the development of the corporate child care profession. The second group includes members of the private sector interested in developing their child care businesses on the island of Ireland. The program will bring together these public and private sector participants in an environment that allows them analyze both policy and practical issues.

Regional Technical Colleges Program

This eight-week program will be offered to a group of students and recent graduates from Regional Technical Colleges throughout the island of Ireland. This program offers high-achieving students an opportunity to visit the US, while linking their backgrounds in technology with management skills. This innovative program will provide internships within the technology industry as well as an academic component at the Boston College School of Management. The academic component will complement the work already being pursued by the participants in Ireland.

Expertise for this unique program will be drawn from Boston College as well as area institutions with specialized resources in technology, particularly the Massachusetts Institute of Technology's (MIT) Small Business Development Forum.

Women's Executive Program I

This two-week program is designed for twenty female participants from the island of Ireland who hold mid to upper level management positions or are overseeing small businesses. This program is designed to improve their business and organizational skills in order to aid career advancement. Specifically targeted for selection will be those women who work in a business sector that is significantly more developed in the US than on the island of Ireland--such as fundraising. The WEP offers the participants an overview of professional support systems for women executives in the US, and numerous opportunities to meet and network with their American peers through site visits, lectures and social events. Roundtable discussions, with members of professional women's groups in the New England area, will be organized to discuss research materials that demonstrate characteristics which facilitate the promotion of women in the workplace.

Women's Executive Program II

This two-week program is designed for a group of twenty female participants from the island of Ireland who hold entry-level management positions and who seek to improve their business and organizational skills in order to aid career advancement. The program will deal with issues that younger women might face at the entry-level stage of their careers. The WEP offers these women a number of valuable learning opportunities, with particular emphasis being placed on resume writing, interview techniques, and business writing. Additionally, the program will concentrate on basic skills such as an introduction to financial capital raising, financial management, and strategic management. The program will create networking opportunities and encourage mentor relationships between the participants on both WEP I & II programs.

Young Managers Development Program

This eight-week program will host ten outstanding young prospective managers from Northern Ireland who are interested in, or are currently involved in, cutting edge businesses such as food technology or product development. As the participants' work will be in varying fields of business, the program's core curriculum covers a wide variety of management skills. The focus of the academic module will include best practice and benchmarking skills currently found in the United States.

State Government Leadership Program (1&2)

This program will be offered to two groups of twelve young state government leaders and local elected representatives from the island of Ireland who will concentrate on issues of local governance with particular emphasis on technology, resources, development and federalism. Academic classwork at Boston College will focus on leadership, management, human resources and policy analysis; moreover, some of the lectures will be conducted by top-level state bureaucrats and government officials who will give their input on policy formation. Opportunities to mix with local legislators from Massachusetts and share ideas will encourage interaction between elected local officials and civil servants from both sides of the border.

This group will travel to Birmingham, AL to observe the work of a community that has dealt with integration and civil rights issues. The participants will be hosted by the Council for Cooperating Governments. This "not-for-profit" group brings elected officeholders and full-time employees of local governments together in a variety of different settings to improve governance.

Political Leadership for the 21st Century

This innovative program will be offered to young people in the leadership positions of all recognized youth political parties on the island of Ireland and in Britain as well as young people who have already demonstrated political acumen through alternative avenues. This long-term networking opportunity for future leaders, across the political spectrum, is unique on the island of Ireland. This program provides an opportunity, in a neutral setting, for open discussion of political and governance issues common to the US, Southern Ireland, Northern Ireland and Britain. The curriculum for this initiative will focus on several key areas, including working with the legislature, federalism in a European and American context and new themes in the US political environment. Participants in this program will travel to Washington, DC as well as visit Annapolis, MD. While in Washington, the group will meet representatives from diverse ethnic and geographical backgrounds and learn about particular difficulties within the political process. A summit will be held to allow the participants the opportunity to meet with Young Democrats and Young Republicans to discuss issues of common interest and learn about different political experiences they have encountered.

American Ireland Fund Fellowship Program

This program is designed to bring a participant from each of the third level institutions on the island of Ireland to Boston College to participate in a ten-week program of business education and job placement. Participants will be selected by faculty from the participating institutions.

The Carroll School of Management at Boston College will develop and administer a program designed to allow participants to build on the studies that they have already completed at their third level institution on the island of Ireland. The curriculum will focus on advanced marketing, distribution, cutting edge information technology techniques, global sales, financial, human resource and strategic management modules. The Boston College faculty members teaching these courses will be joined by speakers from the Massachusetts business community. Participants will be placed with corporate executive officers in Massachusetts who will provide them with a unique insight into their corporations and learning opportunities throughout the entire business. The emphasis will be on providing practical experience in the key areas of a successful American business.

Irish Diaspora Project

Professor Thomas O'Connor, Professor of Irish History at Boston College, is developing a research project that will identify trends in Irish migration. He will specifically look at Irish immigrants today in a number of countries including Britain, Australia, New Zealand, the US, Canada, South Africa and Germany. This project is expected to become a model for similar migration studies programs for other nations.