

# AMERICAN SPACES STANDARDS

## Introduction

### What is an American Space?

American Spaces are the U.S. government's primary public platform to connect foreign audiences to the United States. They are cultural and information centers abroad that are open to the public and 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.

To **clarify what is expected** of American Spaces and the posts that manage them.

### What are the types of American Spaces?

**American Centers** – As part of 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, guided by a memorandum of understanding (MOU), between post and the Space's local institutional host (such as a university or library) to offer resources and public activities or events aligned with American Spaces' six programmatic pillars. In some cases, third-party implementing partners provide most or all of the Space's programming. Staff are employed by the host institution and/or the implementing partner(s).

**Binational Centers** – Binational Centers (BNCs) are private, autonomous institutions dedicated to promoting mutual understanding between the host country and the United States through educational, cultural, and informational programs. BNCs host American Spaces, providing American Spaces programming that is free of charge and open to the public, on the basis of a partnership guided by an MOU. In Latin America (where most BNCs are located), they are funded primarily through fee-based English-language and other classes, that are not considered American Spaces programs. BNCs in Germany are funded largely by German state and local governments, as well as the U.S.

government, although they also have nominal funding from fee-based English-language courses and day camps, memberships, and other programs.

**Affiliate American Spaces** – Affiliate American Spaces are more limited, fully post-driven and - managed relationships to provide resources and engagement with host country partner institutions. Posts have responsibility for full oversight of Affiliate Spaces; the Office of American Spaces (ECA/P/AS) does not provide oversight. They receive no funding or direct support from the Office of American Spaces or REPS, and ECA/P/AS does not collect monthly statistics on Affiliate Spaces. On the basis that a connection to the American Spaces network can be beneficial to posts' public engagement strategies, posts now have the option to recognize venues and relationships that were previously outside the American Spaces network as Affiliate American Spaces, as long as they meet specified standards.

Affiliate American Spaces differ from American Corners in several ways:

1. ECA/P/AS does not provide funding for Affiliate American Spaces.
2. There is no Memorandum of Understanding (MOU) required for Affiliate American Spaces.
3. ECA/P/AS does not collect monthly statistics from Affiliate American Spaces.
4. REPS are not required to visit Affiliate American Spaces.
5. Affiliate American Spaces are not required to conduct public programming.
6. There is no requirement to designate an official coordinator or responsible staff member, and ECA/P/AS will not provide resources or training for staff members.

Note on Mobile, Virtual, and Pop-up activities or Spaces:

Some posts have established **Mobile, Virtual, and/or Pop-up Spaces** to expand or supplement their audience engagement, often as part of post's outreach strategy to support foreign policy objectives in underserved locations. They can exist as independent American Spaces, usually via a grant or cooperative agreement by post with a partner organization to implement the Space, or act as extensions of a fixed-location Space through the implementation of activities. Standards for Mobile, Virtual, and Pop-up Spaces that exist as independent American Spaces are contained in Appendix C. Standards for mobile, virtual, and pop-up activities of fixed-location Spaces are the same as those for the corresponding type of Space (e.g., a mobile American Corner adheres to the standards for Corners.)

- A Mobile American Space typically uses a vehicle to transport resources and/or programming to engage audiences.

A Virtual Space operates in an online environment to provide programming to audiences that may not have regular access to physical Spaces or that prefer to engage online.

A Pop-up American Space is typically a collection of resources and/or programming established in a temporary location to engage target audiences.

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

### 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 the country (when a network is present), serving as a leader 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 no less than 20 hours per week 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 dedicated to conducting public-facing programs.

**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 no less than 20 hours per week to conducting public-facing programs.

There are no classifications for Affiliate American Spaces. All Mobile, Virtual, and Pop-up Spaces are classified as Standard Spaces.

**Programs** are activities funded by the U.S. government or carried out in support of U.S. government policy objectives that are organized by an American Space, open to target audiences at no cost, and are branded as American Spaces programs.

**Program attendees** are people that attend a program as defined above. Attendance may be in-person or virtual.

**Visitors** are people who physically enter the American Space to use resources that are funded by the U.S. government or provided in support of U.S. government policy objectives.

Classifications are meant to be descriptive, not evaluative. The classifications acknowledge that American Spaces do not conform to 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 Regional Public Engagement Specialists (REPS).

