

AMERICAN SPACES STANDARDS

January 2023

Background and Introduction

In 2021, the Office of American Spaces (ECA/A/M) conducted an evaluation to inform policies related to American Spaces programming and management. These revised American Spaces Standards serve as an important step toward responding to those 2021 recommendations. The evaluation recommendations include:

- ECA/A/M should create differentiated Standards for Spaces, de-emphasize or reclassify Standards focused on functional elements, and add in elements to help assess the extent to which Spaces' programming aligns with foreign policy goals.

These Standards address this recommendation.

What is an American Space?

An American Space is a venue that provides regular opportunities for public engagement. They are cultural and information centers abroad that engage audiences in-person, virtually, and through hybrid programs. They may also include mobile/pop-up Spaces. Public engagement also includes a variety of information services and resources.

What is the purpose of the American Spaces Standards?

- To **classify** American Spaces according to the services they offer. Classifications are descriptive, not evaluative and are not a rating.
- To **clarify what is expected** of American Spaces and their managing posts, including in relation to monitoring and evaluation, and to strategic planning.

What are the types of American Spaces?

American Centers – As part of or directly operated by a U.S. embassy or consulate (post), American Centers operate as U.S. government properties, whether through ownership or leasing, and are generally staffed by USG employees, though occasionally by contractors hired either directly by Post or through an implementing partner.

American Corners – American Corners operate based on a partnership between Post and the Space's host institution (such as a university or library) to offer resources and, in most cases, programming aligned with American Spaces' six programmatic pillars. Sometimes third-party organizations provide most or all the Space's programming. Staff are employed by the host institution and/or the programming provider(s).

Binational Centers – Binational Centers are institutions that partner with posts to host American Spaces, offering no-cost programs open to the public.

Many posts have developed relationships to provide resources and engagement with partner institutions that are not formally part of the American Spaces network. Understanding that a connection to the American Spaces network can be beneficial to posts' public engagement strategies, posts now have the option to recognize these relationships as Affiliate American Spaces, as long as they meet basic criteria. Guidance on **Affiliate Spaces**, including Standards, is located in Appendix A at the end of this document.

What are the classifications available for each type of American Space?

Classifications are meant to be descriptive, not evaluative. The classifications acknowledge that American Spaces do not fit a one-size-fits-all model and so should not all be evaluated using the same Standards. Spaces' classifications should be determined by the Space and Post in consultation with the Regional Public Engagement Specialists (REPS).

Classifications of American Centers:

Comprehensive American Centers – offer at least eight in-person, virtual, or hybrid programs per month, on average, include an EducationUSA Advising Center at any service level, and have more than one full-time staff person. The Center acts as a hub for the American Spaces network in country, leading on programming offered by partner Spaces.

Standard American Centers – offer at least four in-person, virtual, or hybrid programs per month, on average, and have at least one staff member dedicated full time to operating the Space.

Classifications of American Corners:

Comprehensive American Corners – offer at least eight in-person, virtual, or hybrid programs per month, on average, and have at least one full-time staff person.

Standard American Corners – offer at least at least four in-person, virtual, or hybrid programs per month, on average, and have at least one person dedicated half time to operating the Space.

Classifications of BNCs:

Comprehensive BNCs – offer at least eight in-person, virtual, or hybrid programs per month, on average, and have at least one full-time staff person.

Standard BNCs – offer at least at least four in-person, virtual, or hybrid programs per month, on average, and have at least one person dedicated half time to conducting public-facing programs.

In cases in which Spaces are not currently meeting the criteria for their appropriate classification, for example because they are not offering the requisite minimum number of monthly programs, Posts should develop a timed action plan with deadlines to conform to the classification criteria. If Post determines that a Space cannot meet the applicable criteria, it should consider changing the Space's classification, or ending the partnership with the institution hosting the Space.

What is expected of American Spaces in relation to **monitoring and evaluation**?

