

EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

Proposed Appropriation Language

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For expenses of educational and cultural exchange programs, as authorized, [~~\$583,200,000~~]~~\$586,957,000~~, 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.

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Resource Summary

(\$ in thousands)

Appropriations	FY 2011	FY 2012	FY 2013	Increase /
	Actual	Estimate	Request	Decrease
Positions - Enduring	410	422	422	0
Enduring Funds	599,550	583,200	586,957	3,757
Overseas Contingency Operations Funds	0	15,600	0	(15,600)
Total Funds	599,550	598,800	586,957	(11,843)

Program Description

The Administration has charged the Department with finding ways to “embrace a new era of engagement, based on mutual understanding and mutual respect”. The Bureau of Educational and Cultural Affairs (ECA) answers that call with its mission to foster mutual understanding through people-to-people exchange programs. Exchanges communicate U.S. values and develop future leaders at home and abroad with a global perspective and individual connections worldwide. ECA results are clear and consistent, and as such, these programs are of strategic importance to America’s foreign and national security policy.

Today the Department is witnessing the fast-moving spread of democratic change throughout the Arab world and the steady rise of emerging powers with whom the Department is building cooperative relationships. ECA is meeting these challenges with proven programming initiatives and innovative tools that advance U.S. interests at home and abroad.

ECA’s mandate embodies the concept of “smart power” by using all available tools beyond traditional diplomacy to achieve the Department’s 21st Century foreign policy goals. ECA strengthens U.S. foreign policy initiatives in new strategic directions through engagement with younger and traditionally underserved populations. ECA’s outreach includes religious and ethnic minorities, people living in provincial areas, and the economically disadvantaged. ECA’s newer programming for the 21st Century also specifically targets women and girls. In all of these efforts, the expanding power of social media and technology has become increasingly indispensable.

ECA’s evolving relationship with Iraq now features educational, cultural, scientific, youth, and sports exchanges that support the all-important transition to civilian partnership in a crucial front-line state. In Afghanistan and Pakistan, educational and cultural exchanges are “smart power” at work in strategically vital regions. The theme of global engagement with Muslim communities runs through programs across the bureau, from the Lab-to-Market Seminars for Fulbright scholars in science and technology fields to the International Visitor Leadership Program (IVLP) projects on religious diversity and economic opportunity for women.

These new strategic directions are grounded in the traditional academic, professional, and cultural exchanges. The Fulbright Program is at the heart of ECA’s exchanges, building lasting relationships and helping to address global challenges by sending diverse and talented American students and scholars to study, teach and conduct research overseas and bringing foreign students and scholars to the United States. Arts exchange programs like American Music Abroad, DanceMotion USA, and the American Film Showcase reach a wide array of people – particularly youth and underserved communities – in countries not often visited by American artists to present an engaging and non-political viewpoint of American values and society. The new Empowering Women and Girls through Sport initiative will

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engage young female audiences through projects that focus on teamwork, good health, and leadership skills, while Professional Fellows programs are direct at emerging business, media and legislative leaders both overseas and in the United States through short-term internships.

ECA stands ready to meet the challenges of the 21st Century with proven programming initiatives, while recognizing the severe resource constraints and the need to re-prioritize effectively. The Bureau's mandate remains the same: to advance U.S. interests at home and abroad by giving foreign participants a positive view of America and Americans and by giving U.S. citizens an international perspective and a competitive edge in a global market.

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 across different sectors of civil society through professional, youth, cultural, and sports programs. Arts programs are particularly effective in engaging non-traditional audiences, while youth and sports programs open young minds overseas to American perspectives and develop a sense of citizen responsibility, as well expose citizens of the United States to the diversity of cultures and points of view throughout the international arena.

Program and Performance

The Office of Policy and Evaluation monitors and evaluates the impact of bureau programs. 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 better knowledge and understanding of others. Greater mutual

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understanding helps build a foundation of trust upon which policy makers can then establish strategic bilateral and multilateral relationships. ECA outreach to current and emerging leaders 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 through people-to-people exchanges.

