

## **EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS**

## Proposed Appropriation Language

### EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

For expenses of educational and cultural exchange programs, as authorized, [~~\$635,000,000~~]~~\$633,200,000~~, to remain available until expended: *Provided*, That not to exceed \$5,000,000, to remain available until expended, may be credited to this appropriation from fees or other payments received from or in connection with English teaching, educational advising and counseling programs, and exchange visitor programs as authorized. (*Department of State, Foreign Operations, and Related Programs Appropriations Act, 2010*).

# EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

## *Resource Summary*

(\$ in thousands)

Appropriations	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Positions	381	410	419	9
Funds	538,000	635,000	633,200	(1,800)

### *Program Description*

Global exchanges--with their immediacy, enduring impact, reach and appeal that extends from grass-roots to state houses--are the essence of smart power. They are American values in action. In FY 2011, the Bureau of Educational and Cultural Affairs (ECA) will bring the strengths and benefits of exchanges to bear on key foreign policy challenges facing the United States. ECA will concentrate resources in ways that support the goals of the President's June 4 speech in Cairo and on high priority countries, such as Afghanistan, Pakistan, Iraq, and Indonesia.

ECA will continue to focus on global education, women, youth, underserved audiences and the formation of critical global communities. Secondary school and higher education exchanges will bring talented young people to the United States and increase the number of Americans studying abroad. ECA will link individuals and organizations around the world to address such common challenges as climate change and food security. There will be tailored programs for women and girls, who are represented in and contribute to all ECA programs. Young people, with a particular attention to those from underserved sectors of society, will remain a key audience.

High-demand programs that enhance English language skills will be expanded. Broader audiences will be reached through ECA's culture and sports programs, two areas that are especially attractive to young people and unhindered by linguistic barriers. The effectiveness of ECA programs is well documented—a decade of performance measurement confirms the power of exchanges to open minds and bring new thinking into societies.

### **Academic Programs**

Academic Programs broaden cooperation through academic study and professional activities. These programs include the Fulbright Scholarship Program; the Hubert H. Humphrey Fellowships for mid-career professionals from developing nations; and the Benjamin Gilman program for American undergraduates with financial need to study abroad. Other Academic Programs support English language teaching and English Access Microscholarships for underserved populations, educational advising, and U.S. studies programs.

### **Professional and Cultural Exchanges**

Professional exchanges increase understanding of U.S. foreign policy goals and allow Americans to broaden their participation in global issues. The International Visitor Leadership Program (IVLP) provides opportunities for foreign opinion makers to meet and confer with their American counterparts and gain firsthand knowledge about the U.S. society, culture and politics. Citizen Exchanges unite an extensive network of organizations and experts in professional, youth, cultural, and sports programs. Cultural programs are particularly effective in engaging non-traditional audiences, and youth and sports programs open young minds to American perspectives and develop a sense of citizen responsibility.

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## Program and Performance

The Office of Policy and Evaluation monitors and evaluates the impact of Bureau programs, earning OMB’s highest rating for effectiveness. The Office of Alumni Affairs maintains productive engagement with ECA’s nearly 1,000,000 alumni worldwide.

## Exchanges Support

Exchanges Support includes funding for employee compensation and benefits for domestic staff and Regional English Language Officers (RELOs) abroad, as well as program direction and administration. It also includes the costs related to implementing U.S. Government exchanges coordination and the Convention on Cultural Property Implementation Act. The U.S. Government Exchanges Coordination – The Interagency Working Group on U.S. Government-Sponsored International Exchanges and Training (IAWG)--works to improve the coordination, efficiency, and effectiveness of the 15 federal departments and nearly 50 independent U.S. Government agencies that sponsor international exchanges and training. IAWG staff serves as an information clearinghouse, conducting research, data collection, analysis and reporting on international exchanges and training government-wide, and works to improve their coordination.

## Performance

Bureau of Educational and Cultural Affairs (ECA) programs annually involve more than 40,000 U.S. and foreign exchange participants in over 180 countries. This measure was selected to underscore the importance of long-term engagement with these key individuals. A smart power approach dictates that ECA support the efforts of its nearly one million exchange alumni to apply in their home countries and communities the learning and skills they acquired during their programs. This provides substantial return on investment and sustains a dialogue with individuals around the world who have first-hand knowledge of the United States.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
<b>Strategic Priority</b>	Nurture Common Interests and Values					
<b>Bureau Goal</b>	Expanding global networks through alumni outreach					
<b>Indicator</b>	The number of ECA alumni who are registered members of the Alumni Affairs web community.					
FY 2006 Result	FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2009 Target	FY 2010 Target	FY 2011 Target
25,329	29,448 [Baseline]	35,113  ▲ Above Target	51,376  ▲ Above Target	38,624	54,000	58,000
Reason for Exceeding Target	ECA launched an initiative to establish full-time alumni coordinators in Washington and at selected field posts, enhanced efforts to establish alumni associations, integrated web community membership into Bureau orientations, and added additional capabilities to the website. These comprehensive steps led to a larger than anticipated increase in membership.					
Impact	Alumni maintain their relationships with the United States while continuing to expand their understanding of the United States and building on their exchange experience. The numbers also indicate the multiplier effect of having increasing numbers of alumni around the world who understand U.S. values and transmit this knowledge to their families, colleagues and communities.					
Methodology	The Alumni Affairs Office maintains a list of alumni who register as members of the Alumni Affairs web site.					

