

# THE OFFICE OF AMERICAN SPACES

## 2016 ANNUAL REPORT



UNITED STATES DEPARTMENT OF STATE  
BUREAU OF INTERNATIONAL INFORMATION PROGRAMS





A prospective student takes a virtual tour of a U.S. university using the Liquid Galaxy, a five-panel Google Earth immersion experience at @america, the American Center in Jakarta that is the leading technology-driven American Space. The tour features videos and photos of enrolled Indonesian students.

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## ON THE COVER

American Center Yangon visitors show off their ink-stained fingers indicating they voted in November 2015.

## BUILDING THE FOUNDATIONS OF DEMOCRACY

The American Center in Yangon, Myanmar, and the Jefferson Center in Mandalay, Myanmar, played important supportive roles in U.S. Embassy Rangoon's efforts to foster Myanmar's transition to democracy, achieved through the historic November 2015 general elections. The embassy used its American Spaces to support key audiences with traditional programming, English language classes, civil society training and club activities – all focused on building the foundation for voter education and democratic practice. These American Spaces will continue to be vital assets to the United States to provide support for democratic and economic development in Myanmar.



# Our Mission

The Office of American Spaces develops and supports modern, effective physical platforms for public diplomacy engagement with foreign targeted audiences in support of United States foreign policy objectives.



## Who We Are

The Washington-based Office of American Spaces is part of the U.S. Department of State Bureau of International Information Programs (IIP). The Office provides centralized oversight, strategic direction, funding and training for nearly 700 physical venues around the world through which U.S. embassies and consulates engage foreign audiences in support of U.S. national interests. Collectively known as American Spaces, these diverse venues are the U.S. government's primary public locations abroad that are focused on fostering ongoing people-to-people connections between the United States and foreign audiences.

Through their programs and events, American Spaces serve to build bridges between people of other countries and the United States; increasing understanding, collaboration and partnership. A primary objective of the Office of American Spaces is to enhance the impact of American Spaces through supporting network development, strategic planning, effective use of modern design and technologies, and outcome-oriented programming and program evaluation.

Operational models for American Spaces vary, consisting of

- U.S. government-operated American Centers
- partnerships with autonomous binational centers throughout Latin America and in some parts of Europe
- partnerships with in-country institutions (libraries, universities, nongovernmental organizations) to host American Corners, which make up the majority of American Spaces around the world

The two partnership models provide tremendous value to the U.S. government by generally granting rent-free space and often no-cost staff support.

The Office of American Spaces also is home to the Regional Public Engagement Specialists (REPS) — a corps of 32 U.S. Foreign Service specialists stationed in strategic locations around the world and Washington D.C. Possessing a wide range of programming, management and training skills, these specialists link American Spaces, embassies and consulates with the broad set of technical, programming and other communications support within IIP and provide direct guidance to American Spaces.

The Office of American Spaces consists of 22 staff members (18 in Washington and four in a Vienna, Austria satellite office) who provide services and support to American Spaces and the REPS and advocate for them across the State Department, with Congress and to other U.S. government agencies.

*A local artist works with an English language microscholarship student during a tote-making workshop at the American Corner Mostar. Participants painted the Mostar logo and their own design on a tote bag they used to help promote the American Corner.*



*"American Spaces are being used more strategically in the U.S. national interest to inform, empower and inspire to positive action a generation of young people and professionals around the world."*



## Director's Message

In our inaugural Annual Report for fiscal year 2015, we highlighted how we prioritized investment of our financial resources to implement the vision for American Spaces as modern platforms focused on supporting foreign policy goals. In fiscal year 2016, the story is about seeing real returns on those investments that have made American Spaces a powerful channel for the United States to engage the world in support of U.S. national interests.

The 2016\* data showed an overall 11 percent increase in the number of visits to American Spaces over 2015. This is a concrete measure of our results. During 2016, we began an important effort to enhance collection of American Spaces data to strengthen program evaluation and to provide the Department of State, U.S. embassies and consulates, and our host-country institutional partners with richer knowledge to inform management decisions and to better assess return on investments and programmatic success. This complex undertaking will be a key area of focus in 2017.

Beyond the quantitative data, in 2016 we saw two other signs that American Spaces are going in the right direction and showing results. First, we saw little change in the American Spaces designated as strategic priorities when we conducted the first biennial review of those American Spaces. That the list of Priority American Spaces remained largely the same showed that stakeholders viewed the concept of prioritization and the performance of the more capable Priority American Spaces as successful.

The second indicator was a surge in the number of reports from embassies and consulates extolling the positive impacts of their American Spaces. We have

drawn from those accounts to share a few highlights throughout this annual report. The pride of our diplomatic missions in the activities and accomplishments of their American Spaces was a motivational measure of success.

The reports showed that American Spaces are being used more strategically in the U.S. national interest to inform, empower and inspire to positive action a generation of young people and professionals around the world.

The financial section of this report shows that investment trends aligned with our goals. Completion of many renovations to modernize the appearance and functionality of American Spaces has freed a greater share of resources to support innovative programming that takes advantage of the new capabilities to help achieve U.S. bilateral and global foreign policy goals.

Technology continues to be a key area of investment as we seek to maximize the impact of resources through modern digital means to network American Spaces, share programming among them to broaden reach, and to empower users of American Spaces to share their experiences and insights across their social networks.

I hope that in reading this annual report you will come away as inspired as I am by the dedicated and creative work being done by all those in the American Spaces community and by the real impact it has on how the United States is understood and viewed around the world. It is something of which Americans can and should be proud.

A handwritten signature in dark ink, appearing to read "Chris Dunnett".

