

U.S. DEPARTMENT OF STATE
THIRD ANNUAL CONFERENCE ON PROGRAM EVALUATION:
NEW PARADIGMS FOR EVALUATING
DIPLOMACY IN THE 21ST CENTURY
June 8-9, 2010

Programs Track

PowerPoint presentation from workshop on

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Session transcript:

<http://www.state.gov/s/d/rm/rls/rm/2010/148061.htm>

Bureau of International Information (IIP) U.S. Speaker and Specialists Program Evaluation

Evaluation and Measurement Unit (EMU)
Office of Policy, Planning and Resources (R/PPR) for
Public Diplomacy and Public Affairs

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Public Diplomacy: Strengthening U.S. Engagement with the World

To Support the achievement of U.S. foreign policy goals and objectives, advance national interests, and enhance national security by informing and influencing foreign publics and by expanding and strengthening the relationship between the people and government of the United States and citizens of the rest of the world.

❖ *Public Diplomacy Mission Statement, Strategic Framework for Public Diplomacy*

Office of the Under Secretary for Public Diplomacy and Public Affairs



U.S. Speakers and Specialists Program

- ❖ The U.S. Speaker Programs are a means to directly reach foreign audiences across the “last three feet” with credible professionals who supplement the official diplomatic conversations at posts. The Bureau of International Information Programs (IIP) provides American experts to travel overseas and engage in substantive dialog with contacts identified by our diplomatic posts. IIP identifies and recruits the experts and makes all of the logistical and payment arrangements. Most programs are the result of requests from posts, although some are Bureau generated.



Public Diplomacy Tool:

IIP U.S. Speaker and Specialists Program

- Started in 1994
- Organizes around 1,300 traveling and electronic events for American experts to engage with foreign audiences worldwide each year.
- Engages international audiences
 - Traveling U.S. expert speakers
 - Digital Video Conferences (DVC)
 - Telepress conferences
 - Webchats, Webcasts and podcasts.
- The Strategic Speakers Initiative (SSI)
 - Started in 2006
 - Seven annual key themes.
 - Multi-country, multiple Posts
 - Up to 3 per year per Post.