For Spaces that are not currently meeting the criteria for their appropriate **classification**, posts should develop an action plan with a timeline 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 (see Appendix A).

## [What is expected of American Spaces in relation to monitoring and evaluation?](#)

Embassies and consulates are expected to evaluate the American Spaces they manage on an ongoing basis to make sure they meet Mission objectives and American Spaces Standards. Posts managing more than one American Center, Corner, or BNC must submit a network strategic plan that is aligned with the Standards in this document in order to be considered to receive annual American Spaces Support Funds (ASSF). Posts are not required to incorporate Affiliate American Spaces into their network strategic plans. Additionally, posts managing one or more American Spaces must submit annual **American Spaces Facilities and Programs Report** cables to confirm the status of post's Spaces and to report on the contributions made by Spaces to Mission priorities and objectives. Cables are due March 31 of each year and should cover the previous fiscal year. Mission personnel may access the cable template and instructions on the [American Spaces SharePoint](#) portal.

REPS and ECA/P/AS stand ready to advise posts on how to support Spaces in improving performance and successfully implementing programming. 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 improvement (a positive resolution), post should consider either (1) withdrawing its partnership; (2) permanently closing the Space; (3) for BNCs, terminating support for American Spaces programming at the BNC, or (4) transitioning the partnership to Affiliate American Space status.

Table 1: Standards for Comprehensive American Centers

Component	Standard	Notes
<b>Strategic Planning</b>	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 are required for American Spaces Support Funds (ASSF) eligibility.	
<b>Strategic Planning</b>	Post implements the approved network strategic plan. Post revises the network strategic plan when updating Integrated Country Strategy (ICS) and Public Diplomacy Implementation Plan (PDIP).	
<b>Monitoring, Evaluation, and Reporting</b>	Center submits monthly statistical reports in accordance with ECA/P/AS guidance through OASIS. The Center manages the metrics provided by any partner Spaces.	
<b>Monitoring, Evaluation, and Reporting</b>	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. Cables are cleared by REPS and include KAMS, KPAO, and KLRN TAGS.	
<b>Programming and Resources</b>	Center offers at least eight programs per month, on average. Center conducts programs in each of the <a href="#">American Spaces Pillars</a> and aligned with the <a href="#">Program Content Categories</a> .	
<b>Programming and Resources</b>	Center provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English, and in other languages as appropriate.	
<b>Programming and Resources</b>	Center makes <a href="#">eLibraryUSA</a> available, promotes this resource, and conducts training sessions for contacts on eLibraryUSA resources. Center works with ECA/P/AS to set up IP address-based authentication for eLibraryUSA access.	

<b>Programming and Resources</b>	Center engages the entire mission in programming.	
<b>Programming and Resources</b>	Center offers hybrid and virtual programs for online audiences.	
<b>Programming and Resources</b>	Center includes an EducationUSA Advising Center.	
<b>Management</b>	Center maintains an ongoing, active, mutually reinforced relationship with any third-party host institution or programming partner.	
<b>Management</b>	Center staff receive American Spaces Newsletter. Center staff have joined Department-managed social media groups.	
<b>Management</b>	More than one full-time equivalent person staffs the Center. Staff have been trained on Spaces management, program planning, and emergency procedures. Staff participate in online workshops and complete courses in accordance with the American Spaces <a href="#">professional development</a> continuum. Staff have a strong, working knowledge of English.	
<b>Management</b>	Center 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. Post works with the Office of American Spaces if it wants to name the Center after a famous person or use any non-standard name.	

<b>Management</b>	Center operational costs (see PD Funding Matrix) are covered by posts.	
<b>Management</b>	Budget is tied to mission and public diplomacy goals.	
<b>Digital Tools and Skills</b>	Wi-Fi reaches all public access areas with no limitations. Wi-Fi policy is consistent with technical security standards and post access principles.	
<b>Digital Tools and Skills</b>	Center uses an institutional 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.	
<b>Digital Tools and Skills</b>	Center staff coordinate with the Mission Strategic Content Coordination team to promote activities at the Center. Center social media account names and URLs are added to OASIS.	
<b>Digital Tools and Skills</b>	Program attendees and visitors may bring personal electronic devices into American Centers and use them except where prohibited by post's technical security standards and access principles.	
<b>Digital Tools and Skills</b>	If Center has a makerspace or other technology-based facilities, the equipment is fully functioning and staff and/or programming partners have been trained to support it.	
<b>Physical Space and Access</b>	Center ensures physical design and technology comply with the Americans with Disabilities Act standards.	

