

EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

Proposed Appropriation Language

EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

For expenses of educational and cultural exchange programs, as authorized, [~~\$586,957,000~~]~~\$562,659,000~~, 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] *any* fees or other payments received from or in connection with English teaching, educational advising and counseling programs, and exchange visitor programs as authorized *may be credited to this account to remain available until expended*.

EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS

Resource Summary

(\$ in thousands)

Appropriations	FY 2012 Actual	FY 2013 CR ⁽¹⁾	FY 2014 Request	Increase/Decrease From FY2012
Positions - Enduring	422	422	422	0
Enduring Funds	583,200	586,769	562,659	(20,541)
Overseas Contingency Operations Funds	15,600	15,600	0	(15,600)
Total Funds	598,800	602,369	562,659	(36,141)

(1) The FY 2013 CR is based on the annualized continuing resolution calculation for FY 2013 (P.L. 112-175).

Program Description

The Administration has directed the Department to embrace a new era of engagement, based on mutual understanding and mutual respect. The Bureau of Educational and Cultural Affairs (ECA) is a center of excellence and expertise in the U.S. Government for the use of exchanges to achieve U.S. foreign policy goals and increase mutual understanding. International exchanges provide opportunities for people-to-people dialogue between Americans and foreign participants from diverse and varied communities. Exchanges are public diplomacy tools of persuasion and influence, building allies and supporters of U.S. policies and perspectives among key foreign audiences, as well as fostering international understanding and experience among Americans.

ECA programs reach every imaginable type of audience – professionals, academics, students, youth, civil society, media, business leaders, and more. ECA creates programs for urgent, short-notice demands in key countries, as well as oversees decades-old name-brand programs with a near global presence. These programs help sustain long-term alliances and friendships, as well as respond to new opportunities in nations and regions in transition. ECA’s programs complement and build on one another, and leverage alumni as life-long strategic assets with an understanding of the United States and a commitment to international engagement.

ECA promotes U.S. interests at home and abroad by providing foreign participants with unique experiences in America and by giving U.S. citizens an international perspective and a competitive edge in a global market. Exchange programs have become indispensable pillars of strategic dialogues with Brazil, China, India, Indonesia, Iraq, Russia and other countries. Educational and cultural exchanges are central to advancing U.S. interests in strategically vital regions, such as Afghanistan and Pakistan, and transitioning countries of the Middle East.

ECA’s exchange programs are vital tools to expand outreach to women, youth, and underserved communities. ECA programs leverage intense interest in English language learning, and continuing international fascination with U.S. society, culture and values. ECA is developing new strategies to utilize social media and new technology to enhance and expand the impact of exchanges. Through its programs, alumni, and technology, the bureau builds a continuum of U.S. and foreign participants who make lifelong and life-changing connections that lead to mutual understanding and advancement of U.S. foreign policy goals.

ECA stands ready to meet the challenges of the 21st century with proven programming initiatives that provide clear and consistent results in a time of serious resource constraints.

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Academic Programs

ECA's academic exchanges impact the entire range of learners and educators, from primary and secondary children learning English, to senior scholars conducting advanced research. ECA academic exchanges help American school teachers gain international experience, and enable underprivileged American undergraduates learn foreign languages abroad. Innovative ECA programs use online resources such as social media to expand the reach and scope of English language learning resources.

Key academic exchange programs include the Fulbright Exchange, which provides U.S. and foreign scholars and students the opportunity to pursue degrees, teach, and conduct research in foreign and U.S. universities. The Fulbright program also covers a host of other more specialized exchanges that support the study of English abroad and foreign languages on U.S. campuses, places fellows in foreign governments, and sends U.S. specialists abroad in a wide variety of fields for short-term collaborations. English language programs help train and develop foreign teachers of English as a second language, send Americans to teach English and train teachers overseas, and provide language learning materials and resources on-line. Educational advising conducts outreach to foreign students to help with the process of applying to U.S. universities and attracting more foreign students to the United States.

