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.

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**DATA COLLECTION**

- **164 INTERVIEWS**
- **37 FOCUS GROUP DISCUSSIONS**
- **2,007 SURVEYS**

*Selected American Spaces participated in the 2019 evaluation within each country*
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"
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).

**American Spaces Improved Clients’ Skills and Increased Knowledge**

**59%** reported improved English skills.

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 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.

<table>
<thead>
<tr>
<th>Spaces interacted with foreign officials through:</th>
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<tbody>
<tr>
<td>• Including foreign officials in programs</td>
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<tr>
<td>• Engaging alumni who are now foreign officials</td>
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<tr>
<td>• Engaging governments as local partners</td>
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</tbody>
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<table>
<thead>
<tr>
<th>These strategies increased spaces and posts’ ability to:</th>
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</thead>
<tbody>
<tr>
<td>• Establish new channels of communication with foreign officials</td>
</tr>
<tr>
<td>• Collaborate on other projects with foreign officials</td>
</tr>
<tr>
<td>• Highlight U.S. investments and partnerships with foreign officials</td>
</tr>
<tr>
<td>• Showcase positive relations between the United States and the host country</td>
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</tbody>
</table>

“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