Chris Dunnett  
Director, Office of American Spaces  
DunnettCG@state.gov

\*References to a year, such as 2016, in this publication refer to the U.S. federal government's fiscal year—October 1 to September 30. Fiscal year 2016 began October 1, 2015.



*Students at the Lincoln Corner, the American Space in Kedah, Malaysia, model the eyeglasses they created after learning to use a 3Doodler, a pen that creates 3-dimensional plastic objects, during the Kedah Book Fair, organized annually by the state library and government agencies in Malaysia. Using 3-D technology enables students to learn and understand concepts and build skills for sparking entrepreneurship interests and developing new products.*

# 2016: Making a Difference

In fiscal year 2016 (October 1, 2015-September 30, 2016), the Office of American Spaces emphasized policy-driven programming and audience engagement. Previous investments in the redesign, renovation, furnishing, branding and other “look and feel” enhancements of American Spaces reaped dividends in increased visitors and activities at American Spaces around the world. Overall, visits to American Spaces increased more than 11 percent and attendance at American Spaces programs showed an increase of nearly 29 percent over fiscal year 2015. (See statistics on page 20).

## PROGRAMMING IN SUPPORT OF POLICY

A review of reported program topics in American Spaces showed that program presenters discussed a wide range of topics that both directly and indirectly address U.S. bilateral and global policy interests.

Topics covered included anti-corruption, the U.S. elections process, women’s empowerment, entrepreneurship in support of economic development, counter-terrorism, human rights, English language learning, studying in the U.S., bilateral relationships, STEAM (Science, Technology, Engineering, Arts and Mathematics) activities to foster critical thinking and problem solving, the environment, and American culture, society and values, among many others. That American Spaces can make a life-changing difference in the lives of individuals who pass through their doors is illustrated in this report.

The Office of American Spaces also continued to work with the Smithsonian Institution on developing streamlined, ready-to-use programming modules, such as a civil society certification program that teaches video and photography skills while inspiring civic engagement.

## PRIORITY AMERICAN SPACES

In FY 2016, the Office of American Spaces undertook the first review of the Priority American Spaces (see pages 22 and 23) that had been designated to receive enhanced investment and development due to their strategic value. By and large, the review confirmed that the prioritized investment was applied appropriately to the places where it would be most effective. The six geographic State Department bureaus that oversee the embassies and consulates around the world made few changes to their American Spaces designated as most valuable to achieving U.S. foreign policy goals in their regions.

## EMPOWERING WOMEN AND GIRLS IN TECH AND ENTREPRENEURSHIP

Using a variety of programming, in FY 2016, U.S. Embassy Madrid marked Women’s Entrepreneurship Day in November 2015 by teaming with Patricia Araque, Women’s Ambassador for Global Entrepreneurship Week in Spain, to host a series of sessions at American Space Madrid with visiting U.S. speaker Alice Loy. Araque is the co-founder of Ellas2, a non-profit organization that supports women entrepreneurs in technology in Spain and Latin America. Loy is the founder of a business accelerator called Creative Startups.

American Space Madrid also hosted GirlsTech Camp, a three-month program that introduced 28 middle school-aged girls to technology to motivate them to pursue careers in science, technology, engineering and mathematics (STEM). Launched to coincide with the International Day of the Girl on October 11, 2015, the course allowed girls to try their hands at coding, robotics and animation.



# 2016: Making a Difference

The Office of American Spaces dropped the limit of 10 priority American Spaces per region in recognition that the considerable difference in the number of countries in each region calls for flexibility in the number of priority American Spaces. As a result, the Near East region reduced its focus to nine American Spaces. In the Western Hemisphere region, five American Spaces were elevated to priority status and one was redesignated as a standard American Space, for a net increase of four. The Europe and Eurasia and East Asia Pacific regions justified adding two new priority American Spaces each based on compelling linkages to policy priorities. South Central Asia added one and the Africa region stayed constant with no change. The next review will take place in fiscal year 2018.

## TRAINING

The Office of American Spaces built on its fiscal year 2015 investment in training people who operate American Spaces. Through nine week-long sessions in Vienna, Austria, the centralized program trained those managing and operating American Spaces in concepts and skills aligned with the

vision of American Spaces. Fiscal year 2016 saw the introduction of a series of advanced courses to further build skills in management, programming and digital outreach. Through the end of 2016, the Office of American Spaces had trained 562, or 33 percent, of worldwide American Spaces staff in modern American Spaces concepts.

## EXPANDED ROLE FOR PUBLIC ENGAGEMENT SPECIALISTS

In 2016, IIP reached a milestone in a multi-year effort with the State Department Bureau of Human Resources to redefine the function, knowledge, skills and abilities of the Foreign Service specialists formerly known as Information Resource Officers to align with the needs of 21st century public engagement. The specialty was updated to place greater focus on skills such as strategic planning, audience targeting, digital information campaigns, program and social media analytics, and effective use of fast-changing technologies. The name of the position was changed to Regional Public Engagement Specialist to better reflect the updated functions.

## AMERICAN CORNER SUMMER CAMP PROMOTES JOB SKILLS IN KYRGYZSTAN

Throughout the summer of 2016, the staff of the Jalalabad American Corner in Kyrgyzstan, together with State Department program alumni and Peace Corps volunteers, conducted a job skills camp for Jalalabad young adults.

Because the lack of opportunities in Jalalabad puts some youth at risk for violent extremism, the camp aimed to provide participants with skills to help them find meaningful employment in their home country, helping reduce the chance of them being drawn toward extremist activities.

The 40 young people who were seeking to become more competitive in the local economy also practiced English language, computer and leadership skills.