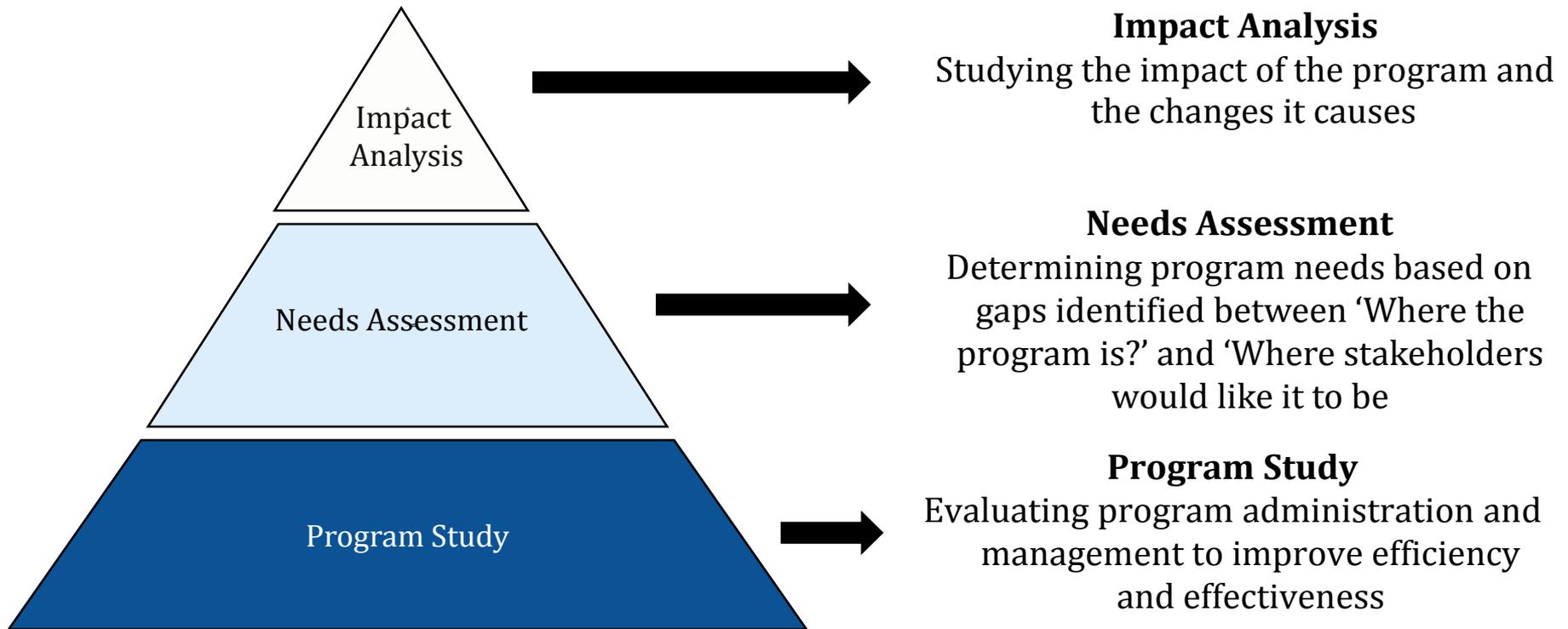


Author Tom Wolfe speaking to journalism students at the Museo de Arte Latinoamericano de Buenos Aires literary series in May, 2008.



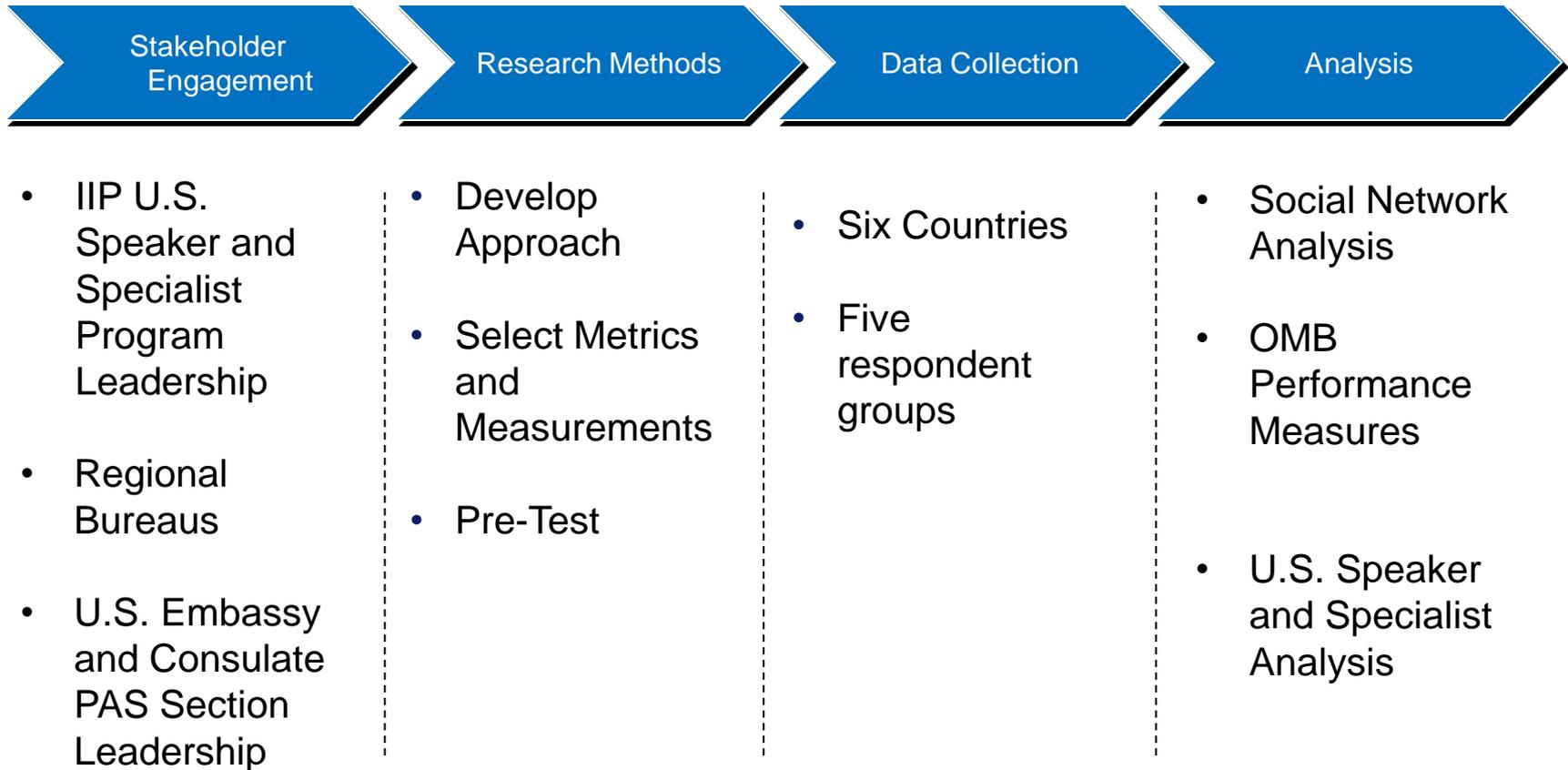
U.S. Speaker and Specialists Program Evaluation

