

Spotlight Country: Chile

DEMOGRAPHICS

Geographic area: 743,532 sq. km.
 Population: 17,762,647
 Below 24 yrs. old: 36%
 Refugee population: 806
 Urban population: 87%
 GDP/capita: \$7,729
 Unemployment: 8.0%
 Below poverty line: 29.1%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 31
 Mobile phones/100 people: 65
 Literacy: 100%
 Avg. years of education: Females: 16, Males: 16

PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$2,236,731 FY14 Actual: \$2,232,149 FY15 Actual: \$2,393,680
Total Reported FY13 Actual: \$6,219,078 FY14 Actual: \$2,597,870 FY15 Actual: \$3,132,743

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme

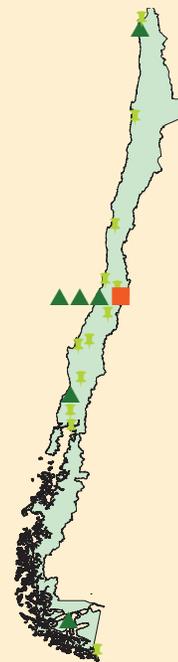


Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Top Spending by Activity

Other	\$829,960
VIP Visits (Press Support)	\$272,445
Educational Initiatives (not including English Language programs)	\$197,278
Media/Press Activities	\$142,974
American Spaces (not centers)	\$138,193



Map Key

- Embassy
- Consulate
- ▲ American Space

RECOMMENDATIONS

PROVIDE A COST-OF-LIVING INCREASE TO LE STAFF:

Locally Employed Staff (LE Staff) at Public Affairs Section (PAS) Santiago are an impressive, enthusiastic and highly effective group of professionals who are committed to advancing U.S. foreign policy goals and objectives. They are key to many public diplomacy (PD) successes in Chile, providing critical continuity and follow-through on long-term initiatives. However, LE Staff have not received an increase in compensation (not even cost of living) in six years due to the Department's policy of prioritizing posts where compensation is significantly lower than the going-rate on the local economy. Although understandable at a macro-level, the no-end-in-sight to this policy is affecting morale as Santiago's PAS professionals routinely give 120 percent in

effort but receive less and less each year in actual purchasing power.

ADD AN ADDITIONAL PAS AMERICAN STAFF MEMBER:

The PAS could use the support of another American public diplomacy professional. A Public Diplomacy Associate was hired via the State Department's Expanded Professional Associates Program (EPAP) to support the Ambassador with his public outreach. EPAP positions, however are circumstantial and temporary. The staffer's departure exposed the mounting workload that the small American staff has to absorb in her absence. An additional American staff member in PAS to support social media and special projects is necessary.

OVERVIEW

The U.S.-Chile bilateral relationship is strong, and the Chilean government and several institutions work actively with the PAS on a range of public diplomacy activities: educational exchanges, cultural events, speakers programs, entrepreneurial development, and English-language education.¹ The Public Affairs Section (PAS) in Santiago

was one of the strongest and most active ACPD has seen first-hand, with an impressive and enthusiastic group of local public diplomacy professionals who are committed to ensuring that U.S. mission public diplomacy initiatives thrive.

¹ There are currently five English Language Fellows (ELF) in Chile, four of whom are funded by and work directly for the Ministry of Education.

Our visit was also an excellent reminder for the ACPD that even in the safer, not-in-the-headlines places around the world, PD work still requires a great deal of flexibility and dedicated staff work. During the three days the ACPD was visiting, there was a major protest (with tens of thousands of people) for more comprehensive education reform that closed down the city center requiring a change in PD programming location, the very last minute cancellation of a major PD event at a leading private university due to a student sit in demanding educational reform, and a water main break that flooded the streets near our hotel, causing additional street and Metro closures and traffic snarls. The PAS staff handled it all in stride.

While the bilateral relationship is strong, the Chilean government bureaucracy can be stifling and it takes a very long time to navigate. This is why local public diplomacy professionals have been so critical to the long-term success of programs. Major reforms in Chile have come through sharing the U.S. experience and models, for example criminal justice reform has been supported through a mix of speakers, exchanges and professional development programs.

