

# THE BORDER ~~B~~ BEYOND THE HEAD ~~A~~ D LINES

## The Trans-Border Opportunities Certificate

Learn how to engage with the cross-border community and take advantage of the border's unique possibilities for entrepreneurship, business and activism.

With the Trans-Border Opportunities Certificate, you will learn key perspectives on the politics, people, products, places and culture of the binational region. You will interact with experts, practitioners and decision makers whose lives both define and transcend the border – the leaders who are shaping its future. Our interactive classroom seminars will give you the tools, information and contacts you need to expand your mind, your heart, and your work across the border, while our field seminars provide a firsthand introduction to the energy and innovation that define the border region.

PEOPLE,  
PLACES,  
PRODUCTS,  
POLITICS &  
CULTURE.

enroll by **June 1st**  
FOR EARLY  
REGISTRATION DISCOUNT

*Seminars offered on evenings and weekends*

**FIND OUT MORE**

Seminars are taught by Trans-Border Institute staff and feature an array of exciting guests. You will interact with the experts, practitioners, and decision makers whose lives both define and transcend the border – the leaders who are shaping its future.

## UNDERSTAND **5** KEY BORDER CONCEPTS:

**POLITICS** stakeholders, structures and rhetoric

**PEOPLE** immigrants, refugees and citizens

**PRODUCTS** licit and illicit trade and business

**PLACES** ecology, environment and growth

**CULTURE** nexus, hybridization and dynamism

### LEARNING OUTCOMES:

- Master facts and analysis to cut through rhetoric about border politics
- Learn about unique possibilities for business, entrepreneurship, activism and public problem-solving presented by the border environment
- Use data and maps to discover cross-border opportunities like the urban renaissance in downtown Tijuana
- Learn all the facts about cross-border commerce and supply chains in different industries
- Network with key policymakers and stakeholders like José Galicot and Denise Ducheny

### HOW IT WORKS:

To earn the certificate participants must complete 4 classroom seminars, and 2 field seminars of their choice. Additional classroom seminars can be taken at no additional cost.

### PROGRAM COST:

**EARLY ENROLLMENT: \*\$1,700** (*Enroll by June 1*)  
**FULL PROGRAM COST: \*1,800**

**25% OFF TO NON-PROFITS & USD STUDENTS AND ALUMS**

*\*meals included*

## SUMMER 2019 SCHEDULE

*Seminars offered on evenings and weekends*

### MODULE 1: POLITICS

**7/10 Classroom Seminar**

Fates, Furies, and Towers of Babel: Immigration Politics

**7/13 Field Seminar**

Walls and Bridges, Laws and Policies: Tour of the Physical Border

**7/17 Classroom Seminar**

Border and Immigration Politics: Security Beyond the Controversy

### MODULE 2: PEOPLE

**7/20 Field Seminar**

On the Frontlines of a Humanitarian Crisis: Migrant Shelters in Tijuana

### MODULE 3: PRODUCTS

**7/24 Classroom Seminar**

Supply Chains, Manufacturing and the Cross-Border Boom

**7/26 Field Seminar**

Visit to Tijuana Call-Center and Manufacturing Hub

**7/31 Classroom Seminar**

The Other Supply Chain: Understanding the Cross-Border Drug War

### MODULE 4: PLACES

**8/2 Field Seminar**

The Perils of Progress in Greater California: The Cross-Border Water Crisis

**8/7 Classroom Seminar**

The Border Region: Stakeholders & Political Culture

**8/10 Field Seminar**

Urban Planning 2.0: Visit to the Escuela Libre de Arquitectura and Insurgente

### MODULE 5: CULTURE

**8/14 Classroom Seminar**

Tijuana Renaissance: Re-Building Tijuana's Tourism