ECA/A/M will introduce an **American Spaces Monitoring and Evaluation (M&E) Toolkit** in 2023. Once it is released, ECA/A/M will update the Standards below and provide training on Toolkit implementation. Until then, Spaces should continue to monitor and evaluate programs using current practices.

If, after a thorough review of a Space's performance Post decides that the Space is not meeting Mission objectives and that additional engagement from Post is unlikely to lead to a positive resolution, Post should follow the guidance in the USG Supplement to the American Spaces Handbook to permanently close the Space.

What are the components of American Spaces Standards?

The American Spaces Standards are composed of the following components:

- Strategic Planning
- Monitoring, Evaluation, and Reporting
- Programming and Resources
- Diversity, Equity, Inclusion, and Accessibility
- Management
- Digital Tools and Skills
- Physical Space and Access

Standards for American Spaces

Table 1: Standards for Comprehensive American Centers

Component	Standard
Strategic Planning	When a Post manages more than one Space, Post creates a network strategic plan that is aligned with the Standards in this document. Network strategic plans must be cleared by Post’s Regional Public Engagement Specialist (REPS) and will be required for American Spaces Support Funds (ASSF) eligibility.
Strategic Planning	Post implements the approved network strategic plan, including submitting progress reports. Post revises the network strategic plan as part of updating each Integrated Country Strategy (ICS), and Post reviews progress toward implementation when the Public Diplomacy Implementation Plan (PDIP) is updated.
Monitoring, Evaluation, and Reporting	Center submits monthly statistical reports in accordance with ECA/A/M guidance. The Center manages the metrics provided by the partner Spaces for analysis by Post and by the Office of American Spaces.
Monitoring, Evaluation, and Reporting	Center provides information to support Post’s cable reporting about American Spaces activities. In addition to any other cable reporting on its American Spaces, Post submits an annual American Spaces Facilities and Programs Review cable to report on its American Spaces network. Specific information about the annual cable is available in Appendix B at the end of this document. Cables are cleared by REPS and include KAMS tag.
Programming and Resources	Center provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English. Materials may also be made available in other languages and formats.
Programming and Resources	Center makes eLibraryUSA available and promotes this resource and conducts training sessions for contacts on eLibraryUSA resources. Center works with ECA/A/M to set up IP-based authentication for eLibraryUSA access.
Programming and Resources	Center conducts programming in each of the American Spaces Pillars .
Programming and Resources	Center engages the entire mission in programming.
Programming and Resources	Center holds virtual programs with online audiences.
Programming and Resources	Center includes an EducationUSA Advising Center at any level.
DEIA	Center cultivates the demographic diversity of audiences in all outreach efforts. It increases key stakeholder engagements among underserved communities to achieve policy objectives, and amplify the impact and reach of diversity, equity, inclusion, and access principles, including racial equity.
DEIA	Center plans and executes activities that incorporate equity principles, including respect for human rights, in program design to advance U.S. foreign policy objectives and increase the inclusion of marginalized populations.