Three-Tiered Study





Program Evaluation Process





Stakeholder Engagement

- IIP U.S. Speaker and Specialist Program Leadership
 - In-depth meetings about program mission and process
- Regional Bureaus
 - Collaboration on Country Selection for research project
- U.S. Embassy and Consulate PAS Section Leadership
 - Communication about research project and coordination for core data collection



Research Methods

- Approach
 - Qualitative and Quantitative
 - Surveys, interviews, focus groups
- Major Metrics
 - Improved understanding of U.S. policies, societies, and values (OMB)
 - Initiation of positive change in local community (OMB)
 - Development of new partnerships (PD strategic objective)
- Pre-Test – 2 sites
 - Test and finalize data collection instruments
 - Test and finalize research methodology
 - Real-Time v. Retrospective



Pre-Test: Real Time Event vs. Retrospective

The Ankara and Istanbul Approaches

- Ankara: Testing Around a Live Speaker Event
 - Attended live speaker event
 - Participant observations
 - Administered survey instrument and conducted focus group with event attendees
- Istanbul: Testing the Retrospective Approach
 - Post provided list of 2009 speaker program attendees
 - Administered survey instrument and conducted focus group with a sample of those attendees



Data Collection

- Six countries, eleven Posts
 - Italy – Rome and Naples
 - Turkey – Ankara, Istanbul, and Adana
 - Egypt – Cairo and Alexandria
 - India – New Delhi and Mumbai
 - Ethiopia – Addis Ababa
 - Argentina – Buenos Aires
- Five Respondent groups
 - IIP/S staff
 - Post staff
 - U.S. speakers and specialists
 - Local audience program participants
 - Local audience control group



Analysis

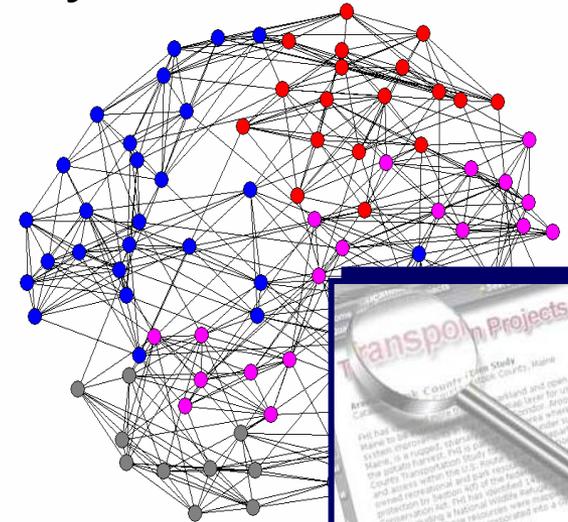
Social Network Analysis

Definitions

- ▶ **Social networks** are the informal networks of actors and the “central nervous system” driving the collective thought processes, actions, and reactions of businesses and organizations

David Krackhardt and Jeffrey R. Hanson,
Harvard Business Review

- ▶ **Social Network Analysis (SNA)** enables the quantification and visualization of the structure of social relationships (ties) between people and/or groups (nodes)



Basic Assumptions

- ▶ Networks facilitate how we interact with everything around us
- ▶ Size and structure of networks are important to how actors interact with each other
- ▶ Actors are aided and constrained by their position, role, and location in the network

Booz Allen Approach

- ▶ Using an ‘SNA-lite’ data collection approach to manage risk
- ▶ Survey questions have been designed to gather indicators of Social Network change in target audiences
- ▶ Inferences are limited but the intrusiveness of data collection is also limited



Analysis

Major Metrics

- Improved understanding of U.S. policies, societies, and values (OMB)

“Well, I have learned about their family life, their policies towards children, their practical processes, the political processes regarding Turkey, the mechanisms that work...I had the chance to observe all. Knowledge is something, and changing your attitude through knowledge is something else.”