The mission's top priorities include educational exchanges, specifically working to increase the number of Chilean students studying in the U.S. as part of the region-wide 100,000 Strong initiative, and entrepreneurship facilitated through a Memorandum of Understanding (MOU) signed between Chile's foreign minister and Secretary Kerry in 2014. The Western Hemisphere Affairs theme of social inclusion in public diplomacy activities also extends to Chile. While it is the richest country per capita in South America, it has a very rigid class system, which does not provide much opportunity for social mobility. Chile has one of the lowest rates of English fluency in South America, falling behind Argentina, Brazil, and Uruguay. It is also one of the lowest-ranking countries in the OECD Education index. Chile's education system matches the social divisions within the country, and public school is attended primarily by children from the lowest economic quintiles. English education in public schools is not adequate for most children to gain command of the English language, and parents of children in public schools generally do not have the financial resources to pay for supplemental, private English courses. PAS support for English teaching and learning seeks to address this social divide as English fluency provides greater opportunities in Chile. The English Access Microscholarship Program is one of their best tools in this area, as are English Language Fellows who work directly with the Ministry of Education's English Opens Doors program to provide professional development to public school teachers. Also given this context, the Fulbright program in Chile, one of the largest in the world thanks to significant indirect contributions from the government of Chile, works to recruit applicants from disadvantaged backgrounds who have graduated from public and non-elite high schools and colleges to give them graduate-level education opportunities in the United States. The EducationUSA Opportunity

program is another strong effort to support promising high school students in their quest for American undergraduate degrees.

The U.S. Ambassador was very active in engaging the Chilean public through a mix of events, press interviews, and social media outreach, which elevated the importance of public diplomacy in the U.S. mission. A strategically minded public affairs officer manages all of these moving parts efficiently, ensuring that the various tools work in tandem to advance U.S. mission goals in Chile. Chile is an important U.S. partner for trade (e.g. Chile imports nearly twice as many goods from the United States as does Argentina, although Chile has less than half of Argentina's population) - as well as in peacekeeping missions in Haiti and Africa, on climate change issues and in other areas. Given the breadth of our bilateral relationship, the importance of engaging the Chilean public to keep this relationship strong, and the many additional opportunities for partnership, we strongly recommend the addition of another American PD professional and additional compensation for the LE Staff.

BUDGET

In fiscal year 2015, the Public Affairs Section in Santiago spent \$2,393,680 in 0.7 D&CP funding and approximately \$3,132,743 in spending from all reported sources. These additional funds come primarily from International Information Programs (IIP) for the operation of American Spaces. ACPD agrees that while additional resources for an increase in salaries for Locally Employed Staff are necessary, as is an additional American PD professional in the section, the operations budget is adequate.

BEST PRACTICE: 2015 "OUR OCEAN" CONFERENCE CAMPAIGN

In 2015, PAS Santiago launched an exemplary campaign in the build up to the 2015 "Our Ocean" conference, which was hosted by Chile. With careful, strategic organizing, they were able to align various public diplomacy tools together to reach key audiences and work closely with the Ministry of Foreign Affairs to advance environmental themes that resonated with the Chilean public. The conference was an opportunity for the United States to further strengthen its bilateral relationship with Chile and work together on the global challenge of ocean conservation and climate change.

On Earth Day 2016, six months before the conference, the Public Affairs Section launched the campaign with the core message that "Chile and the U.S. – our governments and our people – care about the health of the ocean and, working together, we are leading efforts to improve it." The informational, cultural and educational tools to drive that message included press engagement and op-eds from the

ambassador; public speakers; American Spaces programming featuring the Foreign Minister and U.S. experts; exchanges that focused on marine conservation; a new “Our Oceans” web page within the embassy’s website to house all information related to the conference;² cultural events, such as mural painting in Valparaiso; and policy discussions on U.S. priorities to combat climate change and conserve the environment.

As part of the campaign, PAS also targeted youth to “Reduce, Reuse, and Recycle Plastics” through social media messaging and radio podcasts. The press office has been innovative in creating radio podcasts that are broadcast regularly on 14 local radio stations covering the length of Chile. These weekly podcasts help to showcase expertise within the embassy, while also working with local celebrities and civil society leaders. Past topics have included LGBT rights, Trafficking in Persons (TIP), wildlife trafficking, and multiple topics on environmental conservation.