The job skills component focused on resume writing and interview techniques. The program also demonstrated how American Corners help to promote economic growth, a key policy priority.



# 2016: Making a Difference

## AMERICAN CORNER BATUMI BUILDS FUTURE LEADERS

Becoming a regular visitor, participant and leader at the American Corner Batumi helped 18-year-old Luka Gotsiridze come out of his shell. "...before coming here I was an introvert," Gotsiridze said in a video he made detailing his experiences at American Corner Batumi, the Priority American Space in Georgia.

In his video, Gotsiridze said that being involved with the American Corner Batumi has helped him acquire new skills and develop hidden ones.

*"Here I have met many interesting people. I have found out about numerous new things and opportunities...by joining the American Corner Batumi I have discovered myself in a better way."*

One such opportunity was EducationUSA, the U.S. program that provides information about American higher education. He said the program helped him learn about the American University in Bulgaria, where he received an offer of admission and financial assistance.

"I have always dreamt to reach those goals that I have achieved at my age. And the American Corner Batumi has acted as a reference point for me. People come here to learn, develop, grow and leave better than before."



*The Col. John C. Robinson American Center in Addis Ababa, Ethiopia, holds weekly programs in technology, including robotics, and has a club for high school students interested in science, technology, engineering and mathematics (STEM) topics. At right, a volunteer leader works with students on Lego robotics at the center.*



*The American Center @ That Dam in Vientiane, Laos, offers 10 to 15 classes in reading and writing. At left, students participate in a work group from a reading and conversation class in the center's section for EducationUSA, an American Spaces core program that advises on studying in the U.S.*



## Post-Renovation Attendance Skyrockets at Priority American Space in Honduras

In San Pedro Sula, Honduras, American Spaces Support Fund investment helped transform the Centro Cultural Sampedrano binational center, into a modernized Priority American Space, boosting visitation from 4,000 a month to more than 40,000 a month. Many of these visits are from public schools, whose students have little access to the technology and resources available in the center's newly renovated Benjamin Franklin Library.

Francia Quintana, director of CCS, explained that the center has taken advantage of the Entrepreneur Incubator program developed by the Smithsonian Institution for the Office of American Spaces to provide its community with information, skills and best practices for becoming a successful entrepreneur, advancing a U.S. policy goal. CCS is a safe place where disadvantaged Honduran youth have the opportunity to learn new skills, improve themselves and their communities and find a reason to stay rather than risk the dangers posed by venturing to the U.S. on their own.

CCS also hosts the EducationUSA program, which provides information about opportunities to attend college in the United States, and the Access Microscholarship program, which provides intensive English learning through after-school programs to students age 13-20 from economically disadvantaged areas.

A recent addition to the Access program at CCS is 17-year-old Kevin Rodriguez, who learned about the program through a chance encounter with a journalist and Public Affairs Officer Eric Turner of the U.S. embassy in Tegucigalpa. The reporter noticed the young

man's innate leadership ability and introduced him to Turner, who suggested they visit CCS in December 2016. While conducting research for an article about life in dangerous Honduran neighborhoods, the journalist learned that Rodriguez worked tirelessly to help his disadvantaged community, even though he lived in poverty himself.



*Access Microscholarship participant Kevin Rodriguez*

At CCS, Rodriguez is getting an education unlike anything he has known and, according to Omar Cerella, the Access program director and academic director, he has shown "great dedication and commitment" and has taken an active role in the class.

Rodriguez expressed appreciation to his teachers and classmates who he says have made him feel at home. "Acquiring this new language has not been easy, but I feel I am learning and improving with each day," he said in Spanish through a translator. *"I love the Access program. I feel part of what we consider a family. I am and will be forever thankful with this opportunity that is an awesome experience that makes me happy."* The story of Rodriguez's life-changing opportunity at this American Space was featured on National Public Radio.

Over 146,700 people visited CCS in 2015 to participate in English classes, cultural programs, and other events. This includes 700 students enrolled in CCS's private school and English courses, 132 Access English Microscholarship Program students, and over 5,000 students who visited the EducationUSA Advising Center.



*The Benjamin Franklin Library in CCS reopened in FY 2016 with a fast internet connection, a makerspace, updated computers and new audio and web conferencing equipment. New lighting, furniture and glass partitions give the space an open environment.*





## SMALL AMERICAN CENTER DELIVERS BIG IMPACT

*American Corner Cape Town, South Africa, partnered with a local film festival organization to host "Virtual Encounters," an exhibition dedicated to virtual reality and interactive non-fiction storytelling. The exhibition was held over three days, giving more than 530 people the opportunity to experience virtual reality.*



In July 2016, just over a year after the reopening of the American Space at Embassy Bangui in the Central African Republic, visitors had increased twentyfold, establishing the Martin Luther King Center as a prominent venue for trainings, events and information on the U.S. Despite ongoing violence in Bangui, the center's programming and resources have drawn consistent audiences, have educated and informed the embassy's target youth audience, and have expanded the embassy's influence among Central Africans. English-language programming addresses a demonstrated need. Embassy Bangui has shown that a well-programmed American Space can be a magic bullet for outreach.



*Patrons of the Edward M. Kennedy Center for Public Service and the Arts in Dhaka, Bangladesh, experiment with equipment from the EMK Center Makerspace music production studio. The EMK Center regularly hosts Music Buzz, a biweekly platform for promoting English language learning through American music.*

## ZIMBABWE AMERICAN SPACES CONDUCT SOCIAL MEDIA TRAINING ON ELECTIONS

As part of the Young African Leadership Initiative, American Corners in Gweru and Bulawayo in Zimbabwe conducted social media training on "Understanding Elections." The training focused on how to use three social media platforms as effective communication tools. Facebook, Whatsapp and Twitter were discussed in detail in regard to how the participants could formulate their messaging, build audiences and eventually influence their audiences. A training module was handed out to participants to use in training their peers.