DEIA	Center recruits, retains, and advances a diverse, high-performing workforce.
DEIA	Physical design and IT resources comply with the Americans with Disabilities Act standards.
Management	Center maintains an ongoing, active, mutually reinforced relationship with any third-party host institution or programming partner.
Management	Center staff receive American Spaces Newsletter. Center staff have joined Department-managed social media groups.
Management	More than one full-time equivalent person staffs the Center. Staff have been trained on Spaces management and program planning.
Management	Center honors intellectual property rights. eLibraryUSA database license terms are followed and communicated to user groups. Post works with Office of American Spaces if it wants to name the Center after a famous person or use any non-standard name. Film screenings comply with guidelines in the Department’s agreement with the Motion Picture Licensing Corporation.
Management	Budget is tied to mission and public diplomacy goals. Updated multi-media materials are provided on an as-needed basis using the eShop collection and other sources.
Digital Tools and Skills	WiFi reaches all public access areas with no limitations. WiFi policy is consistent with technical security standards and Post access principles.
Digital Tools and Skills	Center uses a generic email address (<u>not</u> an individual staff member’s account) that identifies and markets the Center. Access to the email remains with the Space if staff leave.
Digital Tools and Skills	Center staff coordinate with the Mission social media team to promote activities at the Center.
Digital Tools and Skills	Visitors may bring personal electronic devices into American Centers and use them except where prohibited by Post’s technical security standards and access principles.
Digital Tools and Skills	If Center has a makerspace, then the equipment is fully functioning and staff and/or programming partners have been trained to support it.
Physical Space and Access	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).
Physical Space and Access	Unless security conditions prohibit, Center and the building or complex that houses it have clearly visible signs depicting name and relationship with embassy or consulate. U.S. flag or image is highly visible.
Physical Space and Access	Security meets all applicable U.S. embassy/consulate Regional Security Office (RSO) requirements, including incorporation in Post’s Emergency Action Plan.
Physical Space and Access	Staff consistently and proactively collaborate with RSO to minimize barriers and streamline access procedures. Appointments are not required. After passing security screening, visitors should be allowed to proceed to the American Space unescorted. Visitors do not need escorts if they are under continuous observation by authorized Post personnel.
Physical Space and Access	For Centers at Posts with high volumes of visitors, separate security screening (such as those used for visitors to consular operations) should be provided if feasible.

Table 2: Standards for Standard American Centers

Component	Standard
Strategic Planning	When a Post manages more than one Space, Post creates a network strategic plan that is aligned with the Standards in this document. Network strategic plans must be cleared by Post’s Regional Public Engagement Specialist (REPS) and will be required for American Spaces Support Funds (ASSF) eligibility.
Strategic Planning	Post implements the approved network strategic plan, including submitting progress reports. Post revises the network strategic plan as part of updating each Integrated Country Strategy (ICS), and Post reviews progress toward implementation when the Public Diplomacy Implementation Plan (PDIP) is updated.
Monitoring, Evaluation, and Reporting	Center submits statistical monthly reports in accordance with ECA/A/M guidance. The Center manages the metrics provided by the partner Spaces for analysis by Post and by the Office of American Spaces.
Monitoring, Evaluation, and Reporting	Center provides information to support Post’s cable reporting about American Spaces activities. In addition to any other cable reporting on its American Spaces, Post submits an annual American Spaces Facilities and Programs Review cable to report on its American Spaces network. Specific information about the annual cable is available in Appendix B at the end of this document. Cables are cleared by REPS and include KAMS tag.
Programming and Resources	Center provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English. Materials may also be made available in other languages and formats.
Programming and Resources	Center makes eLibraryUSA available and promotes this resource. Space offers training on how to use eLibraryUSA.
Programming and Resources	Center conducts programming in each of the American Spaces Pillars .
Programming and Resources	Center engages the entire mission in programming.
Programming and Resources	Center holds virtual programs with online audiences.
Programming and Resources	Center makes EducationUSA materials available to visitors and has an eShop Essential advising collection that is updated as needed. Staff refers students to an EducationUSA advisor in country for in-depth advising.
DEIA	Center cultivates the demographic diversity of audiences in all outreach efforts. It increases key stakeholder engagements among underserved communities to achieve policy objectives, and amplify the impact and reach of diversity, equity, inclusion, and access principles, including racial equity.
DEIA	Center plans and executes activities that incorporate equity principles, including respect for human rights, in program design to advance U.S. foreign policy objectives and increase the inclusion of marginalized populations.
DEIA	Center recruits, retains, and advances a diverse, high-performing workforce.
DEIA	Physical design and IT resources comply with the Americans with Disabilities Act standards.