<b>Physical Space and Access</b>	Center is open to program attendees and visitors in accordance with the Department's <a href="#">Open Access Principles</a> . Appointments are not required.	
<b>Physical Space and Access</b>	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).	
<b>Physical Space and Access</b>	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.	
<b>Physical Space and Access</b>	Security meets all applicable U.S. embassy/consulate Regional Security Office (RSO) requirements, including incorporation in post's Emergency Action Plan.	
<b>Physical Space and Access</b>	Staff consistently and proactively collaborate with RSO to minimize barriers and streamline access procedures.	

Table 2: Standards for Standard American Centers

Component	Standard	Notes
<b>Strategic Planning</b>	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 are required for American Spaces Support Funds (ASSF) eligibility.	
<b>Strategic Planning</b>	Post implements the approved network strategic plan. Post revises the network strategic plan when updating the Integrated Country Strategy (ICS) and Public Diplomacy Implementation Plan (PDIP).	
<b>Monitoring, Evaluation, and Reporting</b>	Center submits statistical monthly reports in accordance with ECA/P/AS guidance through <a href="#">OASIS</a> . The Center manages the metrics provided by any partner Spaces.	
<b>Monitoring, Evaluation, and Reporting</b>	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. Cables are cleared by REPS and include KAMS, KPAO, and KLRN TAGS.	
<b>Programming and Resources</b>	Center offers at least four programs per month, on average. Center conducts programs in each of the <a href="#">American Spaces Pillars</a> and aligned with the <a href="#">Program Content Categories</a> .	
<b>Programming and Resources</b>	Center provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English, and in other languages as appropriate.	
<b>Programming and Resources</b>	Center makes <a href="#">eLibraryUSA</a> available and promotes this resource. Center offers training on how to use eLibraryUSA. Center works with ECA/P/AS to set up IP address-based authentication for eLibraryUSA access.	

<b>Programming and Resources</b>	Center engages the entire mission in programming.	
<b>Programming and Resources</b>	Center offers hybrid and virtual programs for online audiences.	
<b>Programming and Resources</b>	Corner makes current EducationUSA materials (books, links to EducationUSA website, brochures, etc.) and an American Spaces Collection <a href="#">EducationUSA Expanded Collection</a> available to visitors. Staff refer students to an EducationUSA advisor in country for in-depth advising.	
<b>Management</b>	Center maintains an ongoing, active, mutually reinforced relationship with any third-party host institution or programming partner.	
<b>Management</b>	At least one full-time person staffs the Center. Staff have been trained on Spaces management, program planning, and emergency procedures. Staff participate in online workshops, and complete courses in accordance with the American Spaces <a href="#">professional development</a> continuum. Staff have a strong, working knowledge of English.	
<b>Management</b>	Center operational costs (see PD Funding Matrix) are covered by posts.	
<b>Management</b>	Center staff receive American Spaces Newsletter. Center staff have joined Department-managed social media groups.	
<b>Management</b>	Center 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. Post works with Office of American Spaces if it wants to name the Center after a person or use any non-standard name.	

<b>Management</b>	Budget is tied to mission and public diplomacy goals.	
<b>Digital Tools and Skills</b>	Wi-Fi reaches all public access areas with no limitations. Wi-Fi policy is consistent with technical security standards and post access principles.	
<b>Digital Tools and Skills</b>	Center uses an institutional 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.	
<b>Digital Tools and Skills</b>	Center staff coordinate with the Mission social media team to promote activities at the Center. Center social media account names and URLs are provided to ECA/P/AS via OASIS.	
<b>Digital Tools and Skills</b>	Program attendees and visitors may bring personal electronic devices into American Centers and use them except where prohibited by post's technical security standards and access principles.	
<b>Digital Tools and Skills</b>	If Center has a makerspace, or other technology-based facilities, the equipment is fully functioning and staff and/or programming partners have been trained to support it.	
<b>Physical Space and Access</b>	Center ensures physical design and technology resources comply with the Americans with Disabilities Act standards.	
<b>Physical Space and Access</b>	Center is open to program attendees and visitors in accordance with the Department's <a href="#">Open Access Principles</a> . Appointments are not required.	