The campaign showed how a range of PD tools and partners could come together to amplify a major global priority for U.S. foreign policy while also fortifying a key bilateral relationship. In the end, nearly 2,500 people registered to attend the joint PAS-Ministry of Foreign Affairs organized public events that paralleled the official conference while the larger campaign reached millions of Chileans. Livesstreaming of the conference and parallel events enabled audiences all over the world to follow events in real time. The conference brought together more than 500 ocean conservationists; Chilean, U.S., and international government officials; students; fishermen; academics; and citizens together to discuss collective concerns and create 80 new initiatives, \$2.1 billion worth, on more than 1.9 million square kilometers of marine conservation.

AMERICAN SPACES AND BINATIONAL CENTERS

The PAS in Santiago maintains a network of five American Corners and seven binational centers (BNCs). The centers cater to more than 4,500 Chilean students, and work to promote English language education, house EducationUSA advising, host American cultural events, engage students and academics in discussions on U.S. policy issues, and convene alumni of various U.S. educational programs. The BNCs have adopted the Smithsonian American Spaces design elements. The downtown Santiago BNC was recently determined to be a priority American space and received \$600,000 for renovations from IIP, which contribute to the total renovation costs estimated at approximately \$3 million. It is scheduled to open in November 2017.

² This included events, media interviews, information on speaker programs, photo albums, and videos, links to the embassy and State Department’s social media, and the Chilean Ministry of Foreign Affairs ocean themed website and social media engagement.

PAS has formed an American Spaces Team including LE Staff members, the ACAO and CAO who actively work to maintain the quality of the American Spaces network – BNCs and American Corners. The team recently organized a three-day workshop for executive directors, board members, academic directors, cultural directors, EducationUSA advisors, grants officials, coordinators and university counterparts at the American corners. Together with the participation of the regional Information Resource Officer out of Buenos Aires, Argentina; the regional English Language Officer out of Lima, Peru; and local partners, they led sessions on strategic planning, new directions in American Spaces, effective programming, grants administration, writing effective grant proposals, social media, English teaching resources, etc. The gathering served to improve communication and share best practices.

GENDER EQUALITY IN CHILE

The ambassador and the PAO in Santiago have put a high premium on empowering women as part of its various public diplomacy platforms and activities. As part of President Obama’s Small Business Network of the Americas initiative and to implement a 2014 MOU signed by Secretary Kerry and Chilean Foreign Minister Munoz on jointly supporting small business development, PAS has worked closely with the small business development arm of the Ministry of Economy to enable Chile to adopt the U.S. Small Business Development Center (SBDC) model. The first center was launched in October 2015 by Secretary Kerry and President Bachelet, and there are now 33 open centers. Additionally, PAS has partnered with Chilean regional government offices, the new SBDCs and/or universities for a series of presentations throughout Chile focusing specifically on encouraging women entrepreneurs. PAS has used the convening power of the United States embassy effectively to work with partners to identify U.S. and national government resources for women entrepreneurs and encourage women to seek out the new SBDCs. The PAO or CAO give the “keynote” address, and PAS sponsors USG alumni speakers who offer free online training and access to U.S. small business networks for women. These seminars normally attract around 200 women per session, with a high of almost 700 women attending the session in Temuco, the heart of indigenous Chile.

As part of its larger efforts to infuse women’s empowerment themes into its outreach activities, PAS has actively worked to promote women’s career development by bringing in American speakers to motivate women to pursue careers traditionally exclusive to men. For instance, it took the initiative to work with the embassy’s Regional Security Office and Legal Attaché Office to support Chilean women working in law enforcement and identified speakers with the IIP bureau. As a follow-up, they then sent representatives from the Chilean law enforcement communities to the Women in Federal Law Enforcement (WIFLE) conference

in the United States. They also are active in promoting science, technology, engineering and math (STEM) careers for women, which includes a series of events on *Girls in Engineering*. The first one, *Girls in Engineering: Aviation*, brought together more than 80 high school students and their teachers to examine the challenges and rewards for women in engineering and military careers and featured visiting U.S. Secretary of the Air Force Deborah Lee James.