Management	Center maintains an ongoing, active, mutually reinforced relationship with any third-party host institution or programming partner.
Management	At least one full-time person staffs the Center. Staff have been trained on Spaces management and program planning. Staff participate in online workshops, and complete courses in accordance with the American Spaces professional development continuum.
Management	Center staff receive American Spaces Newsletter. Center staff have joined Department-managed social media groups.
Management	Center honors intellectual property rights. eLibraryUSA database license terms are followed and communicated to user groups. Post works with Office of American Spaces if it wants to name the Center after a famous person or use any non-standard name. Film screenings comply with guidelines in the Department's agreement with the Motion Picture Licensing Corporation.
Management	Budget is tied to mission and public diplomacy goals. Updated multi-media materials are provided on an as-needed basis using the eShop collection and other sources.
Digital Tools and Skills	WiFi reaches all public access areas with no limitations. WiFi policy is consistent with technical security standards and Post access principles.
Digital Tools and Skills	Center uses a generic email address (<u>not</u> an individual staff member's account) that identifies and markets the Space. Access to the email remains with the Space if staff leave.
Digital Tools and Skills	Center staff coordinate with the Mission social media team to promote activities at the Center.
Digital Tools and Skills	Visitors may bring personal electronic devices into American Centers and use them except where prohibited by Post's technical security standards and access principles.
Digital Tools and Skills	If Center has a makerspace, then the equipment is fully functioning and staff and/or programming partners have been trained to support it.
Physical Space and Access	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).
Physical Space and Access	Unless security conditions prohibit, Center and the building or complex that houses it have clearly visible signs depicting name and relationship with embassy or consulate. U.S. flag or image is highly visible.
Physical Space and Access	Security meets all applicable U.S. embassy/consulate Regional Security Office (RSO) requirements, including incorporation in Post's Emergency Action Plan.
Physical Space and Access	Staff consistently and proactively collaborate with RSO to minimize barriers and streamline access procedures. Appointments are not required. After passing security screening, visitors should be allowed to proceed to the American Space unescorted. Visitors do not need escorts if they are under continuous observation by authorized Post personnel.
Physical Space and Access	For Centers at Posts with high volumes of visitors, separate security screening (such as those used for visitors to consular operations) should be provided if feasible.

Table 3: Standards for Comprehensive American Corners

Component	Standard
Strategic Planning	When a Post manages more than one Space, Corner works with Post and the REPS to participate in Post-led development of a network strategic plan that aligns with ICS goals and PDIP implementation. Network strategic plans must be cleared by Post’s Regional Public Engagement Specialist (REPS) and will be required for American Spaces Support Funds (ASSF) eligibility.
Strategic Planning	Corner works with Post and the REPS to implement the approved network strategic plan, including submitting progress reports. With Corner participation, Post revises the network strategic plan as part of updating each ICS, and Post reviews progress toward implementation when the PDIP is updated.
Monitoring, Evaluation, and Reporting	Corner submits monthly reports on the Basic Metrics in accordance with ECA/A/M guidance.
Monitoring, Evaluation, and Reporting	Corner provides information to support Post’s cable reporting about American Spaces activities. In addition to any other cable reporting on its American Spaces, Post submits an annual American Spaces Facilities and Programs Review cable to report on its American Spaces network. Specific information about the annual cable is available in Appendix B at the end of this document. Cables are cleared by REPS and include KAMS tag.
Programming and Resources	Corner provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English. Materials may also be made available in other languages and formats.
Programming and Resources	Corner makes eLibraryUSA available and promotes this resource. Corner offers training on how to use eLibraryUSA.
Programming and Resources	Corner conducts programs in each of the American Spaces Pillars .
Programming and Resources	Corner works with Post to engage multiple sections of embassies and consulates in programming, through inviting mission employees as speakers when appropriate, and through inviting audiences of interest to other mission sections when appropriate.
Programming and Resources	Corner holds virtual programs that include a means of engagement with online-only audiences.
Programming and Resources	Corner makes EducationUSA materials (books, links to EducationUSA website, brochures, etc.) available to visitors and has an eShop Expanded advising collection that is updated as needed. At least one staff member has completed the New Adviser Orientation training online and/or has received training from a senior EducationUSA adviser or REAC. Space maintains contact with a senior EducationUSA advisor in country.
DEIA	Corner and Post cultivate the demographic diversity of audiences in all outreach efforts. They increase key stakeholder engagements among underserved communities to achieve policy objectives, and amplify the impact and reach of diversity, equity, inclusion, and access principles, including racial equity.
DEIA	Corner and Post plan and execute activities that incorporate equity principles, including respect for human rights, in program design to advance U.S. foreign