<b>Physical Space and Access</b>	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).	
<b>Physical Space and Access</b>	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.	
<b>Physical Space and Access</b>	Security meets all applicable U.S. embassy/consulate Regional Security Office (RSO) requirements, including incorporation in post's Emergency Action Plan.	
<b>Physical Space and Access</b>	Staff consistently and proactively collaborate with RSO to minimize barriers and streamline access procedures.	

Table 3: Standards for Comprehensive American Corners

Component	Standard	Notes
<b>Strategic Planning</b>	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.	
<b>Strategic Planning</b>	Corner works with post and REPS to implement the approved network strategic plan. With Corner input, post revises the network strategic plan when updating the ICS and PDIP.	
<b>Monitoring, Evaluation, and Reporting</b>	Corner submits monthly Basic Metrics in accordance with ECA/P/AS guidance.	
<b>Monitoring, Evaluation, and Reporting</b>	Corner provides information such as program highlights, audiences reached, lessons learned, and photos to support embassy or consulate reporting about the American Spaces network.	
<b>Programming and Resources</b>	Corner offers at least eight programs per month, on average. Corner conducts programs in each of the <a href="#">American Spaces Pillars</a> and aligned with the <a href="#">Program Content Categories</a> .	
<b>Programming and Resources</b>	Corner provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English, and in other languages as appropriate.	
<b>Programming and Resources</b>	Corner makes <a href="#">eLibraryUSA</a> available and promotes this resource. Corner offers training on how to use eLibraryUSA.	

<b>Programming and Resources</b>	Corner works with post to engage all appropriate sections and offices of embassy or consulate in programming. .	
<b>Programming and Resources</b>	Corner offers hybrid and virtual programs for online audiences.	
<b>Programming and Resources</b>	Corner makes current EducationUSA materials (books, links to EducationUSA website, brochures, etc.) and an American Spaces Collection <a href="#">EducationUSA Expanded Collection</a> available to visitors. 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.	
<b>Management</b>	Corner and post maintain an ongoing, active, mutually reinforced relationship, including with any third-party host institution or programming partner.	
<b>Management</b>	Current, signed MOU is on file with ECA/P/AS. MOUs that do not follow the standard template have been approved by ECA/P/AS.	
<b>Management</b>	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 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 <a href="#">professional development</a> continuum.	
<b>Management</b>	Corner staff receive American Spaces Newsletter. Corner staff have joined Department-managed social media groups.	

<b>Management</b>	Corner 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. Post works with Office of American Spaces if it wants to name the Corner after a person or use any non-standard name.	
<b>Management</b>	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources and post tracks partners' contributions to the Space.	
<b>Digital Tools and Skills</b>	Wi-Fi reaches all public access areas with no limitations.	
<b>Digital Tools and Skills</b>	Program attendees and visitors to the Corner are allowed to bring their own personal electronic devices and use them in the public area.	
<b>Digital Tools and Skills</b>	If Corner has a makerspace, or other technology-based facilities, the equipment is fully functioning and staff and/or programming partners have been trained to support it.	
<b>Digital Tools and Skills</b>	Corner uses an institutional 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.	
<b>Digital Tools and Skills</b>	Corner staff actively manage one or more social media accounts to promote their Space. Account names and URLs are provided to the embassy or consulate.	
<b>Physical Space and Access</b>	Corner strives to make accommodations for visitors with disabilities.	

<b>Physical Space and Access</b>	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).	
<b>Physical Space and Access</b>	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.	
<b>Physical Space and Access</b>	Corner security meets local requirements. Admittance to the Corner is free and open to the public. Appointments are not required.	

Table 4: Standards for Standard American Corners

Component	Standard	Notes
<b>Strategic Planning</b>	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.	
<b>Strategic Planning</b>	Corner works with post and REPS to implement the approved network strategic plan. With Corner input, post revises the network strategic plan when updating the ICS and PDIP.	
<b>Monitoring, Evaluation, and Reporting</b>	Corner submits monthly Basic Metrics in accordance with ECA/P/AS guidance.	
<b>Monitoring, Evaluation, and Reporting</b>	Corner provides information such as program highlights, audiences reached, lessons learned, and photos to support embassy or consulate reporting about the American Spaces network.	
<b>Programming and Resources</b>	Corner offers at least four programs per month, on average. Corner conducts programs in each of the <a href="#">American Spaces Pillars</a> and aligned with the <a href="#">Program Content Categories</a> .	
<b>Programming and Resources</b>	Corner provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English, and in other languages as appropriate.	
<b>Programming and Resources</b>	Corner makes <a href="#">eLibraryUSA</a> available and promotes this resource. Corner offers training on how to use eLibraryUSA.	