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Data Source and Quality	ECA's Alumni Affairs Office manages a website to promote alumni engagement. The Data Quality Assessment revealed no significant data limitations. Website operations are continually monitored by the staff of the Alumni Affairs Office.
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Educational and cultural programs lead directly to greater knowledge and understanding of the United States and the American people. Greater understanding helps build a foundation of trust upon which policy makers can then establish bilateral and multilateral agreements. ECA outreach to official figures of influence as well as expanded exchanges with youth, non-elites, religious and ethnic minorities and women, results in more accurate and informed perceptions of the United States. This measure demonstrates ECA advancement of its mission to increase mutual understanding and develop friendly and peaceful relations.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
<b>Strategic Priority</b>	Nurture Common Interests and Values					
<b>Bureau Goal</b>	Strengthen the international relations of the United States by increasing mutual understanding					
<b>Indicator</b>	Percentage of participants who increased or changed their understanding of the United States immediately following their program.					
FY 2006 Result	FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2009 Target	FY 2010 Target	FY 2011 Target
92 percent	93 percent [Baseline]	95 percent ▲ Above Target	93 percent ◀▶ On Target	93 percent	93 percent	93 percent
<b>Impact</b>	As a result of participating in ECA's programs, men and women from around the world (established and emerging leaders, professionals in many disciplines, scholars, students, individuals from underserved communities) have an increased and more sophisticated understanding of American society, values and institutions. This strengthens relationships between strategic communities.					
<b>Methodology</b>	ECA program participants complete pre-, post- and follow-up surveys that collect data on standardized indicators across ECA programs. All performance measurement surveys are designed by performance measurement specialists.					
<b>Data Source and Quality</b>	ECA performance measurement indicator data captured through pre-, post- and follow-up surveys are collected through ECA's specialized online performance measurement system. The Data Quality Assessment revealed no significant limitations.					

### *Justification of Request*

The FY 2011 request is \$633.2 million. Within this funding level, resources support ongoing initiatives and will strengthen America's global engagement through programs of proven value and create new opportunities to engage, educate, and empower foreign and American participants. The FY 2011 budget includes \$29.3 million in redirected resources to support \$8.8 million in current services costs and \$20.5 million programmatic initiatives.

The FY 2011 current services request covers \$8.823 million for domestic and overseas inflation and other built-in costs. ECA programs will absorb \$6.6 million to support a number of mandatory cost increases that must be addressed to maintain program operations. The request also includes \$2.2 million for the annualization of the FY 2010 COLA and the anticipated FY 2011 pay raise.

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### **English Language Programs: \$3,539,000**

The growing global demand for English language skills is a positive development that the United States must rise to meet. English language programs reach disadvantaged high school students, train teachers, and provide expert advice and support for host government English programs. The requested increase of \$3,539,000 supports providing 2,100 new English Access Microscholarships to talented, economically disadvantaged high schools students; producing Access English language learning/teaching series & materials; expanding the English Language Fellows and Specialists programs in support of the English Access Microscholarship Program; expanding the E-Teacher Scholarship Program; and supporting two new overseas Regional English Language Officers.

### **President's Global Engagement Initiative: \$7,519,000**

To advance opportunity, prosperity, and security in Muslim-majority countries and Muslim communities worldwide, ECA will redirect resources within its base to support educational and professional exchanges with the goal of improving mutual understanding and promoting a recognition of common secular interests.

### **Pakistan: Strategic Engagement: \$8,000,000**

This request would fund the extension and expansion of public diplomacy programs in Pakistan that were originally funded in FY 2009 from the FY 2009 Supplemental Appropriations Act (P.L. 111-32). This program will advance U.S. foreign policy goals and further U.S. national security interests by expanding and strengthening engagement, communication, exchanges and mutual understanding with the people of Pakistan. The long-term goals of this program is to build confidence in the capabilities of the Pakistan government to serve its people; improve and expand the professionalism of Pakistani media; and strengthen the U.S. relationship with Pakistani people at all levels of society. ECA will achieve this through support for English language programs, teacher exchanges, short-term undergraduate exchanges, and the exchange of Fulbright students and scholars. ECA will also improve and expand the professionalism of Pakistani media and education sector; and strengthen the U.S. relationship with Pakistani people at all levels of society including improving the Pakistani education system through teacher and internet training.