	policy objectives and increase the inclusion of marginalized populations.
DEIA	Corner host institution has and follows procedures to recruit, retain, and advance a diverse, high-performing workforce at the Corner, in accordance with local law.
DEIA	Corner strives to make accommodations for visitors with disabilities.
Management	Corner and Post maintain an ongoing, active, mutually reinforced relationship between each other and with any third-party host institution or programming partner.
Management	Current signed MOU is on file in with ECA/A/M.
Management	At least one full-time equivalent person staffs the Space. This person has a strong working knowledge of English. Staff have been trained by the embassy or consulate and/or the REPS on Spaces management and program planning. Staff participate in an American Spaces workshop either online or in person, and complete courses in accordance with the American Spaces professional development continuum.
Management	Corner staff receive American Spaces Newsletter. Corner staff have joined Department-managed social media groups.
Management	Corner honors intellectual property rights. eLibraryUSA database license terms are followed and communicated to user groups. Post works with Office of American Spaces if it wants to name the Corner after a famous person or use any non-standard name. Film screenings comply with guidelines in the Department's agreement with the Motion Picture Licensing Corporation.
Management	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources and Post tracks partners' contributions to the Space. Post provides updated multi-media materials on an as-needed basis using the eShop collection and other sources.
Digital Tools and Skills	WiFi reaches all public access areas with no limitations.
Digital Tools and Skills	Visitors to the Corner should be allowed to bring their own personal electronic devices and be able to use them in the public area.
Digital Tools and Skills	If Corner has a makerspace, then the equipment is fully functioning and staff and/or programming partners have been trained to support it.
Digital Tools and Skills	Corner uses a generic email address (<u>not</u> an individual staff member's account) that identifies and markets the Space. Access to the email remains with the Space if staff leave.
Digital Tools and Skills	Corner staff actively manage one or more social media accounts to promote their Space.
Physical Space and Access	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).
Physical Space and Access	Unless security conditions prohibit, Corner and the building or complex that houses it have clearly visible signs depicting name and relationship with embassy or consulate. U.S. flag or image is highly visible.
Physical Space and Access	Corner security meets local requirements. Appointments are not required.

Table 4: Standards for Standard American Corners

Component	Standard
Strategic Planning	When a Post manages more than one Space, Corner works with Post and the REPS to participate in Post-led development of a network strategic plan that aligns with ICS goals and PDIP implementation. Network strategic plans must be cleared by Post’s Regional Public Engagement Specialist (REPS) and will be required for American Spaces Support Funds (ASSF) eligibility.
Strategic Planning	Corner works with Post and the REPS to implement the approved network strategic plan, including submitting progress reports. With Corner participation, Post revises the network strategic plan as part of updating each ICS, and Post reviews progress toward implementation when the PDIP is updated.
Monitoring, Evaluation, and Reporting	Corner submits monthly reports on the Basic Metrics in accordance with ECA/A/M guidance.
Monitoring, Evaluation, and Reporting	Corner provides information to support Post’s cable reporting about American Spaces activities. In addition to any other cable reporting on its American Spaces, Post submits an annual American Spaces Facilities and Programs Review cable to report on its American Spaces network. Specific information about the annual cable is available in Appendix B at the end of this document. Cables are cleared by REPS and include KAMS tag.
Programming and Resources	Corner provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English. Materials may also be made available in other languages and formats.
Programming and Resources	Corner makes eLibraryUSA available and promotes this resource. Corner offers training on how to use eLibraryUSA.
Programming and Resources	Corner conducts programs in each of the American Spaces Pillars .
Programming and Resources	Corner works with Post to engage multiple sections of embassies and consulates in programming, through inviting mission employees as speakers when appropriate, and through inviting audiences of interest to other mission sections when appropriate.
Programming and Resources	Corner holds virtual programs that include a means of engagement with online-only audiences.
Programming and Resources	Corner makes EducationUSA materials available to visitors and has an eShop Essential advising collection that is updated as needed. Staff refers students to an EducationUSA advisor in country for in-depth advising.
DEIA	Corner and Post cultivate the demographic diversity of audiences in all outreach efforts. They increase key stakeholder engagements among underserved communities to achieve policy objectives, and amplify the impact and reach of diversity, equity, inclusion, and access principles, including racial equity.
DEIA	Corner and Post plan and execute activities that incorporate equity principles, including respect for human rights, in program design to advance U.S. foreign policy objectives and increase the inclusion of marginalized populations.
DEIA	Corner host institution has and follows procedures to recruit, retain, and