<b>Programming and Resources</b>	Corner works with post to engage all appropriate sections and offices of embassy or consulate in programming.	
<b>Programming and Resources</b>	Corner offers hybrid and virtual programs for online audiences.	
<b>Programming and Resources</b>	Corner makes current EducationUSA materials available to visitors. Staff refer students to an EducationUSA adviser in country for in-depth advising.	
<b>Management</b>	Corner and post maintain an ongoing, active, mutually reinforced relationship, including with any third-party host institution or programming partner.	
<b>Management</b>	Current, signed MOU is on file in with ECA/P/AS. MOUs that do not follow the standard template have been approved by ECA/P/AS.	
<b>Management</b>	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 <a href="#">professional development</a> continuum.	
<b>Management</b>	Corner staff receive American Spaces Newsletter. Corner staff have joined Department-managed social media groups.	
<b>Management</b>	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 person or use any non-standard name. Film screenings comply with guidelines in the Department's agreement with the Motion Picture Licensing Corporation.	

<b>Management</b>	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources and post tracks partners' contributions to the Space.	
<b>Digital Tools and Skills</b>	Wi-Fi reaches all public access areas with no limitations.	
<b>Digital Tools and Skills</b>	Program participants and visitors to the Corner are allowed to bring their personal electronic devices and use them in the public area.	
<b>Digital Tools and Skills</b>	If Corner has a makerspace, or other technology-based facilities, the equipment is fully functioning and staff and/or programming partners have been trained to support it.	
<b>Digital Tools and Skills</b>	Corner uses an institutional 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.	
<b>Digital Tools and Skills</b>	Corner staff actively manage one or more social media accounts to promote their Space. Account names and URLs are provided to embassy or consulate.	
<b>Physical Space and Access</b>	Corner strives to make accommodations for visitors with disabilities.	
<b>Physical Space and Access</b>	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.).	

<b>Physical Space and Access</b>	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.	
<b>Physical Space and Access</b>	Corner security meets local requirements. Admittance to the Corner is free and open to the public. Appointments are not required.	

**Table 5: Standards for Comprehensive Binational Centers**

Note: Although both are referred to as Binational Centers, Binational Centers in Latin America and Germany are funded and governed differently. Standards marked with an asterisk (\*) below apply only to BNCs in Latin America.

Component	Standard	Notes
<b>Strategic Planning</b>	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.	
<b>Strategic Planning</b>	BNC works with post and the REPS to implement the approved network strategic plan. With BNC input, post revises the network strategic plan when updating the ICS and PDIP.	
<b>Strategic Planning</b>	*BNC works with post and REPS to incorporate analysis of organization's sustainability into the strategic planning efforts described throughout this document.	
<b>Monitoring, Evaluation, and Reporting</b>	BNC submits monthly Basic Metrics in accordance with ECA/P/AS guidance.	
<b>Monitoring, Evaluation, and Reporting</b>	BNC provides information on its American Spaces programs such as program highlights, audiences reached, lessons learned, and photos to support embassy or consulate reporting about the American Spaces network.	
<b>Programming and Resources</b>	BNC offers at least eight American Spaces programs per month, on average. BNC conducts programs in each of the <a href="#">American Spaces Pillars</a> and aligned with the <a href="#">Program Content Categories</a> .	

