

# 2018 Current Fiscal Year Report: United States Advisory Commission on Public Diplomacy

Report Run Date: 06/26/2019 07:47:35 AM

<b>1. Department or Agency</b>	<b>2. Fiscal Year</b>
Department of State	2018
<b>3. Committee or Subcommittee</b>	<b>3b. GSA Committee No.</b>
United States Advisory Commission on Public Diplomacy	1322

<b>4. Is this New During Fiscal Year?</b>	<b>5. Current Charter</b>	<b>6. Expected Renewal Date</b>	<b>7. Expected Term Date</b>
No	04/17/2017	04/17/2019	

<b>8a. Was Terminated During Fiscal Year?</b>	<b>8b. Specific Termination Authority</b>	<b>8c. Actual Term Date</b>
No	P.L. 111-70 (2009)	12/16/2011

<b>9. Agency Recommendation for Next Fiscal Year</b>	<b>10a. Legislation Req to Terminate?</b>	<b>10b. Legislation Pending?</b>
Continue	No	Not Applicable

**11. Establishment Authority** Statutory (Congress Created)

<b>12. Specific Establishment Authority</b>	<b>13. Effective Date</b>	<b>14. Committee Type</b>	<b>14c. Presidential?</b>
22 U.S.C. 1469	01/27/1948	Continuing	No

**15. Description of Committee** National Policy Issue Advisory Board

**16a. Total Number of Reports** 2

<b>16b. Report Date</b>	<b>Report Title</b>
10/06/2017	2017 Comprehensive Annual Report on Public Diplomacy and International Broadcasting
05/01/2018	Optimizing Engagement: Research, Evaluation, and Learning in Public Diplomacy

**Number of Committee Reports Listed: 2**

**17a. Open** 4 **17b. Closed** 0 **17c. Partially Closed** 0 **Other Activities** 0 **17d. Total** 4

## Meetings and Dates

<b>Purpose</b>	<b>Start</b>	<b>End</b>
Public meeting	12/08/2017	- 12/08/2017
Public meeting	03/20/2018	- 03/20/2018
Public Meeting	05/08/2018	- 05/08/2018
Quarterly Public Meeting	09/13/2018	- 09/13/2018

**Number of Committee Meetings Listed: 4**

	<b>Current FY</b>	<b>Next FY</b>
<b>18a(1). Personnel Pmts to Non-Federal Members</b>	\$0.00	\$0.00
<b>18a(2). Personnel Pmts to Federal Members</b>	\$0.00	\$0.00

<b>18a(3). Personnel Pmts to Federal Staff</b>	\$365,627.10	\$300,000.00
<b>18a(4). Personnel Pmts to Non-Member Consultants</b>	\$0.00	\$0.00
<b>18b(1). Travel and Per Diem to Non-Federal Members</b>	\$0.00	\$0.00
<b>18b(2). Travel and Per Diem to Federal Members</b>	\$21,464.97	\$35,000.00
<b>18b(3). Travel and Per Diem to Federal Staff</b>	\$36,270.83	\$35,000.00
<b>18b(4). Travel and Per Diem to Non-member Consultants</b>	\$12,818.60	\$10,000.00
<b>18c. Other(rents,user charges, graphics, printing, mail, etc.)</b>	\$23,865.26	\$55,000.00
<b>18d. Total</b>	\$460,046.76	\$435,000.00
<b>19. Federal Staff Support Years (FTE)</b>	2.50	2.50

**20a. How does the Committee accomplish its purpose?**

The Advisory Commission assesses U.S.-government activities intended to understand, inform, and influence foreign publics. It proposes to the President, the Secretary of State, and Members of Congress recommendations concerning Public Diplomacy, and appraises the effectiveness of Public Diplomacy policies and programs carried out by the Department of State in both Washington and abroad. Commission members and staff interact regularly with Department and Congressional officials and hold open meetings four times a year. The Commission also works with partner institutions and individual researchers to bring outside expertise and best practices to inform Public Diplomacy and international broadcasting strategy.

**20b. How does the Committee balance its membership?**

The seven-member Commission is by law bipartisan, with no more than four members from any one political party. Members are appointed by the President, with the advice and consent of the Senate; the President designates the chairman. As of September 2018, there were two Republican and two Democrat members on the Commission (and three vacant seats), with a Democrat and Republican serving as Chairman and Vice Chairman, respectively. Commissioners serve without compensation and are chosen from a broad cross section of professions, including law, business, public relations, academia, and diplomacy. Members are appointed for three-year terms, but they may continue to serve once their term has expired until their replacement has been nominated by the White House and confirmed by the Senate. A new member was confirmed in May 2016, and two of the members were re-confirmed for appointments ending in July 2018. Commission staff include an executive director, a Foreign Service Senior Advisor, and a part-time administrative assistant. The biographies of the Commission members can be found at <http://www.state.gov/pdcommission/members/index.htm>. The biographies of the Commission's staff members can be found at <http://www.state.gov/pdcommission/staff/index.htm>.

