

## **SCHNEIDER, DR. MICHAEL**

Michael Schneider directs the Washington, D.C. Public Diplomacy Program of Syracuse University. This capstone semester for 20 graduate students completes a two-year dual degree course of study, culminating in an MS in public relations from the Newhouse School of Communication and an MA in international relations from the Maxwell School of Citizenship and Public Affairs.

For the prior 12 years Schneider directed the Maxwell-Syracuse Washington, D.C. International Relations Program that brings some 150 graduate and undergraduate students to D.C. for a combination of courses and internships.

Previous to joining the Maxwell School faculty, he served in U.S. Foreign Service and Civil/Senior Executive Service positions with the U.S. Information agency and Department of State. As Deputy and Acting Associate Director for Policy and Programs at USIA, Schneider helped direct global policy guidance and information activities from 1984-1993. In the mid-90s he served as senior adviser to the Under Secretary of State for Global Affairs. He represented USIA to the National Security Council and the State Department Policy Planning Council. In the late 1980s, he organized a series of informational and exchange initiatives with the USSR.

Dr. Schneider contributed to the evolution of U.S. public diplomacy through creation of a strategic planning process, and modernization of USIA information systems. He also coordinated global public diplomacy programs honoring the U.S. Bicentennial. He led special studies of the Fulbright exchange program and U.S. broadcasting. His 2000 report, "Others Open Doors" analyzed international educational outreach activities of the U.S. and other nations.

Schneider began his USIA career in 1962 with Foreign Service assignments in Calcutta and Dhaka. He earned his B.A. in American history from Rochester University, M.A. in American history from Columbia University and Ph.D. in international studies from American University.