

EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

Proposed Appropriation Language

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For expenses of educational and cultural exchange programs, as authorized, \$637,100,000, 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.

EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

Resource Summary

(\$ in thousands)

Appropriations	FY 2010 Actual	FY 2011 CR	FY 2012 Request
American Positions	410	410	422
Funds	635,000	635,000	637,100

Program Description

Global exchanges are a strategic element of America's foreign policy. President Obama, speaking at a student roundtable in Turkey, said that "...exchanges can break down walls between us that's where progress begins." Educational, professional, cultural and youth programs play central roles in the President's Global Engagement initiative. The Quadrennial Diplomacy and Development Review (QDDR) acknowledges the effective contribution that people-to-people exchanges has on increasing mutual understanding between the U.S. and other countries and the need to expand and broaden the demographic base of people including women and youth.

To achieve this goal, the Bureau of Educational and Cultural Affairs (ECA) will continue to advance the Department's high priority foreign policy goals through exchanges around the world, with particular focus on countries with significant Muslim populations. ECA will particularly concentrate resources on high priority countries, such as Pakistan, Afghanistan, and Iraq.

Secretary of State Hillary Clinton, in addressing host families said, "The goodwill, generosity, and mutual understanding fostered through exchange programs are critical to meeting the challenges of today's world."

Academic Programs

Higher education cooperation and exchange are essential tools of Smart Power that increase mutual understanding, create lasting ties in every field of endeavor, and advance the Department's national interest in preparing the next generation of leaders to work together to tackle global challenges.

Academic Programs include the Fulbright Scholarship Program; the Hubert H. Humphrey Fellowships for mid-career professionals from developing nations; the Benjamin Gilman program for American undergraduates with financial need to study abroad; English language teaching and English Access Microscholarships for underserved populations; educational advising; U.S. studies exchanges; foreign language study, and other academic exchanges.

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 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 many diverse and influential 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.

Performance

Educational and cultural programs lead directly to greater knowledge and understanding of the United States and the American people, and to America’s better knowledge and understanding of others. Greater mutual 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 result 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						
Strategic Priority	Nurture Common Interests and Values					
Indicator	Percentage of participants who increased or changed their understanding of the United States immediately following their program.					
FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2010 Result	FY 2010 Target	FY 2011 Target	FY 2012 Target
93 percent [Baseline]	95 percent ▲ Above Target	93 percent ◀▶ On Target	98.81 percent ▲ Above Target	93 percent	93 percent	93 percent
Reason for Exceeding Target	Based on data assessed for FY 2010, results have exceeded the target of 93 percent. This indicates an extremely high number of respondents were impacted by ECA exchange programs in this year's survey group and that the public diplomacy goal of increasing mutual understanding was achieved with these program participants.					
Impact	As a result of participating in ECA's programs, men and women from around the world have an increased and more sophisticated understanding of American society, values and institutions. This strengthens relationships between strategic communities.					
Methodology	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.					
Data Source and Quality	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.					

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Justification of Request

The FY 2012 request is \$637.1 million, a net increase of \$2.1 million over the FY 2010 Actual total. 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 budget also includes resources to support the Administration priorities in Pakistan, Afghanistan, Iraq and other programmatic initiatives.

ECA continues to support the Gilman study abroad scholarship program by providing awards to an additional 400 financially-disadvantaged U.S. students from underserved sectors seeking opportunities to study abroad, especially in destinations outside of Western Europe. Students studying critical languages during their study abroad program will be eligible for additional funding.

As reflected in the QDDR, "the teaching and learning of English is a means of promoting understanding among foreign publics of our nation and people, which can provide a crucial skill that leads to educational and economic opportunity." The FY 2012 budget continues to support programs reaching youth and teachers through English Language Programs, English Access Microscholarships, E-Teacher scholars and English Language Fellows.

ECA seeks support to cover employee compensation and benefits and administrative support for three new Foreign Service Regional English Language Offices in Pakistan, Iraq, and Afghanistan to carry out English language programs in critical countries and regions.

ECA will increase recognition of the value, quality, and accessibility of a U.S. education among international students, increase the competitiveness of U.S. higher education worldwide, strengthen the Department's EducationUSA network and introduce EducationUSA virtual and mobile advising units, and support advisers with equipment and expertise that will enable them to access new technology.