(Respondent, Istanbul)

- Initiation of positive change in local community (OMB)

“...there are other people [Speakers] that came, that fall in different categories. For instance, some of them are here to promote something in Turkey, like American Studies. Some programs [American Studies Programs] have been launched here. There are more of them today.”

(Respondent, Istanbul)

- Development of new partnerships (PD strategic objective)

“...we developed a project and we want to invite her [Speaker] again in the future, an international project....it’s about philosophy of law, and within the context of human rights. We will hold an international project and America will also be taking part...”

(Respondent, Ankara)



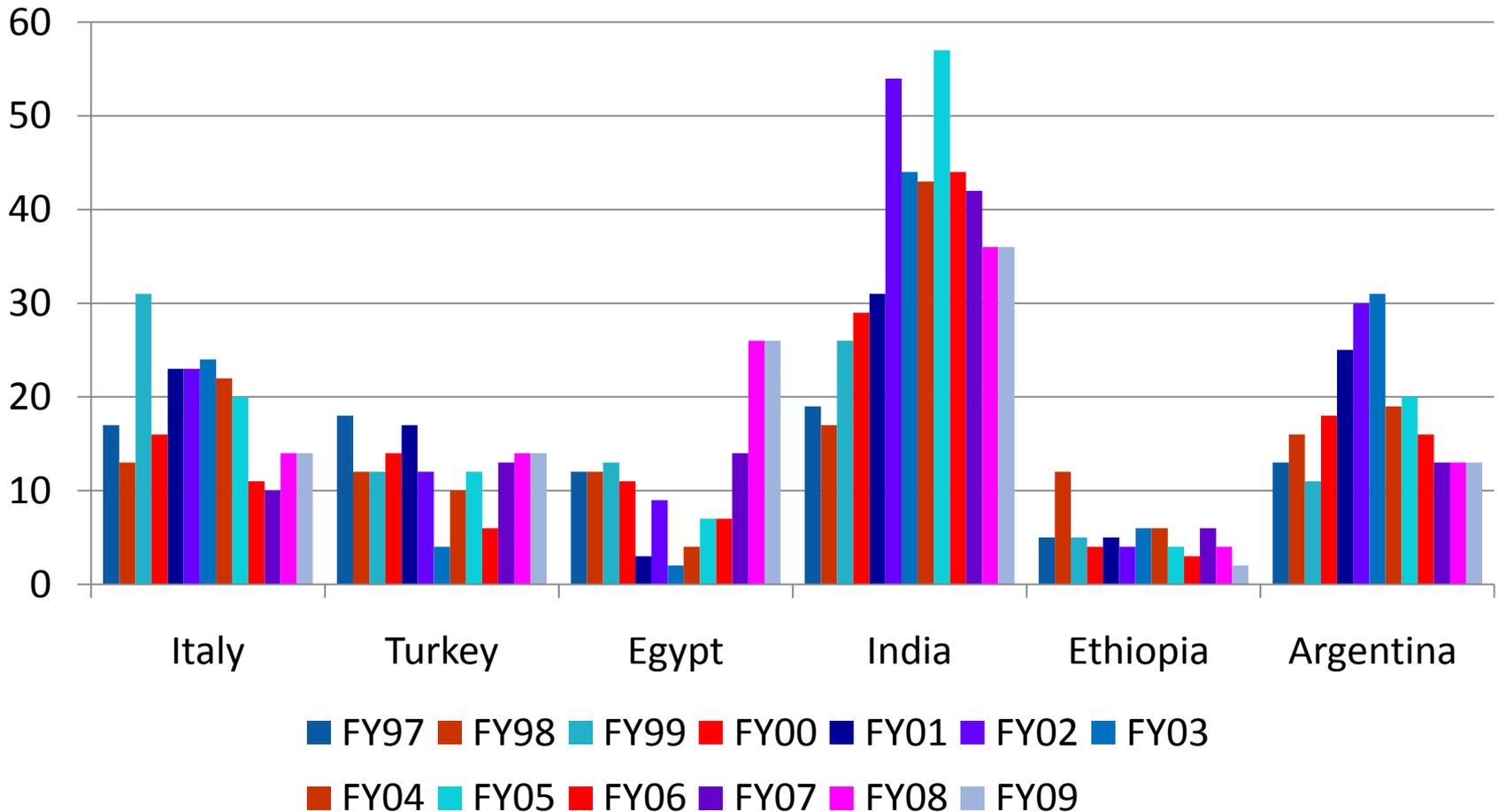
Analysis

U.S. Speakers and Specialists

- Preliminary data from Tracker database
 - 1,311 speakers
 - Six countries
 - Italy, Egypt, Turkey, India, Argentina, Ethiopia
 - 13 fiscal years (FY97 – FY09)
 - Program types
 - Traveling
 - Digital Video Conference (DVC)
 - Target of Opportunity (TOO)
 - Webchat
 - Telepress conference (TPC)
 - Strategic Speaker Initiative (SSI)