### **Exchanges Support: \$1,400,000**

In addition, \$1.4 million will support the growth in the number of permanent staff dedicated to exchange programs to keep pace with the historical growth in resources and complexity. These functions are necessary to maintain continued effectiveness. The staff increases are as follows:

#### **Regional English Language Officers – 2 positions**

The Department is requesting the addition of two Regional English Language Officers abroad to carry out English language programs in critical countries and regions. Funding will cover employee compensation and benefits and administrative costs.

#### **Program Staff – 7 positions**

The Department is requesting the addition of seven permanent Civil Service staff to support its growing workloads tied to expansion in the exchange program as well as the Department's multilateral treaty obligations and binding bilateral agreement obligations for protecting the cultural property of other treaty adherents. This will strengthen Department management of the expanding geographic and Muslim engagement initiatives. Funding will cover employee compensation and benefits and administrative costs.

## EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

### *Funds by Program Activity*

(\$ in thousands)

Activities	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
<b>Academic Programs</b>	<b>311,727</b>	<b>358,627</b>	<b>355,548</b>	<b>(3,079)</b>
Fulbright Program	234,864	253,826	252,704	(1,122)
Students, Scholars, Teachers, Humphrey, Undergraduates	234,864	253,826	252,704	(1,122)
Global Academic Exchanges	38,293	59,471	62,844	3,373
Educational Advising and Student Services	12,043	12,908	12,742	(166)
English Language Programs	26,250	46,563	50,102	3,539
Special Academic Exchanges	38,570	45,330	40,000	(5,330)
Regional Graduate Fellowships	22,020	22,660	22,660	0
American Overseas Research Centers	4,000	5,000	4,000	(1,000)
South Pacific Exchanges	500	500	500	0
Timor Leste Exchanges	500	500	500	0
Mobility (Disability) Exchange Clearinghouse	500	500	500	0
Benjamin A. Gilman International Scholarship Program	7,200	10,420	10,090	(330)
George Mitchell Fellowship Program	500	500	500	0
University of Miami Hemispheric Program	500	500	500	0
Tibet Fund	750	750	750	0
One-Time Special Grant Competition	2,100	4,000	0	(4,000)
<b>Professional and Cultural Exchanges</b>	<b>168,251</b>	<b>209,618</b>	<b>207,306</b>	<b>(2,312)</b>
International Visitor Leadership Program	79,211	95,025	95,869	844
International Visitor Leadership Program	79,211	95,025	95,869	844
Citizen Exchange Program	77,377	102,000	102,844	844
Professional/Cultural/Youth	77,377	102,000	102,844	844
Special Professional and Cultural Exchanges	11,663	12,593	8,593	(4,000)
One-Time Special Grant Competition	3,900	4,000	0	(4,000)
Congress-Bundestag Youth Exchange Program	3,230	4,000	4,000	0
Mike Mansfield Fellowship Program	1,862	1,902	1,902	0
Institute for Representative Government	496	496	496	0
Irish Institute	1,000	1,020	1,020	0
Youth Science Leadership Institute of the Americas	150	150	150	0
Ngwang Choephel Fellows (Tibet)	650	650	650	0
Pakistan Literacy Training	375	375	375	0
<b>Program and Performance</b>	<b>3,145</b>	<b>6,174</b>	<b>6,174</b>	<b>0</b>
Evaluation	1,895	1,939	1,939	0
Alumni	1,250	4,135	4,135	0
Social Networking	0	100	100	0
<b>Exchanges Support</b>	<b>54,877</b>	<b>60,581</b>	<b>64,172</b>	<b>3,591</b>
<b>Total</b>	<b>538,000</b>	<b>635,000</b>	<b>633,200</b>	<b>(1,800)</b>

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### *Funds by Object Class* (S in thousands)

	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
1100 Personnel Compensation	34,708	38,043	40,298	2,255
1200 Personnel Benefits	9,062	10,034	10,811	777
2100 Travel & Trans of Persons	1,825	2,023	2,102	79
2200 Transportation of Things	340	354	354	0
2300 Rents, Comm & Utilities	1,007	1,025	1,025	0
2400 Printing & Reproduction	699	702	702	0
2500 Other Services	20,824	21,255	21,225	(30)
2600 Supplies and Materials	506	510	510	0
3100 Personal Property	45	54	54	0
4100 Grants, Subsidies & Contrb	468,984	561,000	556,119	(4,881)
<b>Total</b>	<b>538,000</b>	<b>635,000</b>	<b>633,200</b>	<b>(1,800)</b>