## America House Kyiv Shines Light On Anti-Corruption

Using a variety of programming, in FY 2016, America House Kyiv continually advanced a major U.S. policy priority in Ukraine. In November 2015, civil society leaders convened at America House for a two-day workshop on using technology tools to fight corruption.

A popular and innovative anti-corruption program was the Challengethon: Progress4Ukraine event in March 2016. The event emphasized cross-sector cooperation, concrete deliverables and sustainability. Almost 30 teams applied for the Challengethon. Three projects chosen for development grants were a community police communication application, a government procurement project and an application that makes government budgets easier to read.

Other anti-corruption programs included those that brought government leaders and residents together to have a direct dialogue. Police, local government leaders and legal system representatives attended. Additional activities included providing free legal aid and bringing in U.S. experts as speakers.

In June 2016, America House Kyiv conducted one of many surveys of its visitors. The satisfaction survey showed that 11 percent of visitors had found new business partners through American House, 14 percent had conducted their own events at American House and 12 percent had started their own organization or project.

*"I love the United States and America House. Freedom and democracy are the main principles for civil society development. That's why I try to take a more active part in the civic and political life of my country, and introduce new political initiatives. I even joined a political party and was chosen as a candidate to run for office."*

— a 34-year-old woman who participated in the June 2016 America House survey.

*Participants discuss an anti-corruption topic during a program at America House Kyiv.*







## AMERICAN SPACES TRAINING INSPIRES NEW PROGRAMS IN ZAMBIA

Inspired by the “digital first” American Spaces training in March 2016, the American Space in Lusaka, Zambia, launched a WhatsApp group to enhance social media engagement and improve communication with its visitors. WhatsApp was chosen for its popularity and accessibility among young people in Zambia. Launching with 68 members and a plan to grow to 150, the group set out to serve as a platform to engage young people, promptly share information and receive feedback about programming and IIP resources available to promote strategic goals.

In June, the staff of the American Space, Wilcliff Sakala and Justine Mulenga, discussed implementing programming focused on entrepreneurship, also inspired by their attendance at the March training. They discussed strategic planning techniques, including how to identify target audiences and develop content, and they shared tips about how to deliver content and engage the audience both off line and online. They also presented digital strategies and tools that would be deployed to enhance programming and engagement.



*American Center Hanoi used FY 2016 American Spaces funds to develop high-profile programming that established partnership relationships with national and provincial governments. Programs included a four-day makerspace and book tour reaching 1,500 rural students, a coding workshop, four entrepreneur incubator courses, two social entrepreneurship workshops, an ocean conservation program, leadership camps, 25 English language MOOCs and intensive 2016 election programs. At left, a student speaks at a mock national disaster planning activity.*

*The American Corner in Baku, Azerbaijan holds a series of biweekly lectures called “Discover America,” featuring an American speaker who covers topics on the history, values, culture and education of the United States. The background, provided by the Office of American Spaces, contains nine pieces of fabric imprinted with scenes from the United States. Baku AC has three sets of topical interchangeable fabric -- education, Americana and science.*



# 2017: Maximizing Impact

**G**oing forward, the Office of American Spaces will focus on maximizing the performance and impact of modernized American Spaces. The appearance and technology upgrades that were prerequisites for more effective engagement platforms will largely be completed at the Priority American Spaces during 2017. After two years of intensive staff training, a cadre of people are managing and operating these more capable facilities who understand the vision of American Spaces as venues for dynamic programming focused on supporting policy goals. After several years of investing the most effort and resources in developing platforms and people, it is time to conduct a deep assessment of how the Priority American Spaces are performing.

The Office has initiated a pilot project to assess and compare data collection capabilities among various types and sizes of American Spaces. The findings will guide decisions on types and amounts of data most useful for informing resource allocation and program evaluation, while being feasible to collect. Procurement is planned for a new data management system that will enable the Office of American Spaces, embassies and consulates managing American Spaces, and individual American Spaces to make data-informed investment and programming decisions.

For American Spaces to deliver programming that supports U.S. foreign policy goals, it is important to provide them with packaged programming content. The Office of American Spaces has renewed its relationship with the Smithsonian Institution to provide both space design and programming. Six new program modules will be released during 2017. A revised website launched in early 2017 is a one-stop resource platform for programming support and other guidance. An embedded discussion forum provides a central place for everyone working with American Spaces around the world to connect, share best practices, help and inspire each other.

## AMERICAN SPACES FIVE CORE PROGRAMS

- Accurate information about the United States
- English language learning
- Promotion of study in the U.S.
- Continuing engagement with U.S. government program alumni
- American culture

Fiscal year 2017 will be a year of expanding partnerships. The Office of American Spaces is collaborating with the offices within the State Department's Bureau of Educational and Cultural Affairs (ECA) that administer four of the five core programs offered at American Spaces. In partnership with the Bureau of Consular Affairs (CA), the Office is piloting the use of American Spaces designs in consular waiting rooms at U.S. embassies. The objective is to take better advantage of the opportunity to shape attitudes and knowledge about the United States of the millions who flow through these areas each year. Outreach to USAID, the departments of Commerce and Agriculture and the Peace Corps will explore how American Spaces can help them achieve their foreign affairs goals.