Professional and Cultural Exchanges

Professional and cultural exchanges link U.S. and foreign participants in dozens of fields directly tied to U.S. foreign policy goals including science and technology, civil society, media, and more. These exchanges provide foreign participants with a unique opportunity to experience the United States first-hand, whether through experiencing the U.S. on a short term exchange, or interacting with American cultural or sports envoys on tours overseas. The International Visitor Leadership Program brings hundreds of foreign opinion leaders to the United States every year for intensive three-week study tours 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. The Professional Fellows program arranges U.S. internships for current and rising leaders from overseas, while facilitating mentoring and linkages with U.S. counterparts. Cultural and sports exchanges leverage global fascination with U.S. culture and society to engage with diverse audiences overseas, especially with youth and underprivileged groups. ECA's youth exchanges provide experiences in U.S. schools for foreign secondary school students, and foreign experiences for U.S. students, resulting in lifelong relationships and international understanding. All of these programs provide unique avenues to engage with societies where direct interaction between Americans and the local population may be infrequent and challenging.

Program and Performance

ECA conducts ongoing performance measurement and independent evaluation projects to ensure that its programs are as impactful and effective as possible. ECA also ensures that alumni of the programs have the opportunity to continue to engage with one another in order to build on their exchange experiences and develop growing and dynamic networks of alumni associations.

Exchanges Support

The exchanges support includes program direction and administration funding for employee compensation and benefits for domestic staff and Regional English Language Officers (RELOs) abroad. It also includes the costs related to implementing U.S. Government exchanges coordination and the Convention on Cultural Property Implementation Act. The Interagency Working Group on U.S. Government-Sponsored International Exchanges and Training seeks to improve the coordination, efficiency, and effectiveness of the 15 federal departments and over 50 independent U.S. Government agencies that sponsor international exchanges and training.

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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 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 the advancement of Public Diplomacy's 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								
Strategic Priority		Expand and Strengthen People-to-People Relationships						
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 2012		Planned Targets	
FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	Target	Result and Rating	FY 2013	FY 2014
93.00% [Baseline]	95.00%	93%	98.81%	97.03%	93.00%	97.00%	93.00%	93.00%
N/A	▲ Above Target	◀▶ On Target	▲ Above Target	▲ Above Target		▲ Above Target		
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		This indicator demonstrates the effectiveness of cultural programs in positively reshaping foreign opinions of the United States. The Department uses this data to highlight the correlation between participation in exchange and engagement programs and an understanding of U.S. norms, values, and institutions. This strong foundation is critical to informed policy dialogue with key audiences overseas.						
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 2014 Enduring Request is \$562.7 million, a decrease of \$20.5 million or four percent below the FY 2012 Actual level of \$583.2 million. ECA is not requesting OCO funding in FY 2014.

To meet the challenges of decreasing resources as demand for public diplomacy programs continues to rise, ECA will prioritize funding in line with the Department's priorities and ECA's strategic goals. ECA will continue to support the President's "Asia Rebalancing" initiative, and support public diplomacy activities in Africa by shifting resources from other regions. ECA will also promote international understanding with key U.S. strategic partners such as Iraq, Afghanistan and Pakistan, and Arab states in transition.

ECA's Fulbright and English teaching programs will remain critical ECA elements in response to rising worldwide demand for English language ability and access to American education. English language programs that engage underserved and marginalized populations, are one of the Department's most effective public diplomacy tools. The Department will work to maximize the impact of both the Fulbright and English language programs within reduced funding levels in FY 2014.

ECA will continue to support educational advising programs such as EducationUSA advising around the world with reduced funding in FY 2014. Advising programs help the Department respond to the intense interest in U.S. higher education worldwide, an American "export" that contributes more than \$22 billion to the U.S. economy annually. ECA will continue to foster development of American students with foreign language skills and international experience through the Benjamin A. Gilman study abroad scholarship program, which provides financial assistance to financially- disadvantaged U.S. students from underserved sectors to study abroad. This support will contribute to the goals of "100,000 Strong" initiatives in China and the Western Hemisphere aimed at increasing student exchanges.

Professional and Cultural Exchanges such as the Citizen Exchanges Program and the International Visitor Leadership Program fund a broad range of people-to-people exchanges in support of U.S. foreign policy priorities and are key components of the FY 2014 Request. A reduction of funding for Citizen Exchanges programs in FY 2014 will result in fewer youth participants. The International Visitor Leadership Program (IVLP) is at the forefront of ECA's efforts to introduce foreign influencers to U.S. economic, political, and social perspectives. This program works closely with U.S. missions overseas to address bilateral and regional strategic imperatives through tailored exchange projects. In addition, Voluntary Visitor projects allow for rapid response to evolving political situations, crises, and strategic imperatives by connecting emerging foreign leaders to their American counterparts.

