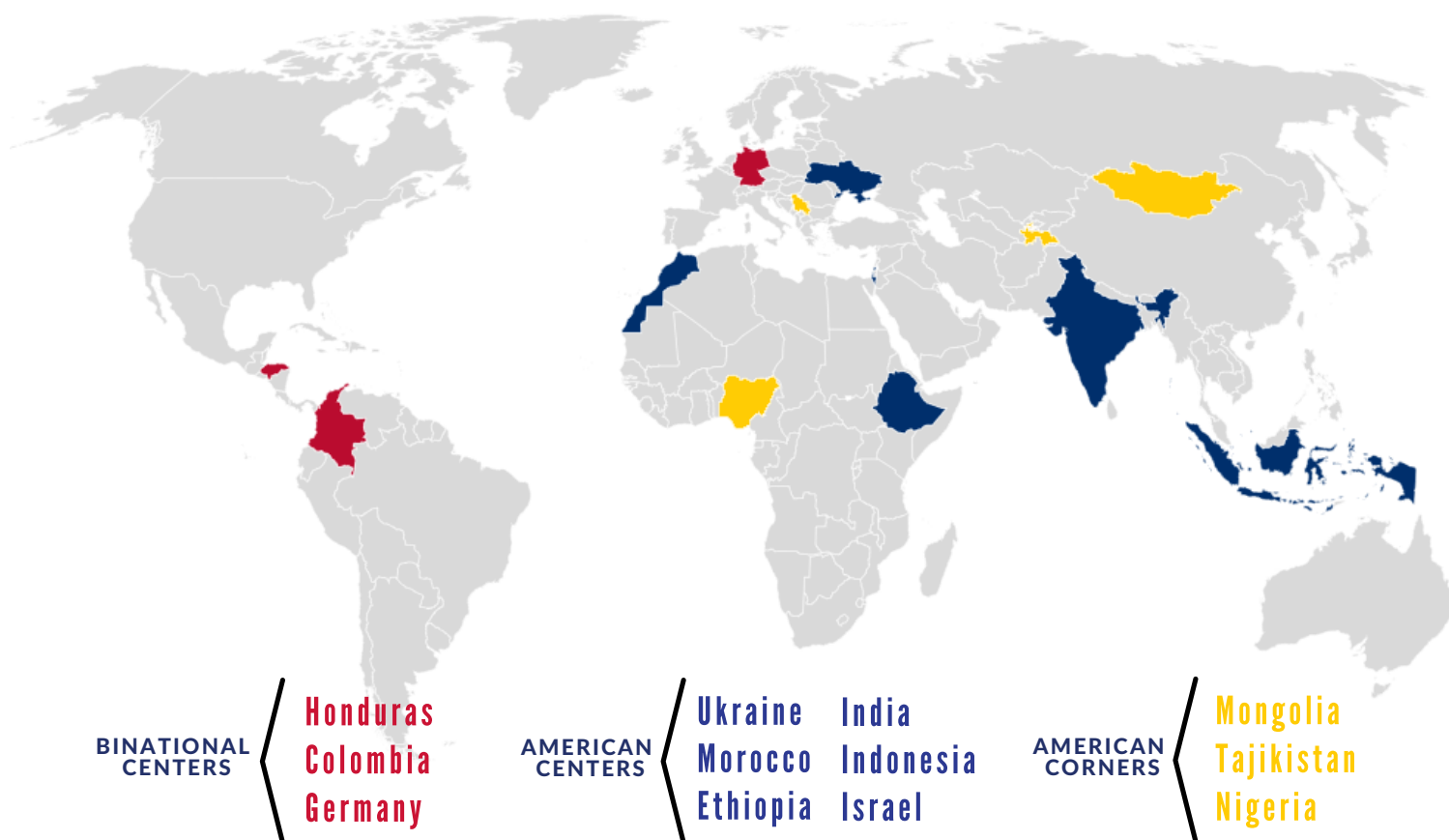


# EVALUATION OF THE AMERICAN SPACES PROGRAM

American Spaces began as cultural institutes that promote **democratic values**. Today, Spaces constitute a **global network** of approximately 640 physical places that are platforms for **public diplomacy programs**.

The evaluation engaged 13 American Spaces from around the world to: **inform learning, improve programming, and strengthen guidance for American Spaces moving forward and to determine how ECA/A/M can effectively move towards a more robust global monitoring and evaluation framework.**



## DATA COLLECTION

**164** INTERVIEWS

**37** FOCUS GROUP DISCUSSIONS

**2,007** SURVEYS

\*Selected American Spaces participated in the 2019 evaluation within each country





INFORMATION  
ABOUT  
THE UNITED STATES ★



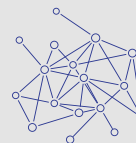
ENGLISH LANGUAGE  
LEARNING AND  
TEACHING ★



