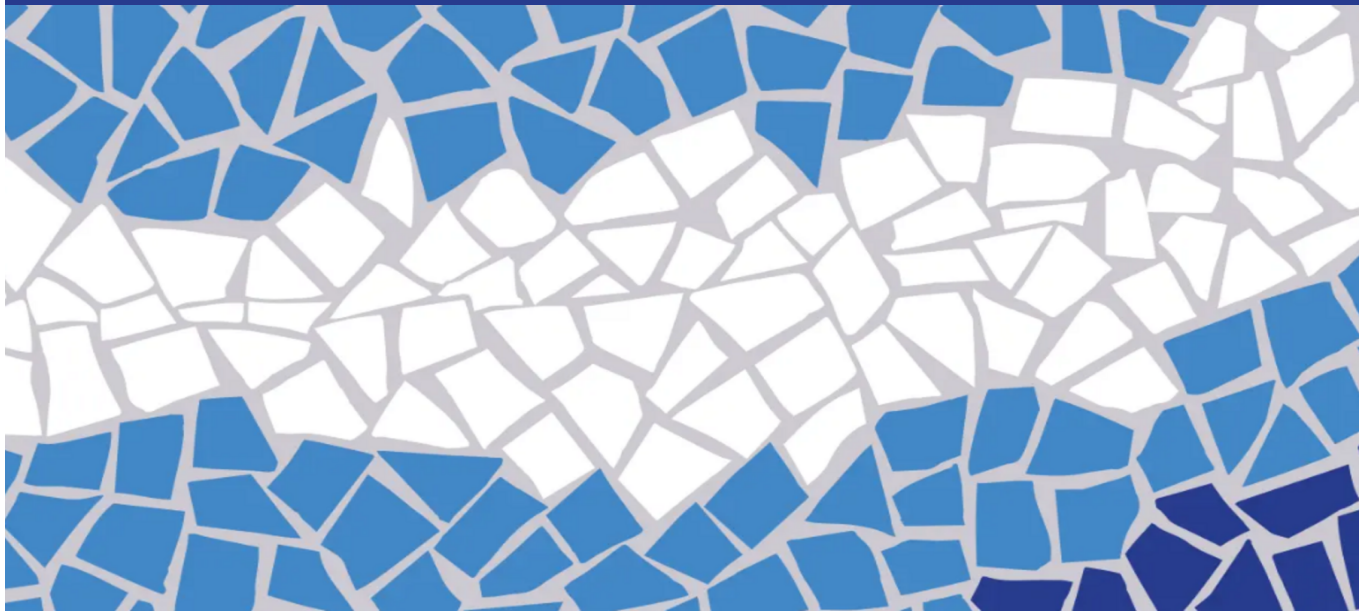


BRASA

2026–28

Strategic Priorities

Strengthening a Shared Space
for Brazilian Studies



Leadership and Governance

2026–28

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Strengthening a Shared Space for Brazilian Studies

Priorities for a more connected, supportive, and publicly relevant association.

BRASA has long provided an essential space for scholars, students, and institutions committed to the study of Brazil. Its international congresses have brought together an increasingly large and diverse community, while its prizes, publications, and institutional partnerships have helped sustain Brazilian Studies across disciplines and national boundaries.

The priorities for 2026–28 build on this trajectory. They seek to strengthen BRASA as a shared, inclusive, and publicly relevant space for producing and circulating knowledge about Brazil, from Brazil, and with Brazil. This means improving how the association connects with its members throughout the year; supporting the intellectual and institutional infrastructure of Brazilian Studies; developing closer relationships with scholarly associations in Brazil and internationally; and creating responsible avenues through which the expertise of BRASA's community can contribute to public debate.

These priorities aim to consolidate BRASA's existing strengths, respond to opportunities identified by its members, and extend the value the association creates before, during, and between its international congresses.

01

Strengthen Year-Round Communication

BRASA's international congress is the association's central gathering and its most visible activity. A strong scholarly community, however, also depends on regular communication and opportunities to remain connected between congresses.

BRASA will therefore develop an integrated communication structure in which different channels perform complementary functions. A redesigned website will serve as the association's institutional home and the principal repository for news, opportunities, and information about its activities. Over time, the website can also provide a home for shared resources developed by BRASA-supported networks, including teaching materials, syllabi, publications, and recorded lectures. A BRASA WhatsApp community will offer a direct channel for distributing timely updates and directing members to material published on the website. A regular newsletter will curate and consolidate these updates, highlight the work of BRASA members and partners, and offer a broader narrative about developments across the association and the Brazilian Studies community. Social media will help circulate this content and extend its reach beyond BRASA's existing membership.