<b>Programming and Resources</b>	BNC provides accurate, current, audience-appropriate information about the United States through its collections and programming. Materials should generally be available in English, and in other languages, as appropriate.	
<b>Programming and Resources</b>	BNC publicizes the American Space programming and its resources as free and open to the public.	
<b>Programming and Resources</b>	BNC makes <a href="#">eLibraryUSA</a> available and promotes this resource. BNC offers training on how to use eLibraryUSA.	
<b>Programming and Resources</b>	Corner makes current EducationUSA materials (books, links to EducationUSA website, brochures, etc.) and an American Spaces Collection <a href="#">EducationUSA Expanded Collection</a> available to visitors. 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.	
<b>Programming and Resources</b>	BNC works with post to engage all appropriate sections and offices of embassy or consulate in programming.	
<b>Programming and Resources</b>	BNC offers hybrid and virtual American Spaces programs for online audiences.	
<b>Management</b>	BNC and post maintain an ongoing, active, mutually reinforced relationship between each other and with any third-party host institution or programming partner.	
<b>Management</b>	*Beginning in October 2024, a current signed MOU is on file in with ECA/P/AS. MOUs that do not follow the standard template have been approved by ECA/P/AS.	

<b>Management</b>	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. Staff participate in online workshops, and complete courses in accordance with the American Spaces <a href="#">professional development</a> continuum.	
<b>Management</b>	BNC staff receive American Spaces Newsletter. BNC staff have joined Department-managed social media groups.	
<b>Management</b>	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.	
<b>Management</b>	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources and post tracks partners' contributions to the Space.	
<b>Management</b>	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.	
<b>Management</b>	Board elections are transparent. Terms of service are defined for each member, and turnover is regular.	
<b>Management</b>	*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.	
<b>Digital Tools and Skills</b>	Wi-Fi reaches all public access areas with no limitations.	

<b>Digital Tools and Skills</b>	Program attendees and 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.	
<b>Digital Tools and Skills</b>	BNC staff actively manages one or more social media accounts to promote their American Space. Account names and URLs are provided to ECA/P/AS through the embassy or consulate.	
<b>Digital Tools and Skills</b>	BNC uses an institutional 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.	
<b>Digital Tools and Skills</b>	If the BNC has a makerspace, or other technology-based facilities, the equipment is fully functioning and staff and/or programming partners have been trained to support it.	
<b>Physical Space and Access</b>	BNC strives to make accommodations for visitors with disabilities.	
<b>Physical Space and Access</b>	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.) that promote American Spaces resources and programs. The American Spaces logo should not be used on advertisements for paid courses, visa services, testing services, or other cost-based non-American Space offerings.	
<b>Physical Space and Access</b>	Unless security conditions prohibit, the American Space 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.	
<b>Physical Space and Access</b>	BNC security meets local requirements. Admittance to the American Space is free and open to the public. Appointments are not required.	



**Table 6: Standards for Standard Binational Centers**

Note: Although both are referred to as Binational Centers, Binational Centers in Latin America and Germany are funded and governed differently. Standards marked with an asterisk (\*) below apply only to BNCs in Latin America.

Component	Standard	Notes
<b>Strategic Planning</b>	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.	
<b>Strategic Planning</b>	BNC works with post and REPS to implement the approved network strategic plan. With BNC input, post revises the network strategic plan when updating the ICS and PDIP.	
<b>Strategic Planning</b>	*BNC works with post and REPS to incorporate analysis of organization's sustainability into the strategic planning efforts described throughout this document.	
<b>Monitoring, Evaluation, and Reporting</b>	BNC submits monthly Basic Metrics on its American Spaces programs in accordance with ECA/P/AS guidance.	
<b>Monitoring, Evaluation, and Reporting</b>	BNC provides information such as program highlights, audiences reached, lessons learned, and photos to support embassy or consulate reporting about the American Spaces network.	
<b>Programming and Resources</b>	BNC offers at least four American Spaces programs per month, on average. BNC conducts programs in each of the American Spaces Pillars and aligned with the Program Content Categories.	

<b>Programming and Resources</b>	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.	
<b>Programming and Resources</b>	BNC publicizes the American Space and its resources as free and open to the public, in addition to any fee-based BNC activities.	
<b>Programming and Resources</b>	BNC makes <a href="#">eLibraryUSA</a> available and promotes this resource. Space offers training on how to use eLibraryUSA.	
<b>Programming and Resources</b>	BNC makes current EducationUSA materials available to visitors. Staff refer students to an EducationUSA advisor in country for in-depth advising.	
<b>Programming and Resources</b>	BNC works with post to engage all appropriate sections and offices of embassy or consulate in programming.	
<b>Programming and Resources</b>	BNC offers hybrid and virtual American Spaces programs for online audiences.	
<b>Management</b>	BNC and post maintain an ongoing, active, mutually reinforced relationship, including with any third-party host institution or programming partner.	
<b>Management</b>	*Beginning in October 2024, a current signed MOU is on file in with ECA/P/AS. MOUs that do not follow the standard template have been approved by ECA/P/AS.	