ECA will create a global marketing campaign to raise the visibility of U.S. higher education in the "marketplace;" pilot EducationUSA virtual and mobile advising in key regional markets; expand and further professionalize the advising staff, adding two additional Regional Educational Advising Coordinators based overseas; and increase the number of Opportunity Fund scholarships for highly qualified, disadvantaged students to cover initial, upfront costs of applying for college in the U.S.

In addition, ECA will redirect resources to support the President's Global Engagement Initiative in Science and Technology. A multi-regional International Visitor Leadership Program in "Science and Technology Education" will explore how to nurture and support hands-on science education, how to demonstrate the relevance of science for children, and how to create a setting in which children actively engage in scientific learning. Undergraduate Student Institutes will bring foreign undergraduates in scientific fields to U.S. campuses for 4-6 weeks to study topics such as the environment and agricultural science with an emphasis on innovation and social entrepreneurship; "Lab-to-Market" seminars in science and technology fields will target Fulbright graduate students; EducationUSA will strengthen advising on U.S. study opportunities in science and technology; and the "TechWomen" Program will provide professional peer mentorships with counterparts in the U.S. for women already working in technology fields.

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Finally, ECA will decrease the Muskie Fellowship Program to offset current program priorities while continuing to honor Senator Muskie through targeted exchanges with priority countries in Eurasia.

In FY 2012, ECA will also focus the strengths and benefits of educational, cultural and professional exchanges to support the foreign policy challenges facing the United States. ECA has a strong record of managing requested funds effectively and efficiently to achieve important Administration initiatives.

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Funds by Program Activity

(\$ in thousands)

Activities	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Academic Programs	358,627	357,348	358,998
Fulbright Program	253,826	253,504	252,704
Students, Scholars, Teachers, Humphrey, Undergraduates	253,826	253,504	252,704
Global Academic Exchanges	59,471	62,844	68,634
Educational Advising and Student Services	12,908	12,742	15,522
English Language Programs	46,563	50,102	53,112
Special Academic Exchanges	45,330	41,000	37,660
Regional Graduate Fellowships	22,660	22,660	18,320
American Overseas Research Centers	5,000	5,000	4,000
South Pacific Exchanges	500	500	500
Timor Leste Exchanges	500	500	500
Mobility (Disability) Exchange Clearinghouse	500	500	500
Benjamin A. Gilman International Scholarship Program	10,420	10,090	12,090
George Mitchell Fellowship Program	500	500	500
University of Miami Hemispheric Program	500	500	500
Tibet Fund	750	750	750
One-Time Special Grant Competition	4,000	0	0
Professional and Cultural Exchanges	209,618	207,306	207,306
International Visitor Leadership Program	95,025	95,869	95,869
International Visitor Leadership Program	95,025	95,869	95,869
Citizen Exchange Program	102,000	102,844	102,844
Professional/Cultural/Youth	102,000	102,844	102,844
Special Professional and Cultural Exchanges	12,593	8,593	8,593
One-Time Special Grant Competition	4,000	0	0
Congress-Bundestag Youth Exchange Program	4,000	4,000	4,000
Mike Mansfield Fellowship Program	1,902	1,902	1,902
Institute for Representative Government	496	496	496
Irish Institute	1,020	1,020	1,020
Youth Science Leadership Institute of the Americas	150	150	150
Ngwang Choephel Fellows (Tibet)	650	650	650
Pakistan Literacy Training	375	375	375
Program and Performance	6,174	6,174	6,074
Evaluation	1,939	1,939	1,939
Alumni	4,135	4,135	4,135
Social Networking	100	100	0

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Activities	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Exchanges Support	60,581	64,172	64,722
Total	635,000	635,000	637,100

Funds by Object Class

(\$ in thousands)

	FY 2010 Actual	FY 2011 CR	FY 2012 Request
1100 Personnel Compensation	33,716	34,824	35,266
1200 Personnel Benefits	8,872	9,164	9,272
2100 Travel & Trans of Persons	1,565	1,500	1,510
2200 Transportation of Things	304	300	302
2300 Rents, Comm & Utilities	862	800	805
2400 Printing & Reproduction	604	600	603
2500 Other Services	28,066	26,000	26,148
2600 Supplies and Materials	434	400	402
3100 Personal Property	19	0	0
4100 Grants, Subsidies & Contrb	560,558	561,412	562,792
Total	635,000	635,000	637,100