	advance a diverse, high-performing workforce at the Corner, in accordance with local law.
DEIA	Corner strives to make accommodations for visitors with disabilities.
Management	Corner and Post maintain an ongoing, active, mutually reinforced relationship between each other and with any third-party host institution or programming partner.
Management	Current signed MOU is on file in with ECA/A/M.
Management	At least one half-time person staffs the Space. This person has a strong working knowledge of English. Staff have been trained by the embassy or consulate and/or by the REPS on Spaces management and program planning. Staff participate in online workshops, and complete courses in accordance with the American Spaces professional development continuum. Staff are also eligible to participate in in-person workshops if recommended by Post and/or the REPS.
Management	Corner staff receive American Spaces Newsletter. Corner staff have joined Department-managed social media groups.
Management	Corner honors intellectual property rights. eLibraryUSA database license terms are followed and communicated to user groups. Post works with Office of American Spaces if it wants to name the Corner after a famous person or use any non-standard name. Film screenings comply with guidelines in the Department’s agreement with the Motion Picture Licensing Corporation.
Management	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources and Post tracks partners’ contributions to the Space. Post provides updated multi-media materials on an as-needed basis using the eShop collection and other sources.
Digital Tools and Skills	WiFi reaches all public access areas with no limitations.
Digital Tools and Skills	Visitors to the Corner should be allowed to bring their own personal electronic devices and be able to use them in the public area.
Digital Tools and Skills	If Corner has a makerspace, then the equipment is fully functioning and staff and/or programming partners have been trained to support it.
Digital Tools and Skills	Corner uses a generic email address (<u>not</u> an individual staff member’s account) that identifies and markets the Space. Access to the email remains with the Space if staff leave.
Digital Tools and Skills	Corner staff actively manage one or more social media accounts to promote their Space.
Physical Space and Access	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).
Physical Space and Access	Unless security conditions prohibit, Corner and the building or complex that houses it have clearly visible signs depicting name and relationship with embassy or consulate. U.S. flag or image is highly visible.
Physical Space and Access	Corner security meets local requirements. Appointments are not required.

Table 5: Standards for Comprehensive Binational Centers

Component	Standard
Strategic Planning	When a Post manages more than one Space, BNC works with Post and the REPS to participate in Post-led development of a network strategic plan that aligns with ICS goals and PDIP implementation. Network strategic plans must be cleared by Post’s Regional Public Engagement Specialist (REPS) and will be required for American Spaces Support Funds (ASSF) eligibility.
Strategic Planning	BNC works with Post and the REPS to implement the approved network strategic plan, including submitting progress reports. With BNC participation, Post revises the network strategic plan as part of updating each ICS, and Post reviews progress toward implementation when the PDIP is updated.
Strategic Planning	BNC works with Post and REPS to incorporate analysis of organization’s sustainability into the strategic planning efforts described throughout this document.
Monitoring, Evaluation, and Reporting	BNC submits monthly reports on the Basic Metrics in accordance with ECA/A/M guidance about how to count and report this information.
Monitoring, Evaluation, and Reporting	BNC provides information to support Post’s cable reporting about American Spaces activities. In addition to any other cable reporting on its American Spaces, Post submits an annual American Spaces Facilities and Programs Review cable to report on its American Spaces network. Specific information about the annual cable is available in Appendix B at the end of this document. Cables are cleared by REPS and include KAMS tag.
Programming and Resources	BNC provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English. Materials may also be made available in other languages and formats.
Programming and Resources	BNC makes eLibraryUSA available and promotes this resource. BNC offers training on how to use eLibraryUSA.
Programming and Resources	BNC conducts programs in each of the American Spaces Pillars .

