ifa ECP Monitor Fact Sheet

United States of America

Hertie School

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1. Key Indicators

		2019	2015
Population	Number/rank	328.23 million / 3rd	320.63 million / -
GDP	Rank	1st	1st
GDP per capita	Number	$65,297	4
Cultural economy	As share of GDP	0.20	0
Education economy	As share of GDP	4.77	-0.19
R&D economy	As share of GDP	2.83 (2018)	0.11
Media economy	As share of GDP	-	-

Sources: World Bank, OECD, BEA

		2019	2015
Geopolitical position	Hard power rank	1st	1st
	World trade rank ($ million)	2nd / 4,808,015	1st / 5,050,758
	Soft power rank	5th / 77.40	3rd / 73.68
	Diplomacy rank	2nd	1st (2016)

2. Government funding as percent of total government outlays, by selected fields

	2019	2015
Culture [1]	0.61	0.01
Education	14.4	-0.53
R & D	1.69 (2015)	-
Media	n/a	n/a

Source: BEA

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[1] General government expenditure by COFOG function "Recreation, culture, religion", U.S. Bureau of Economic Analysis (BEA).

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	over 160
Total number of institutions abroad	about 1,400
Total number of FTE staff engaged in ECP activities	about 5,000
ECP freelance & local contract staff	about 2,600
Government financial support ($ million)	1449.6 (2018) [2]
Financial scale of all ECP activities	-
Comparative ECP ranking	major

MAIN ECP OBJECTIVES

- Increase global competitiveness of the U.S.
- Counter disinformation and radicalization
- Bolster democratic principles, strengthen the rule of law, encourage strong civil society institutions abroad [3]
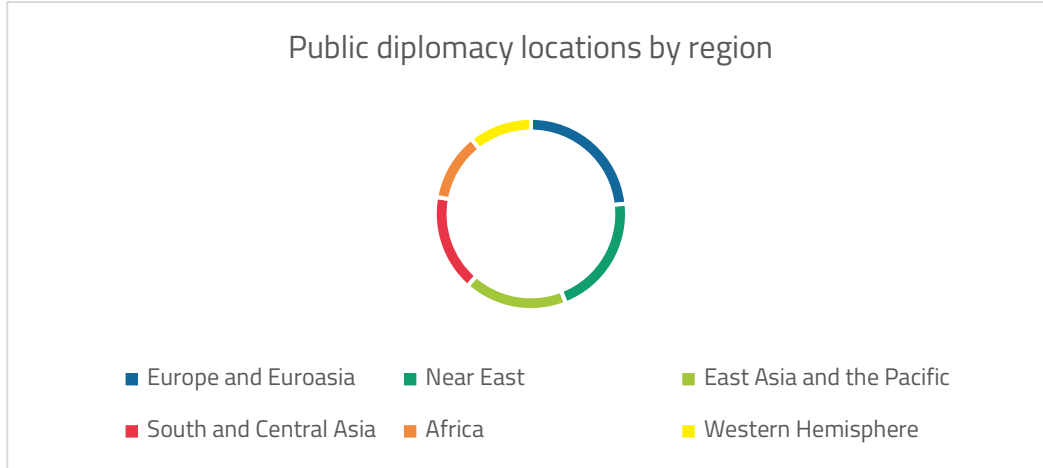
POLICY CONTEXT

- "America First" foreign policy under President Donald Trump
- ECP as an additional tool to advance U.S. foreign policy objectives and interests around the globe
- Reduced administration's interest in cultural and educational sectors

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[2] Refers to the sum of "Educational and Cultural Exchanges (ECE)" and "USAGM" budget items in FY2018. The overall Public Diplomacy spending for that year amounted to $2.19 billion, ACPD (2019).
[3] ECA. (2018). ECA Functional Bureau Strategy 2018-2022. Retrieved from https://app.box.com/s/v1pff7mrtpok43mx1qjccunvvubzsijw.