*The American Space in Mombasa, Kenya, holds a "Reading is My Passion" school book club to inspire an interest in reading and learning English. Students are introduced to resources, books and online English learning materials, to improve their English and communication skills and to help them excel academically. At right, a teacher assists a student during the school book club at American Spaces Kenya - Mombasa.*





## TECHNOLOGY IN ART

American Corner Dushanbe provided a two-week workshop for Afghan refugee women and disadvantaged Tajik women to improve and modernize their handicraft skills. At the end of the two weeks, the group produced a dictionary that would help them use internet tools to research new designs and find new customers for their art.

*Teachers in Manila are participating in American Center Manila's "Hour of Code" program sponsored by a Microsoft Educators program in the Philippines. Advancing a local policy initiative, the program engages public school science, technology, engineering and mathematics (STEM) educators to learn how to code and to teach others in their schools and communities.*



## “WHOLE OF MISSION” INVOLVEMENT BOOSTS ENGAGEMENT IN MOSCOW

In less than a year, the combined efforts of the American Center staff and the U.S. Embassy Moscow have transformed the Moscow American Center into a strategic operation that is fully integrated with the policy objectives. Embassy officer participation in the center's programs increased by 400 percent resulting in double the number of programs compared to its previous location. After moving to a new location within embassy boundaries in FY 2016, the center hosted an average of 1,500 Russian visitors a month who attended 50 to 60 programs, all of which were key to public diplomacy strategies.



*Students mingle at a Russia-U.S. friendship conference. Increasing numbers of young Russians visit the Moscow American Center every day to gain English skills and learn about educational opportunities in the United States – a testament to the center's success.*

# 2016 American Spaces By the Numbers:

## FINANCIAL AND STATISTICAL DATA

**THE BUDGET WAS ALLOCATED  
AS FOLLOWS:**

- **THE AMERICAN SPACES**

**\$13,959,816** **80.5%**

- REGIONAL PUBLIC  
ENGAGEMENT SPECIALISTS  
TRAVEL and RELATED COSTS

**\$1,020,333** **6.4%**

- PROGRAMMING MATERIALS  
& SUPPORT  
(databases, motion picture licensing)

**\$921,658** **5.8%**

- TRAINING FOR THE STAFF  
OF AMERICAN SPACES

**\$727,888** **4.6%**

- SMITHSONIAN INSTITUTION AGREEMENT

**\$125,959** **.8%**

- ARABIC BOOK TRANSLATION PROGRAM (final transfer for legacy program)

**\$100,000** **.6%**

- CONTRACTED STAFF

**\$97,080** **.6%**

- WASHINGTON-BASED STAFF TRAVEL

**\$67,585** **.5%**

- OFFICE ADMINISTRATION

**\$26,417** **.2%**

THE TOTAL  
OFFICE OF AMERICAN  
SPACES  
**BUDGET**  
FOR FISCAL YEAR 2016  
WAS  
**\$17,046,736**



# 2016 American Spaces By the Numbers

## AMERICAN SPACES SUPPORT FUND

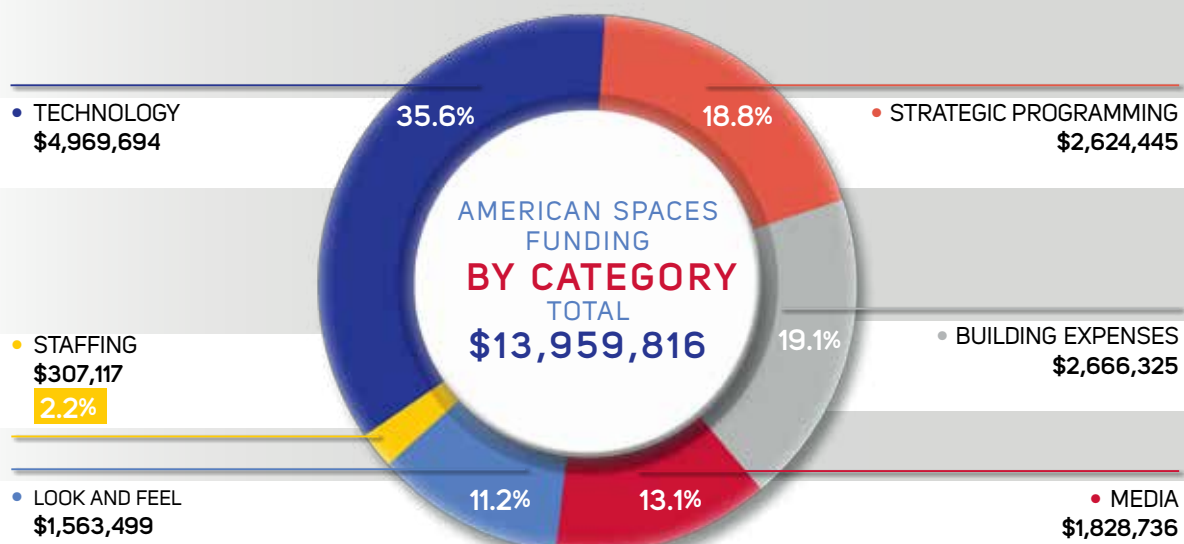
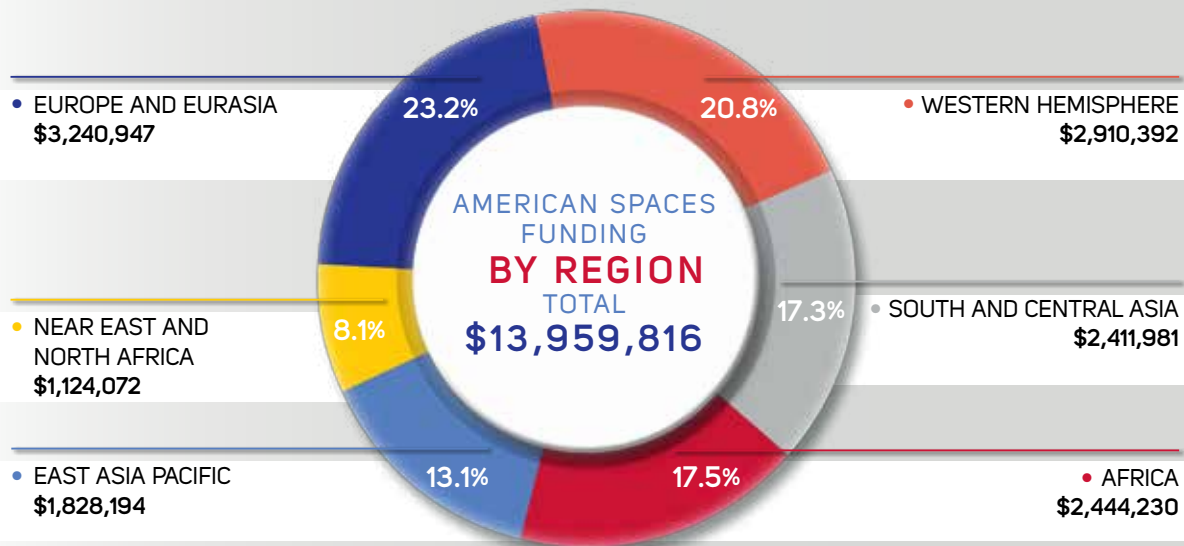
The Office of American Spaces was established in part to administer a budget specifically aimed at enhancing the impact and sustainability of American Spaces and developing a cohesive, unifying brand. Initiated in 2012, the American Spaces Support Fund (ASSF) recognizes the unique opportunity American Spaces offer to reach foreign audiences through direct person-to-person engagement on key foreign policy topics.