Programming and Resources	BNC makes EducationUSA materials available to visitors and has an eShop Expanded advising collection that is updated as needed. At least one staff member has completed the New Adviser Orientation training online and/or has received training from a senior EducationUSA adviser or REAC. Space maintains contact with a senior EducationUSA adviser in country.
Programming and Resources	BNC works with Post to engage the entire mission in programming, through inviting mission employees as speakers when appropriate, and through inviting audiences of interest to other mission sections when appropriate.
Programming and Resources	BNC holds virtual programs that include a means of engagement with online-only audiences.
DEIA	BNC and Post cultivate the demographic diversity of audiences in all outreach efforts. They increase key stakeholder engagements among underserved communities to achieve policy objectives, and amplify the impact and reach of

	diversity, equity, inclusion, and access principles, including racial equity.
DEIA	BNC and Post plan and execute activities that incorporate equity principles, including respect for human rights, in program design to advance U.S. foreign policy objectives and increase the inclusion of marginalized populations.
DEIA	BNC has and follows procedures to recruit, retain, and advance a diverse, high-performing workforce at the American Space, in accordance with local law.
DEIA	BNC strives to make accommodations for visitors with disabilities.
Management	BNC and Post maintain an ongoing, active, mutually reinforced relationship between each other and with any third-party host institution or programming partner.
Management	At least one full-time equivalent person staffs the American Space. This person has a strong working knowledge of English. Staff have been trained by the embassy or consulate and/or the REPS on Spaces management and program planning.
Management	BNC staff receive American Spaces Newsletter. BNC staff have joined Department-managed social media groups.
Management	BNC honors intellectual property rights. eLibraryUSA database license terms are followed and communicated to user groups. Film screenings comply with guidelines in the Department's agreement with the Motion Picture Licensing Corporation.
Management	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources and Post tracks partners' contributions to the Space. Post provides updated multi-media materials on an as-needed basis using the eShop collection and other sources.
Management	BNC is governed by a board of directors or executive board and bylaws published or made available. Board sets an annual calendar and meets regularly. Board members also undergo governance training.
Management	Board elections are transparent. Terms of service are defined for each member, and turnover is regular.
Management	BNC provides merit-based scholarships for low-income students when financially feasible, including work-study.
Management	BNC bank account is in the institution's (not a person's) name. BNC is financially solvent and stable. BNC hires an external audit company to evaluate finances on a regular basis.
Digital Tools and Skills	WiFi reaches all public access areas with no limitations.
Digital Tools and Skills	Visitors to the American Space should be allowed to bring their own personal electronic devices and be able to use them in the public area.
Digital Tools and Skills	BNC staff actively manages one or more social media accounts to promote their American Space.
Digital Tools and Skills	BNC uses a generic email address (<u>not</u> an individual staff member's account) that identifies and markets the American Space. Access to the email remains with the BNC if staff leave.
Digital Tools and Skills	If BNC has a makerspace, then the equipment is fully functioning and staff and/or programming partners have been trained to support it.
Physical Space	Name and American Spaces branding appear on all products (website, social

and Access	media, print products, email signatures, etc.).
Physical Space and Access	Unless security conditions prohibit, BNC and the building or complex that houses it have clearly visible signs depicting name and relationship with embassy or consulate. U.S. flag or image is highly visible.
Physical Space and Access	BNC security meets local requirements. Appointments are not required.