CHILEAN PUBLIC DIPLOMACY PROFESSIONALS: IMPORTANCE OF LOCAL EMPLOYED STAFF

The U.S.-Chilean relationship is strong, but it still takes many years to push through bureaucracy in order to institutionalize PD programs and ensure that American institutions are part of the Chilean Ministry of Education's foreign education programs. This is where the LE Staff become especially crucial, since American tours are capped at three years.

Recently, thanks to five years of diligent efforts by a LE Staff member, the Ministry of Education finally included the United States as a destination for its *Becas para Técnicos* (Scholarships for Technicians) program, which offers full scholarships paid by the Chilean government for one-year technical training programs abroad and language training in advance of the scholarship. Previously, it sent Chilean students only to Australian, Canadian, German, New Zealand, Mexican, Spanish and Brazilian academic institutions. Chilean students now have Penn State-Fayette's mining program as an option. Including American higher education institutions in the *Becas para Técnicos* program makes a sizeable contribution to the larger 100,000 Strong initiative as hundreds of these scholarships are awarded annually. A second option for agriculture training at California State Polytechnic University Pomona (CalPoly) is still in negotiation and there is potential for more partnerships with American higher education institutions for clean energy-related technical training. Yet such progress takes time and patience, which only LE Staff can provide.

PAS Santiago has several locally employed U.S. citizens among its impressive team of PD professionals. With an average of 13 years of experience (ranging from 2 to 39 years) at the embassy, they are key to many of the PD successes in Chile, providing critical continuity and follow-through on long-term initiatives. However, they have not received an increase in compensation (not even cost of living) in six years due to the Department's policy of prioritizing posts where compensation is significantly lower than the going-rate on the local economy. Although understandable at a macro-level, the no-end-in-sight to this policy is affecting morale as Santiago's PAS professionals routinely give 120% in effort but receive less in purchasing power each year.

EDUCATIONAL AND CULTURAL OPPORTUNITIES: FULBRIGHT, IVLP, EDUCATIONUSA, 100K STRONG IN THE AMERICAS

Thanks to strong leadership and impressively enthusiastic and consistent support from LE staff, the mission is involved in dozens of educational and cultural programs to engage civil society, youth and alumni. The PAS helps to facilitate the traditional Educational and Cultural Affairs Bureau exchange programs (Fulbright, Humphrey, International Visitor Leadership Program, IVLP On-demand, Study of the U.S. Institute, National Youth Science Camp, Iowa Writers Workshop), English language instruction programs (English Language Fellows, English Language Fellows, English Language Specialists, English Access, Teaching English Assistants, E-Teacher), and sports and cultural programs (Sports ESPNWomen, American Film and American Music Abroad). In addition, they facilitate WHA-specific programs such as Youth Ambassadors, Young Leaders of the Americas Initiative (YLA), and the 100,000 Strong Initiative.

- **Fulbright Program:** The U.S. and Chile are celebrating 61 years of the Fulbright Commission in Santiago with roughly 4,600 Americans and Chileans as alumni. It is one of the strongest Fulbright partnerships in the worldwide with \$500,000 in annual direct contributions from Chile and \$840,000 from the United States. Due to the indirect funding from the Chilean government via CONICYT – the Chilean equivalent of the National Science Foundation - it was one of the largest programs in the world in 2014. However, as the Chilean government is involved in a Herculean, expensive, overhaul from pre-kindergarten to university-level of the Pinochet-era educational system as well as a separate push to overhaul the government structure for science and technology funding, the Commission is concerned that this indirect funding mechanisms is likely to undergo changes. Thus, the Commission is working to create new agreements with U.S. universities, considering ways to include alumni support, and working with the Institute for International Education (IIE) in the U.S. to find American universities interested in providing financial assistance to students. There are seven programs for Chileans that includes a special Equal Opportunity Fulbright-CONICYT program that offers doctoral studies for candidates in the middle and lower classes whose academic credentials are top-notch, but their English may not necessarily be ready for study in the U.S. For this reason, they allow for extra time for English education before they begin their programs. For instance, in 2015, 800 people applied, 200 were interviewed, and 20 were selected. In 2017, five will begin their programs and the remaining 15 will in 2018, so they would have time

to improve their English. There is currently a 60/40 men to women ratio, as it is difficult culturally for Chilean women to commit to a longer-term doctoral degree abroad. There are five programs for the United States: scholars, specialists, students, English language fellows, and distinguished teachers. The board picks students based on the contribution the research will make to Chile, geographical distribution of the Fulbright grantees in Chile, and U.S. universities that are less well known to Chileans.