Strategic Goal 6: Advance U.S. interests and universal values through public diplomacy and programs that connect the United States and Americans to the world							
Active Performance Indicator		Percentage of participants who increased or changed their understanding of the United States immediately following their program.					
Prior Year Results and Ratings				FY 2011		Planned Targets	
FY 2007	FY 2008	FY 2009	FY 2010	Target	Result and Rating	FY 2012	FY 2013
93.00% [Baseline]	95.00% ▲ Above Target	93.00% ◀▶ On Target	98.81% ▲ Above Target	93.00%	97.03% ▲ Above Target	93.00%	93.00%
Reason for Exceeding Target		Highly strategic program planning, design and implementation, as well as the successful recruitment of program participants from key groups (including current and emerging leaders, youth, non-elites, minorities, and women) led to an increase in knowledge and understanding of the United States that exceeded the target level.					
Impact		The U.S. Government is establishing and maintaining relationships with key leaders and influential audiences, facilitating effective diplomatic engagement.					
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.					

Justification of Request

The FY 2013 request is \$587 million, a net increase of \$3.8 million above the FY 2012 Enduring Estimate. The FY 2013 request does not include the unrequested OCO funding provided in the FY 2012 enacted bill. Within this level of funding, the Bureau of Educational and Cultural Affairs will continue to foster mutual understanding through people-to-people-exchanges that communicate U.S. values and develop future leaders with a global perspective.

ECA will preserve funding for foreign policy priorities laid out in the Quadrennial Diplomacy and Development Review (QDDR) and the Strategic Framework for Public Diplomacy by supporting

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programs that are most valuable to public diplomacy practitioners in the field and that most effectively reach key audiences: women, youth, underserved groups and current and emerging leaders.

In FY 2013, the American English programs remain a critical element to ECA's strategic planning. ECA's goal is to reach a wider, young audience worldwide with relevant and high quality English language and youth exchange programs.

ECA is expanding the scope of its educational advising around the world. America must remain the destination of choice for the best and the brightest students and scholars. ECA will continue to strengthen EducationUSA services in key student markets such as Brazil, China, India, and Indonesia.

Alumni engagement is an extremely high priority for the Department and for all U.S. embassies around the world. ECA exchange programs involve almost 50,000 U.S. and foreign exchange participants in over 180 countries. Funding will sustain effective and efficient Alumni outreach.

The FY 2013 request realigns some funding under the Special Academic and Professional and Cultural Exchanges. This realignment provides greater flexibility to meet the most important foreign policy objectives of the Department and the Administration and engaging priority audiences by focusing resources on the most successful and cost-effective exchange programs.

The request also shifts \$12 million from the Regional Graduate Fellowship Program to the Fulbright Program to continue support for the Fulbright foreign graduate students in all regions and includes \$5 million for the Global University Innovation Fund to support a new model of multilateral university exchange and academic collaboration with key partners, emerging powers and countries in transition on topics of shared global importance.

In addition, the request shifts funding under Special Professional and Cultural Exchanges for the Congress Bundestag Youth Exchange (CBYX) to the Citizen Exchanges Program line. This shift will allow the Bureau to support CBYX along with other academic year high school exchange programs (e.g. Future Leaders Exchange (FLEX) Program and the Kennedy-Lugar Youth Exchange and Study (YES) Program) now funded under Citizen Exchanges and afford greater flexibility in making adjustments to each program in order to align these programs with the country's foreign policy priorities and adapt to changing conditions overseas.

The request will continue to fund the Gilman study abroad scholarship program for financially-disadvantaged U.S. students from underserved sectors seeking opportunities to study abroad and the American Overseas Research Centers to continue support for key Administration priorities in frontline states and the Near and Middle East.