STRATEGIC  
CULTURAL  
PROGRAMMING ★



EDUCATIONAL  
ADVISING  
THROUGH  
EDUCATIONUSA



ALUMNI  
ENGAGEMENT

# PROGRAMMATIC AREAS

## PROVEN FACILITATORS FOR ADVANCING RESULTS IN THE PROGRAMMATIC AREAS INCLUDE:

- Variety of high-quality programs
- Diverse and high-quality resources
- Featuring Americans and native English speakers
- Featuring Alumni
- Adequate staffing and sufficient DOS assistance
- Collaboration and other entities
- Large public demand for English

## BEST PRACTICES

- Sufficient human resources who are committed and possess key skills
- Utilizing virtual programming; utilizing a whole-of-network approach
- Having a Space with a welcoming "look and feel"
- Spaces collaborating well with Post about topics such as ICS goals
- Tailoring programs to target audiences
- Having partnerships with local institutions

“  
You can't learn  
English without  
learning the culture.  
- Post interviewee  
”

## 59% REPORTED IMPROVED ENGLISH SKILLS

Survey respondents reported the skills gained or improved as a result of interacting with the Space. Overall, the top three skills reported were **English language skills** (59 percent), **community engagement skills** (49 percent), and the **ability to work with technology** (37 percent).

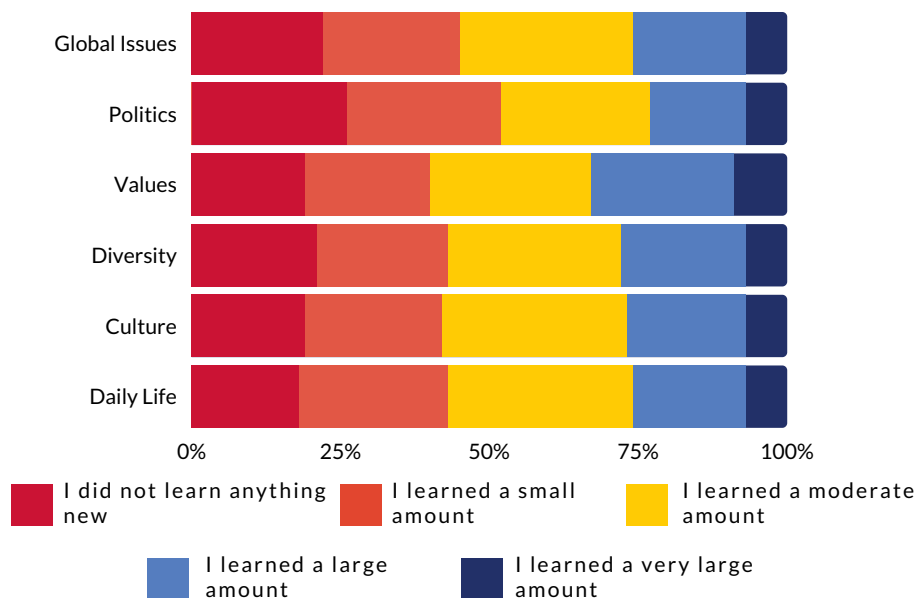
58%

Of respondents already had positive attitudes towards the United States, which may influence the ease with which knowledge, attitude, and practice changes occur for these individuals.

33%

Of respondents had their opinions, beliefs, and attitudes positively changed about the United States and its people.

# AMERICAN SPACES IMPROVED CLIENTS' SKILLS AND INCREASED KNOWLEDGE



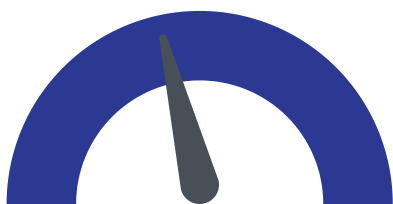
## A MAJORITY OF SURVEY RESPONDENTS REPORTED THEY LEARNED NEW INFORMATION ABOUT THE U.S. AND AMERICANS

**American Values** (34 percent), **Diversity** (27 percent), and **Culture** (27 percent) were the three topics with the highest percentages of respondents who learned a large or very large amount.

42% USED THE BUSINESS, TECHNOLOGY, COMMUNITY ENGAGEMENT, OR OTHER PRACTICAL SKILLS GAINED

43% HELPED OTHER PEOPLE GAIN A BETTER UNDERSTANDING OF THE U.S.

60% USED ENGLISH SKILLS THEY LEARNED

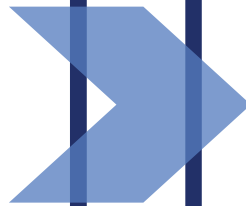


# AMERICAN SPACES PROMOTED RELATIONSHIP BUILDING BETWEEN HOST GOVERNMENT AND SPACES & POSTS



## SPACES INTERACTED WITH FOREIGN OFFICIALS THROUGH:

- Including foreign officials in programs
- Engaging alumni who are now foreign officials
- Engaging governments as local partners



## THESE STRATEGIES INCREASED SPACES AND POSTS' ABILITY TO:

- Establish new channels of communication with foreign officials
- Collaborate on other projects with foreign officials
- Highlight U.S. investments and partnerships with foreign officials
- Showcase positive relations between the United States and the host country

— “ —

I think I owe back to the society in general and the [Space] specifically because I got a lot of help early on and the best way to repay it is to give back and pay it forward.

-Focus Group Discussion Respondent

— ” —