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

Regional focus according to overall public diplomacy spending: [4]

Public diplomacy locations by region

- ■ Europe and Euroasia
- ■ Near East
- ■ East Asia and the Pacific
- ■ South and Central Asia
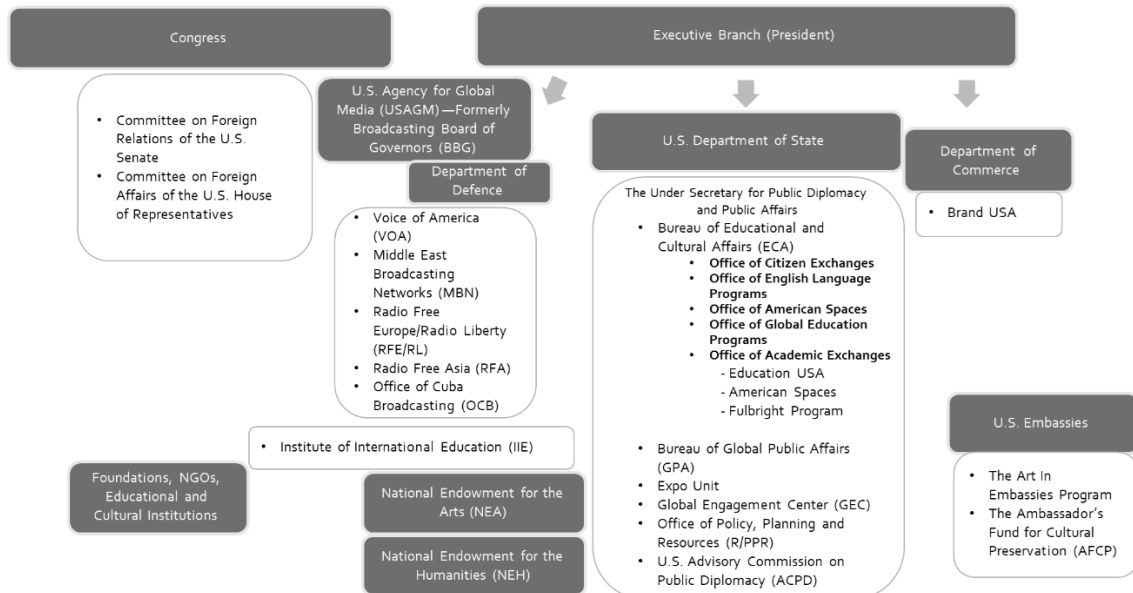- ■ Africa
- ■ Western Hemisphere

Source: ACPD (2019)

American Spaces regional distribution: Europe (178 locations), Africa (128), South and Central Asia (100), East Asia and Pacific (80+), etc (ACPD, 2019).

INSTITUTIONAL MAP

United States

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[4] Public Diplomacy spending was highest in Afghanistan ($38.2 million), Pakistan ($34.3 million), Iraq ($17.6 million), Russia ($11.2 million), Japan ($9.4 million), Ukraine ($8.4 million), and China ($8 million). ACPD (2019).

4.   Fields of External Cultural Policy

	2019	2015
Culture and the Arts: *American Spaces*		
Number of countries present	141 [(2017)] ECA programs: over 160	-
Number of institutes	645 [(2018)]	710
Number of FTE staff	46 [(2017)] ECA: 510	56
Budget ($ million)	American Spaces: 13.7 [(2017)] ECA: 701 [5]	American Spaces: 15.2 ECA: 590
Government financial support ($ million)	Office of American Spaces: 17.22 [(2017-18)] Cultural Programs Division: 13.63 U.S. Ambassadors Fund for Cultural Preservation (AFCP): 6.25 IVLP: 100.68	Office of American Spaces: 18.84 Cultural Programs Division: 10.20 U.S. Ambassadors Fund for Cultural Preservation (AFCP): 5.75 IVLP: 89.67
Language		
Number of countries Intensive English Programs (IEP)	over 180	-
Number of students in class	IEP: 75,379 English Access Microscholarship Program: 15,000 [(2018)]	IEP: 133,335 English Access Microscholarship Program: 13,942
Number of students online	English E-Teacher Program: 2,650 [(2018)] [6]	English E-Teacher Program: 1,383
Number of candidates for English language qualifications	n/a	n/a
Number of language teachers and trainees (English Language Specialists program)	370	250
Budget ($ million) English Language Programs (ELP)	46	42.1

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[5] Over 90 percent of ECA's appropriation is spent in the U.S. or invested in U.S. organizations, (ACPD, 2019).

[6] The program also offers massive open online courses (MOOCs) to an unlimited number of foreign English-language teachers. In FY 2018, more than 50,000 participants have enrolled in these MOOCs. ACPD (2019).

