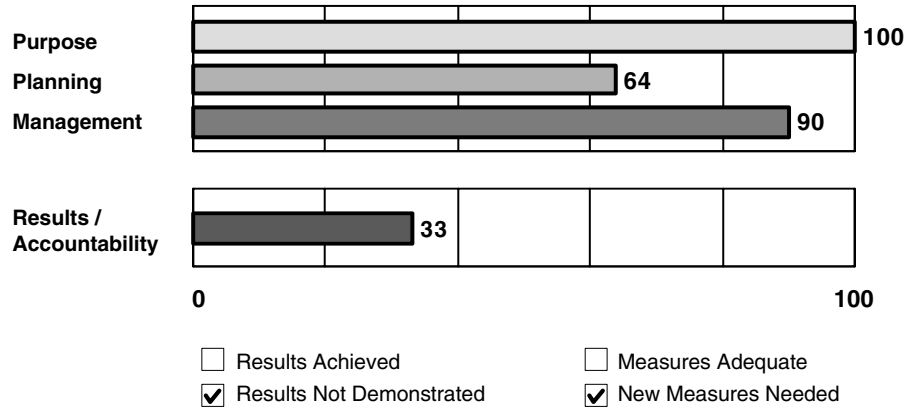


Program: *Educational and Cultural Exchange Programs in Near East Asia and South*

Agency: Department of State

Bureau: Administration of Foreign Affairs



Key Performance Measures

Year Target Actual

Long-term Measure: Expose current, emerging and future foreign leaders to American values, language, ideas and methods, as measured by the percentage of participants who change behavior and the percentage of participants who facilitate an innovation or benefit in their institution or country (Targets under development)			
Long-term Measure: Increase knowledge and understanding of international issues and foreign societies and cultures among current, emerging and future American leaders, as measured by percentage of participants who change their behavior as a result of the exchange program (Targets under development)	2001	70%	81%
	2002	72%	92%
Annual Measure: Percentage of participants who increased their understanding of the host country, as demonstrated by follow-up surveys of participants (Targets under development)	2001	70%	92%
	2002	72%	91%

Rating: *Results Not Demonstrated*

Program Type: Competitive Grants

Program Summary:

The purpose of the program is to increase mutual understanding between the people of the United States and the people of Near East and South Asia by means of educational and cultural exchange. Exchange programs also help build a corps of American intellectuals and opinion leaders who are well informed about beliefs, values and events in other countries.

Findings from the PART assessment include the following:

1. The program is managed well overall. For example, the Exchanges Bureau utilizes a number of means to ensure strong financial management practices and regularly collects performance data. However, the program needs to strengthen its strategic planning. Specifically, the long-term goals are not set relative to an established baseline and do not have clear time frames and targets against which to measure annual progress. Furthermore, the program does not have regional long-term goals for Near East and South Asia but rather has worldwide, functional goals (e.g., worldwide Fulbright student program).
2. Despite scoring high on purpose and management, the program scored lower on results because of problems in its long-term strategic planning as described above.

In response to these findings, 2004 funds will be made available based on the State Department's development of an acceptable plan that will address the following:

1. For long-term strategic goals and annual performance goals, the program should establish measurable time frames and targets that reflect past performance and define exactly what is being measured by the targets.
2. In order to achieve the U.S. Government's public diplomacy strategic objectives in Near East and South Asia, it is critical for exchange programs in these geographic regions to identify and reach those program participants who are in a position to help further this cause. Therefore, the program should increasingly tailor its planning in these regions/countries in order to identify strategic audiences and employ those exchange programs that most effectively reach the target audiences.

Program Funding Level (in millions of dollars)

<u>2002 Actual</u>	<u>2003 Estimate</u>	<u>2004 Estimate</u>
58	49	49