This communication infrastructure can also support a light program of activities between BRASA's international congresses. Virtual lectures, conversations with award recipients, discussions organized by emerging research networks, and sessions on teaching about Brazil can create regular points of engagement while giving greater visibility to the people, resources, and initiatives supported by the association.

Initial priorities

- launching a redesigned website as BRASA's central information hub;
- establishing a WhatsApp news community and strengthening BRASA's social media presence to circulate website content;
- developing a regular newsletter that curates news, connects individual initiatives, and communicates a broader narrative about BRASA and Brazilian Studies.
- developing a light calendar of virtual lectures and conversations connected to BRASA's awards, research and teaching networks, partnerships, and other ongoing initiatives.

02

Support Research and the Intellectual Infrastructure of Brazilian Studies

Brazilian Studies depends on an intellectual infrastructure that includes journals, university presses, book series, prizes, research and teaching networks, and shared resources for educators. BRASA can play an important role in connecting and supporting these institutions and initiatives without displacing their independence or duplicating their work.

One priority will be to deepen relationships with journals serving the Brazilian Studies community. BRASA can work more closely with publications such as the Luso-Brazilian Review and Brasiliana, promote their issues and calls through its communication channels, and explore opportunities for special issues and other collaborative projects. It can also develop closer relationships with university and academic presses, support existing Brazilian Studies series, and help connect editors with scholars working across BRASA's disciplinary and international networks. Proposals for additional publication initiatives, including the possibility of a new journal, can be considered in light of the needs of the field and BRASA's institutional capacity.

The association's awards are another important part of this infrastructure. BRASA can review its current portfolio and consider new forms of recognition, including awards recognizing contributions to the promotion of the Portuguese language, public or community-engaged scholarship, and outstanding work produced by scholars based in Brazil. A possible partnership with the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES), Brazil's federal agency for supporting and evaluating graduate education, could connect BRASA to an established dissertation award whose beneficiaries are scholars based in Brazil—one of the communities with which the association seeks to deepen its engagement. BRASA could complement this existing recognition by offering selected recipients a monetary prize, conference travel, translation, publication, or support for the international circulation of their work.

BRASA can also help incubate research networks emerging from its community. Its role may include connecting researchers and institutions, providing an initial organizational space, and helping networks identify partners or develop proposals for external support. A prospective partnership with Brazil's Ministry of Indigenous Peoples (MPI) around Indigenous Studies could provide an early and exemplary case: a focused initiative that brings together interested scholars and institutions in Brazil and internationally while testing how BRASA can support the formation of new research communities.

BRASA can also support communities organized around teaching and the development of shared pedagogical resources. One promising initiative is the Brazil Teachers Network, created and led by BRASA member Ben Junge to connect educators who teach about Brazil across

disciplines and educational settings. The network has already established a listserv and begun assembling teaching materials, syllabi, open-access publications, multimedia resources, and institutional information. Working with Junge and other interested members, BRASA could help boost and broaden the initiative, provide it with greater visibility and institutional continuity, and connect its resources to the association's new website. The network could also organize virtual guest lectures, conversations on teaching practices, and other activities serving both Brazil specialists and non-specialist instructors seeking to incorporate Brazil into their courses.

Initial priorities

- strengthening collaboration with journals and academic presses through special issues, book series, and other publication opportunities;
- reviewing BRASA's awards portfolio and exploring a partnership with CAPES's existing dissertation award to provide additional support and international opportunities for scholars based in Brazil;
- incubating and supporting selected research and teaching networks, including the prospective Indigenous Studies partnership and the Brazil Teachers Network.

03

Map the Field and Strengthen Institutional Connections

Brazilian Studies is broad, interdisciplinary, and institutionally dispersed. It encompasses scholars working in universities and research centers in Brazil and abroad, as well as journals, scholarly associations, thematic networks, funding organizations, and public-facing institutions. A clearer understanding of this ecosystem would help BRASA identify gaps, strengthen connections, and direct its resources more effectively.

BRASA will explore the development of a field-wide diagnosis or mapping initiative, potentially in partnership with the National Institute of Science and Technology for Studies on the United States (INCT-INEU) and other interested institutions. This effort could identify where Brazilian Studies is being taught and produced, how the field is distributed across disciplines and regions, and what challenges its institutions and researchers currently face.

Mapping should be accompanied by relationship-building. BRASA can deepen its engagement with international associations that bring together substantial communities of scholars working on Brazil, including regional and disciplinary associations, while also developing stronger connections with scholarly associations based in Brazil. Particular attention can be given to institutions and scholarly communities in African countries with significant historical, cultural, linguistic, or contemporary connections with Brazil. BRASA can also support locally led efforts to strengthen Brazilian Studies in places where new institutional communities are emerging, including the current interest in developing a Canadian Brazilian Studies network. Rather than seeking formal relationships as an end in themselves, BRASA can focus on collaborations that create concrete value for their respective communities.