- **100K Strong in the Americas:** 100,000 Strong in the Americas is a White House initiative to increase the two-way flow of students between the U.S. and Latin American countries. PAS has dedicated a significant portion of its grants to supporting initiatives that work toward this goal. This includes a past grant to Texas State University-San Marcos to facilitate the Leadership and Education Action Resource Network (Project LEARN Chile) as well as ongoing efforts to support semester-long study abroad (in the US) programs for financially needy students from Universidad Alberto Hurtado and Universidad Adolfo Ibanez.
- **International Visitor Leadership Program:** The IVLP in Chile has been a critical tool to the U.S.-Chilean partnership, with several ministers, deputy ministers, and 22 sitting Senators and members of Congress as alumni. To mark the 75th anniversary of the program in August 2015, the Chilean Senate stopped their normal business to give a thirty-minute tribute to the IVLP, which included speeches by the Vice President of the senate and senators from the political left, right, and center. Senators themselves commented to Embassy officials that it was an incredible achievement to have politicians from political extremes praising a U.S. Government program in public with such personal passion.
- **EducationUSA:** There are currently 10 EducationUSA advising centers throughout Chile. Recent Open Doors Data shows that more than 2,500 Chileans studied in the U.S. in 2015, with two-thirds of them attending graduate school. The EducationUSA advisor in Chile handles a massive amount of email correspondence, roughly 100,000 a year, and organizes a once-a-year education fair in September that 1,500–3,000 students attend annually; more than 25 American universities attend. A standout initiative is EducationUSA's Opportunity Students program. It was established in 2013 to support Chilean students who have the academic abilities but could not attend American universities without financial aid. A small group of students are select-

ed each year because of their great academic performance and a command of English. The small grants pay for the students' application fees, their visas, airfares and a small stipend to settle in. In 2015, 11 students were in the program and four were accepted by a U.S. university and offered full ride financial aid packages. In 2016, 12 were in the program and six received full packages. At a 2016 cost of \$22,000, it is a small sum that has a massive impact on very talented students, giving them an opportunity they would not normally receive within Chile. EducationUSA and PAS have helped to facilitate Academic Writing Centers at Universidad Mayor, Pontificia Universidad Católica de Santiago, Universidad de Talca, and Universidad de Magallanes, which provide free English academic writing advisory sessions and workshops to academics, professionals, undergraduates and graduates to support academic exchanges between the U.S. and Chile. PAS supports the centers in various ways and includes them in other PAS activities, including programs at American Spaces on grant proposal writing and other related subjects.

- **Local cultural programs:** Culture is an entry point to connect with audiences who may not already be inclined to seek out U.S. public diplomacy opportunities. In Chile, this means reaching out beyond Santiago since roughly 40 percent of the Chilean population lives in the capital with roughly 80 percent of cultural activities taking place there too. PAS sponsors arts programming and supports festivals to reach vulnerable populations, minorities, youth and regional populations. Examples include supporting American artists to participate in: *Guitar Festival Espacio Matta*, a guitar festival in an economically disadvantaged community; *Semanas Musicales de Frutillar* at Teatro del Lago, a summer music festival in southern Santiago; *Puerto de Ideas* in Valparaíso, which focuses on the humanities, science and technology; and FEMCINE, a film festival featuring female directors, producers and themes of particular relevant to female audiences.³

³ Other initiatives include: an Intellectual Property Rights/ Video Game workshop to educate youth about IPR related to software and digital content via ongoing workshops throughout the country with local partners, such as the local NGO, Licencing Executive Society (LES-Chile) and the Chilean Videogame Association; and the pilot program "Project Citizen" at three Chilean schools in the vulnerable Santiago districts of Penalolen and Puente Alto, with Fundacion Hacer Chile, to boost civic education among youth.