The FY 2014 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 engages priority audiences by focusing resources on the most successful and cost-effective exchange programs. The request consolidates the Regional Graduate Fellowship program with the Fulbright Program to continue support for the Fulbright foreign graduate students in all regions. In addition, the request shifts funding under Special Professional and Cultural Exchanges for the Congress Bundestag Youth Exchange and Mike Mansfield Fellowship Program to the Citizen Exchanges Program line. ECA will continue to conduct rigorous program evaluations under the constraint of flat and reduced funding amid rising costs for professional evaluation projects. Evaluation activities provide data and information to ECA leadership, program offices and stakeholders to ensure ECA programs are as effective and impactful as possible. Finally, the request level includes a one percent cost of living adjustment.

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Funds by Program Activity

(\$ in thousands)

(\$ in thousands)	FY 2012 Actual	FY 2013 CR ^{1/}	FY 2014 Request	Increase / Decrease From FY2012
Academic Programs	324,582	326,568	309,837	(14,745)
Fulbright Program	230,430	231,840	232,500	2,070
Students, Scholars, Teachers, Humphrey, Undergraduates	230,430	231,840	232,500	2,070
Global Academic Exchanges	55,482	55,822	55,872	390
Educational Advising and Student Services	12,210	12,285	12,185	(25)
English Language Programs	43,272	43,537	43,687	415
Special Academic Exchanges	38,670	38,907	21,465	(17,205)
Regional Graduate Fellowships	18,570	18,684	0	(18,570)
American Overseas Research Centers	4,000	4,024	4,000	0
South Pacific Exchanges	470	473	350	(120)
Timor Leste Exchanges	470	473	350	(120)
Mobility (Disability) Exchange Clearinghouse	470	473	450	(20)
Benjamin A. Gilman International Scholarship Program	13,040	13,120	10,815	(2,225)
George Mitchell Fellowship Program	470	473	0	(470)
University of Miami Hemispheric Program	470	473	0	(470)
Tibet Fund	710	714	500	(210)
Global University Innovation	0	0	5,000	5,000
Professional and Cultural Exchanges	193,964	195,151	187,912	(6,052)
International Visitor Leadership Program	90,650	91,205	89,242	(1,408)
International Visitor Leadership Program	90,650	91,205	89,242	(1,408)
Citizen Exchange Program	99,425	100,033	98,112	(1,313)
Professional/Cultural/Youth	99,425	100,033	98,112	(1,313)
Special Professional and Cultural Exchanges	3,889	3,913	558	(3,331)
Mike Mansfield Fellowship Program	1,518	1,527	0	(1,518)
Institute for Representative Government	422	425	0	(422)
Irish Institute	867	872	0	(867)
Youth Science Leadership Institute of the Americas	150	151	0	(150)
Ngwang Choephel Fellows (Tibet)	558	561	558	0
Pakistan Literacy Training	374	376	0	(374)
Program and Performance	5,054	5,085	4,751	(303)
Evaluation	1,854	1,865	1,751	(103)
Alumni	3,200	3,220	3,000	(200)
Exchanges Support	59,600	59,965	60,159	559
Total	583,200	586,769	562,659	(20,541)

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Funds by Object Class

(\$ in thousands)

Educational and Cultural Exchange Programs (ECEP)	FY 2012 Actual	FY 2013 CR	FY 2014 Request	Increase/Decrease From FY2012
1100 Personnel Compensation	38,660	39,394	39,982	1,322
1200 Personnel Benefits	11,398	11,614	11,684	286
2100 Travel & Trans of Persons	10,597	10,663	10,387	(210)
2200 Transportation of Things	61	61	55	(6)
2300 Rents, Comm & Utilities	1,033	1,039	962	(71)
2400 Printing & Reproduction	389	391	336	(53)
2500 Other Services	27,261	26,731	26,527	(734)
2600 Supplies and Materials	377	379	469	92
4100 Grants, Subsidies & Contributions	493,424	496,497	472,257	(21,167)
Total	583,200	586,769	562,659	(20,541)