These relationships may lead to reciprocal participation in conferences, jointly organized sessions, shared calls, publication projects, travel support, and other forms of scholarly exchange. They can also help connect BRASA more closely with debates and institutional developments affecting researchers based in Brazil.

Initial priorities

- designing a diagnosis of the Brazilian Studies ecosystem and identifying institutional partners for its implementation;
- mapping relevant scholarly associations, institutions, and emerging geographic communities, including potential partners in African countries and a prospective Canadian Brazilian Studies network;
- developing a selective agenda of collaboration based on joint activities, reciprocal participation, and tangible opportunities for members.

04

Enhance BRASA's Public Relevance

BRASA brings together a large and diverse body of expertise on Brazilian politics, society, history, culture, law, economics, the environment, and international relations. This knowledge can make an important contribution to public understanding of Brazil, especially when major developments generate international attention or require informed interpretation.

BRASA can create responsible mechanisms for making this expertise more accessible while respecting the association's scholarly character and the autonomy of its members. The proposed international election observation initiative offers one model of public engagement. Drawing on the knowledge and institutional relationships of BRASA members, the initiative could produce an independent and carefully designed assessment of selected dimensions of Brazil's electoral process.

Another possibility is an expert hub through which journalists and other public audiences can identify scholars by field, topic, region, and language. Such a resource could increase the diversity of voices represented in media coverage and help members who wish to engage publicly make their expertise more visible.

BRASA can also remain attentive to opportunities in which its community may contribute relevant knowledge to public debate. These may include hearings, public consultations, or policy discussions affecting Brazil and Brazil–United States relations, such as the recent Section 301 hearings conducted by the Office of the United States Trade Representative. Depending on the circumstances, BRASA might circulate information, connect relevant experts with public institutions, or consider an institutional contribution through its established decision-making procedures.

Initial priorities

- designing the proposed international election observation initiative;
- developing an expert hub through which journalists and other public audiences can identify BRASA members by topic, region, and language;
- monitoring relevant hearings, consultations, and public debates and establishing appropriate procedures through which BRASA or its members might contribute.

05

Prepare the Next BRASA International Congress

The planning of BRASA's next international congress will be one of the association's central responsibilities during this period. The scale and diversity of the Salvador congress provide a strong foundation, as well as an opportunity to identify lessons for the next meeting.

The first step will be to analyze the recently administered post-conference survey. The results can help BRASA understand participants' experiences, identify strengths and areas for improvement, and assess preferences regarding the conference's format, organization, accessibility, intellectual programming, and supporting activities.

This evidence should inform the collaborative development of a proposal within BRASA's Executive Committee. The proposal can address the principal choices involved in organizing the next congress, including its location, institutional partnerships, scale, format, timeline, resource requirements, and governance structure.

Planning should also take into account the broader priorities set out in this document. The congress can serve as a space for strengthening relationships with journals, presses, scholarly associations, and partner institutions; showcasing networks supported by BRASA; connecting researchers across countries and career stages; and bringing selected dimensions of Brazilian Studies into dialogue with wider public audiences.

Initial priorities

- analyzing the post-conference survey and identifying lessons from the Salvador congress;
- developing options for the location, partnerships, format, scale, timeline, and resources of the next meeting;
- developing a conference proposal collaboratively within BRASA's Executive Committee.

Moving Forward

The five priorities are mutually reinforcing and depend on shared ownership across BRASA's leadership and community.

BRASA's communication channels can increase the visibility of publications, awards, partnerships, and public initiatives. A better understanding of the field can inform its programming and institutional relationships. Partnerships with journals, presses, scholarly associations, funders, and research institutions can create opportunities for members while strengthening the infrastructure of Brazilian Studies. The international congress can bring these efforts together and provide a regular moment for collective exchange and renewal.

Implementation will require shared ownership across BRASA's leadership and community. Each initiative should be anchored by one or more members of the Executive Committee, who can help define its next steps, involve other BRASA members and institutional partners, and coordinate its development. Regular Executive Committee discussions should provide opportunities to assess progress, refine priorities, address emerging needs, and maintain alignment across the five areas.

The next stage will therefore be to translate these priorities into a sequenced and collaborative plan. For each initiative, the plan should identify an Executive Committee lead, the members and partners to be involved, the next concrete milestone, the resources or support required, and appropriate points for collective review and validation.

Through this work, BRASA can further consolidate its role as a shared space for knowledge about Brazil, from Brazil, and with Brazil—connecting people and institutions, supporting scholarship, and contributing thoughtfully to public understanding.

BRASA

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