<b>Management</b>	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 <a href="#">professional development</a> continuum.	
<b>Management</b>	BNC staff receive American Spaces Newsletter. BNC staff have joined Department-managed social media groups.	
<b>Management</b>	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.	
<b>Management</b>	Budget is tied to mission and public diplomacy goals. Post and partner contribute funds and resources, and post tracks partners' contributions to the Space.	
<b>Management</b>	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.	
<b>Management</b>	Board elections are transparent. Terms of service are defined for each member, and turnover is regular.	
<b>Management</b>	*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.	
<b>Digital Tools and Skills</b>	Wi-Fi reaches all public access areas with no limitations.	

<b>Digital Tools and Skills</b>	Program attendees and visitors to the American Space are allowed to bring their personal electronic devices into the American Space and use them in the public area.	
<b>Digital Tools and Skills</b>	BNC staff actively manages one or more social media accounts to promote their American Space. Account names and URLs are provided to ECA/P/AS through the embassy or consulate.	
<b>Digital Tools and Skills</b>	BNC uses an institutional 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.	
<b>Digital Tools and Skills</b>	If the BNC has a makerspace, or other technology-based facilities, the equipment is fully functioning and staff and/or programming partners have been trained to support it.	
<b>Physical Space and Access</b>	BNC strives to make accommodations for visitors with disabilities.	
<b>Physical Space and Access</b>	Name and American Spaces branding appear on all products (website, social media, print products, email signatures, etc.) that promote American Spaces resources and programs. The American Spaces logo should not be used on advertisements for paid courses, visa services, testing services, or other cost-based non-American Space offerings.	
<b>Physical Space and Access</b>	Unless security conditions prohibit, the American Space 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.	
<b>Physical Space and Access</b>	BNC security meets local requirements. Admittance to the American Space is free and open to the public. Appointments are not required.	



Table 7: Standards for Affiliate American Spaces

Component	Standard	Notes
<b>Monitoring, Evaluation, and Reporting</b>	Post confirms via annual cable basic data about the American Space Affiliate at least once per year, including most recent Post visit.	
<b>Programming and Resources</b>	American Space Affiliate provides accurate, current, audience-appropriate information about the United States, and information related to the American Spaces six pillars where possible. Materials should be available in English, and in other languages as appropriate.	
<b>Management</b>	American Space Affiliate and post maintain an ongoing, active, mutually reinforced relationship. Post personnel visit American Space Affiliates at least once per year.	
<b>Management</b>	There is a regular point of contact for post.	
<b>Management</b>	American Space Affiliate staff receives American Spaces Newsletter.	
<b>Management</b>	American Space Affiliate honors intellectual property rights.	
<b>Management</b>	Post provides updated resources as funding permits.	

<b>Physical Space and Access</b>	Admittance to the American Space Affiliate is free and open to the public.	
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## Version History

Date	Version	Revised By	Change
1/27/2023	2.0	Grant Phillip	Initial Revised Version
3/28/2024	2.1	Grant Phillip	<ul style="list-style-type: none"><li>Updates to standards for Affiliate American Spaces.</li><li>Added references to OASIS.</li><li>Revised WHA BNC reporting guidance.</li><li>Added requirement for WHA BNCs to have an MOU.</li><li>Added standards for mobile, virtual, and pop-up American Spaces.</li></ul>
9/30/2024	2.1.1	Christopher Zammarelli	<ul style="list-style-type: none"><li>Updated Office of American Spaces symbol to ECA/P/M.</li><li>Removed references to outdated collections.</li></ul>
1/22/2025	2.1.2	Doug Johnston	<ul style="list-style-type: none"><li>Removed DEIA portions to be compliant with new executive orders</li></ul>
3/17/2025	2.1.3	Christopher Zammarelli	<ul style="list-style-type: none"><li>Incorporated the checklist format into the main standards document.</li><li>Updated Office of American Spaces symbol to ECA/P/AS in the standards and appendices A and C.</li><li>Updated appendix B to note that ECA/P/AS will issue a cable requesting annual facilities reports.</li></ul>