The FY 2013 request includes \$22.6 million for the front-line states of Iraq (\$7 million), Afghanistan (\$7.4 million), and Pakistan (\$8.2 million). Funds will be used to advance U.S. foreign policy goals and further U.S. national security interest by expanding and strengthening communications, exchanges and mutual understandings of people-to-people engagement.

In FY 2013, ECA will continue to focus the strengths and benefits of educational, cultural and professional exchanges to support the foreign policy challenges facing the United States today. 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 2011 Actual	FY 2012 Estimate	FY 2013 Request	Increase / Decrease
Academic Programs	337,265	324,582	328,077	3,495
Fulbright Program	238,480	230,430	250,406	19,976
Students, Scholars, Teachers, Humphrey, Undergraduates	238,480	230,430	250,406	19,976
Global Academic Exchanges	56,730	55,482	58,021	2,539
Educational Advising and Student Services	12,158	12,210	12,645	435
English Language Programs	44,572	43,272	45,376	2,104
Special Academic Exchanges	42,055	38,670	19,650	(19,020)
Regional Graduate Fellowships	20,500	18,570	0	(18,570)
American Overseas Research Centers	4,500	4,000	3,000	(1,000)
South Pacific Exchanges	485	470	350	(120)
Timor Leste Exchanges	485	470	350	(120)
Mobility (Disability) Exchange Clearinghouse	485	470	450	(20)
Benjamin A. Gilman International Scholarship Program	10,420	13,040	10,000	(3,040)
George Mitchell Fellowship Program	485	470	0	(470)
University of Miami Hemispheric Program	485	470	0	(470)
Tibet Fund	735	710	500	(210)
Global University Innovation	0	0	5,000	5,000
One-Time Special Grant Competition	3,475	0	0	0
Professional and Cultural Exchanges	197,631	193,964	192,566	(1,398)
International Visitor Leadership Program	90,650	90,650	90,941	291
International Visitor Leadership Program	90,650	90,650	90,941	291
Citizen Exchange Program	95,433	95,433	100,603	5,170
Professional/Cultural/Youth	95,433	95,433	100,603	5,170
Special Professional and Cultural Exchanges	11,548	7,881	1,022	(6,859)
One-Time Special Grant Competition	3,475	0	0	0
Congress-Bundestag Youth Exchange Program	3,992	3,992	0	(3,992)
Mike Mansfield Fellowship Program	1,618	1,518	0	(1,518)
Institute for Representative Government	422	422	0	(422)
Irish Institute	867	867	0	(867)
Youth Science Leadership Institute of the Americas	150	150	130	(20)
Ngwang Choephel Fellows (Tibet)	650	558	553	(5)
Pakistan Literacy Training	374	374	339	(35)
Program and Performance	5,054	5,054	5,854	800

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Activities	FY 2011 Actual	FY 2012 Estimate	FY 2013 Request	Increase / Decrease
Evaluation	1,854	1,854	1,854	0
Alumni	3,200	3,200	4,000	800
Exchanges Support	59,600	59,600	60,460	860
Total	599,550	583,200	586,957	3,757

Funds by Object Class

(\$ in thousands)

	FY 2011 Actual	FY 2012 Estimate	FY 2013 Request	Increase / Decrease
1100 Personnel Compensation	34,614	36,153	36,876	723
1200 Personnel Benefits	10,360	10,821	11,037	216
2100 Travel & Trans of Persons	10,748	10,394	10,175	(219)
2200 Transportation of Things	188	198	193	(5)
2300 Rents, Comm & Utilities	1,283	1,278	1,246	(32)
2400 Printing & Reproduction	480	383	373	(10)
2500 Other Services	16,361	16,301	15,885	(416)
2600 Supplies and Materials	644	642	626	(16)
4100 Grants, Subsidies & Contributions	524,872	507,030	510,546	3,516
Total	599,550	583,200	586,957	3,757

International travel for participants of the International Visitor Leadership Program is now funded under object class 21 vice object class 41 based on the Department's Grant Policy Directive Number 10, Revision 2. Of the amount, over \$9 million is for participants' international travel.