From an FY 2016 ASSF budget of \$14,100,000, in the end a total of \$13,959,816 was transferred to U.S. embassies and consulates to provide support for their American Spaces. The Office of American Spaces tracks ASSF allocations during the fiscal year to reprogram funding when circumstances prevent its full use at one Space in order to make the best use of available funding across the global network.

Support funds can be used for cosmetic and functionality upgrades to facilities (including furnishings), technology (including internet access), resources (materials such as software and books), programs, staffing (Priority American Spaces only) and other non-recurring expenses. In FY 2016, approximately 500 of nearly 700 American Spaces applied for FY 2017 support funds.

Total funding for American Spaces comes from several sources, including the six geographic bureaus and the embassies and consulates that operate American Spaces day to day.

Since FY 2013, when the Office of American Spaces began focusing increased investment on the modernization of American Spaces based on strategic priorities and potential for return on investment, the number of visitors has increased by 69 percent to FY 2016.



# 2016 American Spaces By the Numbers

## TOP 10 AMERICAN SPACES INVESTMENTS IN FY 2016

### 1 AMERICA HOUSE KYIV, UKRAINE



Funding is for the operating and program costs of this notable U.S. government-owned American Space operated by IREX, a non-government organization, on contract with the U.S. Embassy.

### 3 CENTRO BOLIVIANO AMERICANO COCHABAMBA, BOLIVIA



Construction funding was provided to expand this binational center partner; the facility includes a computer lab and modernized library aimed at improving interactive and virtual programming.

### 2 MUHAMMAD ALI AMERICAN CORNER, KINSHASA, DEMOCRATIC REPUBLIC OF THE CONGO

Funding for modernization of a large facility was issued in early 2016 before civil conflict put the project on hold. Work resumed in early 2017; the facility is expected to reopen in spring 2017.

### 4 INSTITUTO CULTURAL ARGENTINO NORTEAMERICANO BUENOS AIRES, ARGENTINA



Substantial facility and technology upgrades and support for information resources and programming has enhanced this binational center that is nearly 100 years old.



## 5 AMERICAN CORNER DUSHANBE, TAJIKISTAN

A Makerspace lab houses powerful computers, a 3D-printer, and other engaging technologies to develop critical thinking and entrepreneurship skills; the facility has increased regular visitors by over 25 percent and attracted partners.

## 6 CENTRO COLOMBO AMERICANO, PEREIRA, COLOMBIA

After a new auditorium enabled a major shift in programming, FY 2016 funds support a library reflecting modern design with high-end technology and enhanced e-books.

## 7 AMERICAN CENTER HANOI, VIETNAM

Funding supports operations and policy-oriented programming that establishes strong brand recognition and collaborative relationships with national and local officials.

## 8 AMERICAN CORNER XANTHI, GREECE



Modernization was completed in 2016 according to a modern design, including provision of the latest technology to support programming.

## 9 AMERICA HOUSE JERUSALEM, EAST JERUSALEM



Support for contract staff to expand programming in a challenging security environment delivered an increase of over 100 percent in programming. Technology and furnishings fulfill a modern design provided in 2016 for completion in 2017.

## 10 AMERICAN CORNER CCHUB, LAGOS, NIGERIA



Funding is to establish and outfit this Priority American Space. CcHUB is a place for social entrepreneurs, government, tech companies, investors and programmers in Lagos to develop solutions to social problems in Nigeria, making it a perfect American Space partner.

# 2016 American Spaces By the Numbers

## UPDATE ON TOP 10 AMERICAN SPACES INVESTMENTS IN FY 2015

### 1 AMERICA HOUSE KYIV, UKRAINE



Established in just six months through a large FY 2015 investment, this American Space has become one of the highest performing in the world, welcoming 35,000 visitors and hosting over 700 programs in FY 2016.