	2019	2015
Education – Primary & Secondary: *Youth Programs Division (YPD)*		
Number of countries	54	54 [7]
Number of students	6,210	5,813
Government financial support ($ million)	76.06	64.58
Education – Tertiary		
Number of countries (Fulbright)	155	-
Number of universities / colleges abroad	about 80 [8]	-
Number of foreign students [9]	987,313 (2018)	907,251
Number of students at American universities abroad	about 150,000	-
Fulbright program [10]	4,337 (2016)	4,028 (2014)
Budget ($ million) (Total Fulbright Funding)		415 (2016)
Government financial support ($ million)	Academic exchange programs: 265.4 Fulbright: 181.9	Academic exchange programs: 226 Fulbright: 185.6
Science and Research		
Number of countries	n/a	-
Number of institutes Bureau of Oceans and International Environmental and Scientific Affairs (OES)	12 research hubs worldwide[11]	National Science Foundation (NSF): 3[12]
Number of projects	(ECA) Office of the U.S. Speaker Program: 600 programs annually worldwide	-

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[7] Refers to long-term exchanges only. Short-term exchanges are available in more than 140 countries. ACPD (2016).

[8] American universities abroad refer to higher education institutions located outside the U.S. using the name "American" and issuing degrees at the bachelor's level or higher, Kyle, A. L. (2018).

[9] Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2020). Retrieved 2 September 2020, from http://uis.unesco.org/en/uis-student-flow.

[10] Refers to the total number of Fulbright grants to foreign nationals.

[11] The U.S. is a leader in science diplomacy, relying on many public and private initiatives and it is impossible to list them all. The OES under State Department, for example, leads U.S. diplomacy on environmental, science, technology, and health (ESTH) related issues, (ACPD, 2019).

[12] All 3 overseas offices were shut down in October 2018.

	2019	2015
Government financial support ($ million) Bureau of Oceans and International Environmental and Scientific Affairs (OES)	0.7 International Science and Engineering (NSF): 48.5	1.136
Media: *USAGM*		
TV Audience / weekly (million)	201	142
Radio Audience / weekly (million)	139	102
Digital Audience / weekly (million)	127	32
Audience / weekly (million)	~ 50 million[13]	~45 million (2017)
Total[14]		
Number of countries broadcasted to	over 100	over 100
Number of languages	61	61
Number of channels	5	5
Audience / weekly (million)	350	226
Budget ($ million)	814	750
New Media		
Social media engagement / weekly (million) [15]	VOA: 3.5 MBN: 0.5 RFE/RL: 2.13 RFA: 1.13 OCB: 0.07	[2017] VOA: 4.9 [2017] MBN: 0.64 [2017] RFE/RL: 2.10 [2017] RFA: 1.12 [2017] OCB: 0.03
Audience / unique weekly visitors (million) [16]	VOA: 9.4 MBN: 1 RFE/RL: 11 RFA: 1.3 OCB: 0.14	VOA: 5.9 MBN 0.25 RFE/RL; 7.9 RFA: 0.7 OCB: 0.11

[13] Flew. (2017). "CGTN: China's Latest Attempt to Win Friends and Influence People." The Asia Dialogue. Retrieved from: https://theasiadialogue.com/2017/05/01/cgtn-chinas-latest-attempt-to-win-friends-and-influence-people/.

[14] United States Agency for Global Media (USAGM), formerly the Broadcasting Board of Governors (BBG) (until 2018). USAGM's networks: Voice of America (VOA), Radio Free Europe / Radio Liberty (RFE/RL), Office of Cuba Broadcasting (OCB), Radio Free Asia (RFA), Middle East Broadcasting Networks (MBN).

[15] Refers to the weekly average number of engagement actions on currently measurable platforms, Facebook, Twitter, YouTube (without Instagram).

[16] Weekly Web & mobile visits, ACPD (2019).

	2019	2015
Social media engagement / weekly (million) [17]	VOA: 3.5 MBN: 0.5 RFE/RL: 2.13 RFA: 1.13 OCB: 0.07	(2017) VOA: 4.9 (2017) MBN: 0.64 (2017) RFE/RL: 2.10 (2017) RFA: 1.12 (2017) OCB: 0.03

5.   Current Issues and Developments

- The U.S. has a strong global appeal, especially in the fields of education, culture, and digital, but the "America First" policy has somewhat damaged its reputation
- Current U.S. administration's international policies (e.g. withdrawing from multilateral agreements, restricting immigration etc.) negatively impact the country's ECP
- Heightened levels of anti-Western sentiment undermine the U.S. soft power

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[17] Refers to the weekly average number of engagement actions on currently measurable platforms, Facebook, Twitter, YouTube (without Instagram).

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Imprint

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