Table 6: Standards for Standard Binational Centers

Component	Standard
Strategic Planning	When a Post manages more than one Space, BNC works with Post and the REPS to participate in Post-led development of a network strategic plan that aligns with ICS goals and PDIP implementation. Network strategic plans must be cleared by Post’s Regional Public Engagement Specialist (REPS) and will be required for American Spaces Support Funds (ASSF) eligibility.
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Strategic Planning	BNC works with Post and REPS to incorporate analysis of organization’s sustainability into the strategic planning efforts described throughout this document.
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Programming and Resources	BNC makes eLibraryUSA available and promotes this resource. Space offers training on how to use eLibraryUSA.
Programming and Resources	BNC conducts programs in each of the American Spaces Pillars .
Programming and Resources	BNC makes EducationUSA materials (books, links to EducationUSA website, brochures, etc.) available to visitors and has an eShop Essential advising collection that is updated as needed. Staff refers students to an EducationUSA advisor in country for in-depth advising.
Programming and Resources	BNC works with Post to engage the entire mission in programming, through inviting mission employees as speakers when appropriate, and through inviting audiences of interest to other mission sections when appropriate.
Programming and Resources	BNC holds virtual programs that include a means of engagement with online-only audiences.
DEIA	BNC and Post cultivate the demographic diversity of audiences in all outreach efforts. They increase key stakeholder engagements among underserved communities to achieve policy objectives, and amplify the impact and reach of diversity, equity, inclusion, and access principles, including racial equity.
DEIA	BNC and Post plan and execute activities that incorporate equity principles,

	including respect for human rights, in program design to advance U.S. foreign policy objectives and increase the inclusion of marginalized populations.
DEIA	BNC has and follows procedures to recruit, retain, and advance a diverse, high-performing workforce at the American Space, in accordance with local law.
DEIA	BNC strives to make accommodations for visitors with disabilities.
Management	BNC and Post maintain an ongoing, active, mutually reinforced relationship between each other and with any third-party host institution or programming partner.
Management	At least one half-time person staffs the American Space. This person has a strong working knowledge of English. Staff have been trained by the embassy or consulate and/or by the REPS on Spaces management and program planning. Staff participate in online workshops, and complete courses in accordance with the American Spaces professional development continuum. Staff are also eligible to participate in in-person workshops if recommended by Post and/or the REPS.
Management	BNC staff receive American Spaces Newsletter. BNC staff have joined Department-managed social media groups.
Management	BNC honors intellectual property rights. eLibraryUSA database license terms are followed and communicated to user groups. Film screenings comply with guidelines in the Department's agreement with the Motion Picture Licensing Corporation.
Management	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources, and Post tracks partners' contributions to the Space. Post provides updated multi-media materials on an as-needed basis using the eShop collection and other sources.
Management	BNC is governed by a board of directors or executive board and bylaws published or made available. Board sets an annual calendar and meets regularly. Board members also undergo governance training.
Management	Board elections are transparent. Terms of service are defined for each member, and turnover is regular.
Management	BNC provides merit-based scholarships for low-income students when financially feasible, including work-study.
Management	BNC bank account is in the institution's (not a person's) name. BNC is financially solvent and stable. BNC hires an external audit company to evaluate finances on a regular basis.
Digital Tools and Skills	WiFi reaches all public access areas with no limitations.
Digital Tools and Skills	Visitors to the American Space should be allowed to bring their own personal electronic devices and be able to use them in the public area.
Digital Tools and Skills	BNC staff actively manages one or more social media accounts to promote their American Space.
Digital Tools and Skills	BNC uses a generic email address (<u>not</u> an individual staff member's account) that identifies and markets the American Space. Access to the email remains with the BNC if staff leave.
Digital Tools and Skills	If BNC has a makerspace, then the equipment is fully functioning and staff and/or programming partners have been trained to support it.

Physical Space and Access	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).
Physical Space and Access	Unless security conditions prohibit, BNC and the building or complex that houses it have clearly visible signs depicting name and relationship with embassy or consulate. U.S. flag or image is highly visible.
Physical Space and Access	BNC security meets local requirements. Appointments are not required.