### 2 AMERICAN CORNER KANDY, SRI LANKA



A major renovation with a modern design got the municipality to offer an entire additional floor at no cost. Visitors and programs both more than doubled in FY 2016.

### 3 INSTITUTO CHILENO NORTEAMERICANO, SANTIAGO, CHILE

FY 2015 funding plus an investment from the partner resulted in a year-long facility upgrade that continues through mid-2017 to this binational center that attracts over 200,000 visits per year.

### 4 AMERICAN CENTER KOREA, SEOUL, KOREA



A facility and technology upgrade to this U.S. government-owned facility significantly expanded program space through a modern design both indoors and outdoors, more than doubling visits and programs.

### 5 MUHAMMAD ALI AMERICAN CORNER, KINSHASA, DEMOCRATIC REPUBLIC OF THE CONGO

Conflict delayed completion of a modern design that is making this expansive facility unique in Central Africa. Work resumed in early 2017; the facility is expected to reopen in spring 2017.

## 6 @AMERICA, JAKARTA, INDONESIA



FY 2015 investment supported a major refresh of technology and facilities at this American Space, which serves as inspiration for the transformation of American Spaces into high-quality modern programmatic platforms. @america continues to be an innovator in policy-oriented programming and effective use of technology for engagement with nearly 200,000 visitors and over 600 programs a year.

## 7 CENTRO VENEZOLANO AMERICANO DEL ZULIA, MARACAIBO, VENEZUELA

A major facility transformation reflected modern American Spaces concepts. Visitors more than tripled in FY 2016 in this difficult, but important engagement environment.

## 8 DAR AMERICA, CASABLANCA, MOROCCO -



Modern design support brought a century-old institution into the 21st century in this first country to recognize the independent United States. FY 2016 showed a 39 percent increase in programs.

## 9 DEUTSCH-AMERIKANISCHES ZENTRUM STUTTGART, GERMANY

Funding supported high-quality foreign policy programming as well as enhancements to social media outreach of this leading policy center. Programs increased 24 percent in FY 2016 to over 650.

## 10 CENTRO CULTURAL NICARAGUENSE NORTEAMERICANO, MANAGUA, NICARAGUA

Facility, technology and programming improvements boosted programming in FY 2016 by 35 percent.



# 2016 American Spaces By the Numbers

## STATISTICS

**Receiving over 44 million visits** in fiscal year 2016, 679 American Spaces provided means for the United States to have the two-way dialogues necessary for establishing and maintaining contacts and networks with major cross-sections of foreign societies, including minority and women's groups. These interactions are critical to national security and the accomplishment of foreign policy objectives. Almost **1.5 million programs were attended more than 21 million times**, and they included topics ranging from learning American English to starting a business to holding free and fair elections to understanding rule of law.



Policies and standards introduced by the Office of American Spaces have **streamlined the American Spaces network** from more than 800 in 2013 to **less than 700**.

### IN FISCAL YEAR 2016, THE COMPOSITION OF THE AMERICAN SPACES NETWORK WAS:

#### 105 American Centers:

These are operated by the U.S. government and vary in size and location on and off embassy compounds. The largest are important in difficult political environments where the United States can conduct outreach and provide open access to information only at a U.S. government-controlled facility.

#### 111 Binational Centers:

Concentrated in Latin America, these are the oldest type of American Spaces. Formed as partnerships with local independent organizations, they support connections with the United States through English language learning and cross-cultural dialogue.

#### 463 American Corners:

The most prevalent, these are embassy or consulate partnerships with host-country organizations (public libraries, universities or non-government organizations) that provide a cost-effective means to expand access to accurate information about the United States and conduct extensive public engagement.



## Open Access Takes Center Stage

Many American Centers -- the U.S. government-owned or operated American Spaces -- are among the largest, well staffed and best equipped American Spaces with the greatest potential to advance U.S. foreign public diplomacy objectives. Some are located outside embassy grounds while others are within.

*Key to the success of American Spaces is the ability to attract, welcome, and offer open access to visitors and target audiences. Open access to a physical venue includes the digital space that provides uncensored information on the internet.*

*-State Department Open Access Policy*

*José Hernández, a NASA astronaut, speaks to Mexican students at the Benjamin Franklin Library in Mexico City. The son of Mexican migrant farm workers who applied to NASA 11 times before being accepted, Hernández shared his experiences and offered encouragement.*



For those that are outside, the 1999 Secure Embassy Construction and Counterterrorism Act (SECCA) poses challenges to the State Department's public diplomacy efforts by requiring eventual relocation of American Centers inside embassy boundaries.

To help address these challenges, in fiscal year 2016, the Washington-based, cross-departmental partnership known as the R-OBO-DS\* Working Group, issued the first-ever department-wide policy that outlined a set of Open Access Principles to guide the planning and operation of U.S. government-owned or operated American Spaces. It addressed the security barriers to achieving U.S. public diplomacy objectives within embassy borders and outlined processes to remove or reduce those barriers.

American Spaces that recently were or will be located inside embassy boundaries are the Beijing American Center and the Benjamin Franklin Library in Mexico City. Both demonstrate use of Open Access Principles in on-compound facilities. American Center Beijing attributes "open access design" as contributing to record-breaking visitor numbers. The Benjamin Franklin Library, which will move onto embassy grounds in fiscal year 2018, will have wifi access.