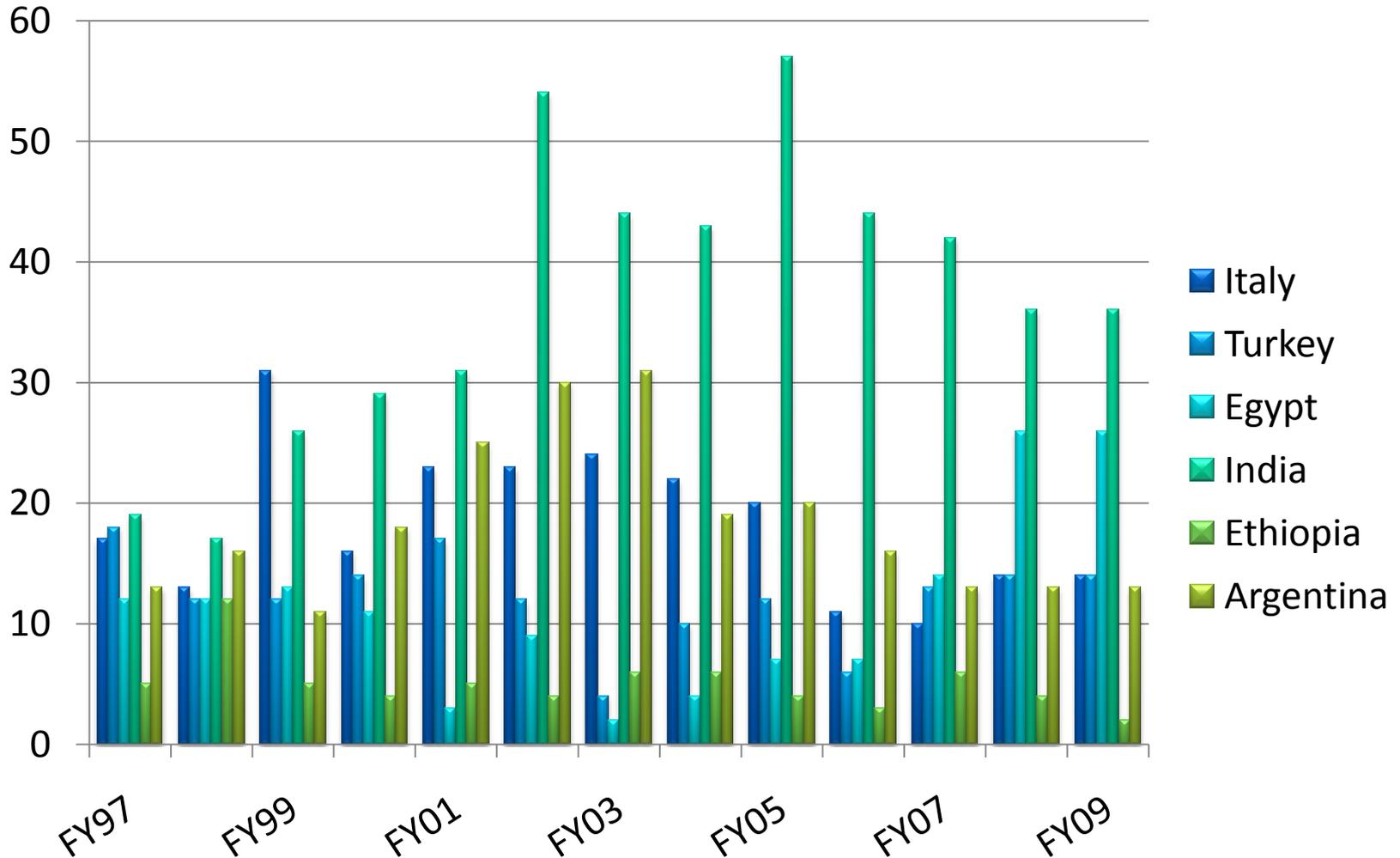


U.S. Speakers per Country by Fiscal Year



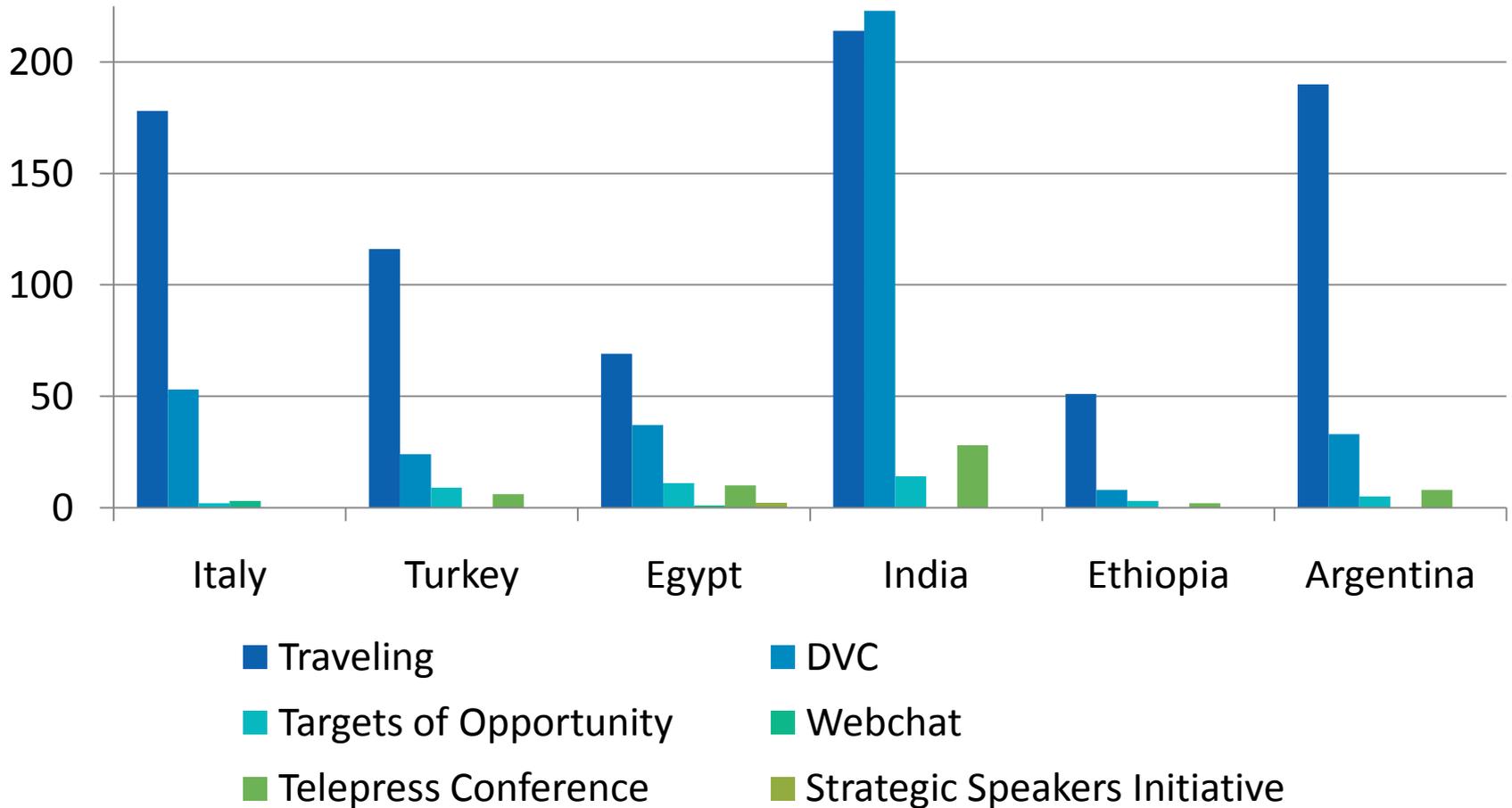


U.S. Speakers per Fiscal Year by Country





U.S. Speakers per Country by Program Type





Gender of U.S. Speakers by Country