*\*The group takes its name from the abbreviations for the three major State Department offices that compose it: the Under Secretary for Public Diplomacy and Public Affairs ("R"), the Bureau of Overseas Buildings Operations (OBO) and the Bureau of Diplomatic Security (DS).*

# Appendix

## PRIORITY AMERICAN SPACES, 2016-2018

### AFRICA (10)

- \*\* Côte d'Ivoire, Abidjan, Andrew Young Center for Entrepreneurship
- \*\* Democratic Republic of the Congo, Kinshasa, Muhammad Ali American Corner
- \*\* Ethiopia, Addis Ababa, Col. John C. Robinson American Center
- \* Kenya, Nairobi, American Center Nairobi
- \*\* Nigeria, Lagos, American Corner CcHUB
- \*\* Rwanda, Kigali, American Corner Kigali
- \*\* Senegal, Thies, American Corner Thies
- \*\* South Africa, Cape Town, American Corner Cape Town
- \*\* South Africa, Pretoria, American Corner Pretoria
- \*\* Zimbabwe, Bulawayo, NUST American Space

### EAST ASIA PACIFIC (12)

- \* Myanmar, Mandalay, Jefferson Center Mandalay
- \* Myanmar, Yangon, American Center Rangoon
- \* China, Beijing, American Center Beijing
- \* China, Chengdu, Information Resource Center Chengdu
- \* China, Shanghai, American Center Shanghai
- \* China, Shenyang, Information Resource Center Shenyang
- \* Indonesia, Jakarta, @america
- \* Korea, Seoul, American Center Korea
- \*† Laos, Vientiane, American Center @That Dam
- \*† Philippines, Cagayan De Oro, American Corner Cagayan de Oro
- \* Vietnam, Hanoi, American Center Hanoi
- \* Vietnam, Ho Chi Minh City, American Center Ho Chi Minh City

### EUROPE (11)

- \* Bosnia & Herzegovina, Mostar, American Corner Mostar
- \*† Estonia, Narva, American Corner Narva
- \* Georgia, Batumi, American Corner Batumi
- \*\* Germany, Stuttgart, Deutsch-Amerikanisches Zentrum Stuttgart
- \* Greece, Xanthi, American Corner Xanthi
- \* Moldova, Chisinau, American Resource Center Chisinau
- \*† Poland, Warsaw, American Center Warsaw
- \* Portugal, Lisbon, NOVA University, Faculty of Science and Technology (AC@FCT-NOVA)
- \* Russia, Moscow, American Center Moscow
- \*\* Ukraine, Kharkiv, Window on America Center Kharkiv
- \* Ukraine, Kyiv, America House Kyiv



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## NEAR EAST (9)

- \* Algeria, Algiers, American Cultural Center Algiers
- \* Egypt, Cairo, American Resource Center Cairo
- \* Israel, West Jerusalem, American Center Jerusalem
- \* Jerusalem, East Jerusalem, America House Jerusalem
- \* Jerusalem, Ramallah, America House Ramallah
- \* Jordan, Amman, American Center Amman
- \*\* Lebanon, Baakleen, American Corner Baakleen
- \* Morocco, Casablanca, Dar America Casablanca
- \* Tunisia, Tunis, American Corner Tunis

## SOUTH CENTRAL ASIA (11)

- \* Bangladesh, Dhaka, Edward M. Kennedy Center Dhaka
- \* India, New Delhi, American Center New Delhi
- \* Kazakhstan, Almaty, American Corner Almaty
- \* Kyrgyz Republic, Bishkek, Bishkek American Center “America Borboru”
- \* Maldives, Malé, American Center Malé
- \* Nepal, Kathmandu, Book Bus Nepal
- \* Pakistan, Karachi, Lincoln Corner Karachi
- \* Sri Lanka, Kandy, American Corner Kandy
- \* Tajikistan, Dushanbe, American Corner Dushanbe
- \* Turkmenistan, Ashgabat, Information Resource Center Ashgabat
- \*† Uzbekistan, Tashkent, Information Resource Center Tashkent

## WESTERN HEMISPHERE (LATIN AMERICA) (14)

- \*\* Argentina, Buenos Aires, Instituto Cultural Argentino Norteamericano Buenos Aires
- \*\* Bolivia, Cochabamba, Centro Boliviano Americano Cochabamba
- \*\* Brazil, Brasilia, Casa Thomas Jefferson Brasilia
- \*\* Chile, Santiago, Instituto Chileno Norteamericano Santiago
- \*\*† Colombia, Cali, Centro Cultural Colombo Americano Cali
- \*\*† Colombia, Medellín, Centro Colombo Americano Medellín
- \*\* Ecuador, Cuenca, Centro Ecuatoriano Norteamericano Abraham Lincoln Cuenca
- \*\*† El Salvador, San Salvador, Centro Cultural Salvadoreño Americano San Salvador
- \*\* Honduras, San Pedro Sula, Centro Cultural Sampedrano San Pedro Sula
- \* Mexico, Mexico City, Benjamin Franklin Library Mexico City
- \*\*† Mexico, Monterrey, Instituto Mexicano-Norteamericano de Relaciones Culturales de Nuevo León
- \*\* Nicaragua, Managua, Centro Cultural Nicaraguense Norteamericano Managua
- \*\*† Peru, Cusco, Instituto Cultural Peruano Norteamericano de Cusco
- \*\* Venezuela, Maracaibo, Centro Venezolano Americano del Zulia Maracaibo

\* U.S. government owned, leased or operated

\*\* Binational Center

\* Operated by non-U.S. government institutions

† New priority American Space for 2016-2018

*The entrance to the American Corner in Mostar, the most ethnically divided city in Bosnia and Herzegovina, exhibits a universal message.*



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