### **20c. How frequent and relevant are the Committee Meetings?**

The Commission meets four times a year in a public forum. These meetings are instrumental in providing a platform for Public Diplomacy practitioners and other interested stakeholders to engage the Commissioners in person. The meetings are on topics that are relevant to current issues in Public Diplomacy, including findings of recent Commission reports. Transcripts of minutes of those meetings can be found at <http://www.state.gov/pdcommission/meetings/index.htm>. Recommendations are in the meeting minutes. Members of the public who attend the meetings include members of the media, embassy officials, academicians, and think tank and congressional staff. Commission recommendations are sometimes cited in the media. In addition to meetings, the Commissioners also conduct domestic and overseas fact-finding trips that inform the Comprehensive Annual Report, mandated in the Commission's reauthorization language. The Commission also maintains a Facebook page and Twitter account to increase both the reach of the Commission and the ability to hear from and communicate with the public, Members and staff of Congress, and members of the Executive Branch.

### **20d. Why can't the advice or information this committee provides be obtained elsewhere?**

Since 1948, Congress has required this Commission and its predecessors "to represent the public interest" in looking broadly at U.S. government activities concerning Public Diplomacy. No other source in government or the private sector provides a comparable, independent citizens perspective. The Commissioners are the only individuals from the private sector who have been appointed to advise the President and Secretary of State on Public Diplomacy initiatives. They bring unique perspectives from business, politics, and government.

### **20e. Why is it necessary to close and/or partially closed committee meetings?**

Official meetings of the Commission are open to the public unless a determination has been made in accordance with Section 10(d) of the Federal Advisory Commission Act that a meeting or a portion of a meeting should be closed to the public.

## **21. Remarks**

Under Section 702 of the Department of State Authorities Act, Fiscal Year 2017 (P.L. 114-323), which amended the Foreign Affairs Reform and Restructuring Act of 1998 (22 U.S.C. 6553), Congress re-authorized the Commission until October 1, 2020. According to the Commission's charter, Commission members, once confirmed by the Senate, serve three-year terms. Upon the expiration of a member's term of office, the member continues to serve until a successor is appointed and qualified. The ACPD's Charter can be found at <http://www.state.gov/pdcommission/charter/index.htm> The Commission members meet in

an open, public forum four times each fiscal year. Transcripts of minutes of these meetings can be found at <http://www.state.gov/pdcommission/meetings/index.htm>. The ACPD releases an annual "Comprehensive Report on Public Diplomacy and International Broadcasting" as well as ad hoc reports on specialized subjects. Copies of the Commission's reports can be found at <https://www.state.gov/pdcommission/reports/index.htm>.

### Designated Federal Officer

John Jefferson Daigle DFO

Committee Members	Start	End	Occupation	Member Designation
Farar, Sim	05/03/2011	09/30/2019	Businessman	Special Government Employee (SGE) Member
Hybl, William	05/26/2011	09/30/2019	Chief Executive Officer, El Pomar Foundation	Special Government Employee (SGE) Member
Mosbacher, Georgette	05/20/2016	11/19/2018	Businesswoman	Special Government Employee (SGE) Member
Wedner, Anne	10/21/2011	09/30/2019	Founder, Kent Road Strategies, LLC	Special Government Employee (SGE) Member

**Number of Committee Members Listed: 4**

### Narrative Description

The Commission is a citizen’s panel that advises the President, Secretary of State, and Congress on Public Diplomacy matters. This includes efforts by the U.S. government and the private sector that seek to engage, understand, inform, and influence foreign publics so that they, in turn, encourage their government to support U.S. foreign policy priorities. In this role, the Commissioners utilize their wide range of experience within the areas of management, communications, public affairs, government, and international relations to assess U.S. government Public Diplomacy programs and activities. The U.S. Advisory Commission on Public Diplomacy, a bipartisan presidentially appointed panel created by Congress, has continually served since its inception in 1948.

### What are the most significant program outcomes associated with this committee?

Checked if Applies

- Improvements to health or safety
- Trust in government
- Major policy changes
- Advance in scientific research
- Effective grant making
- Improved service delivery
- Increased customer satisfaction
- Implementation of laws or regulatory requirements



### **Outcome Comments**

In FY-2018, the ACPD issued two reports with a total of 24 recommendations. The first was the 2017 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, released in October 2017, which included 20 recommendations to Congress, the Department of State, and the Broadcasting Board of Governors (now the U.S. Agency for Global Media). (The report can be found at

<https://www.state.gov/documents/organization/274950.pdf>.) The second report was issued in May 2018 and entitled Optimizing Engagement: Research, Evaluation and Learning in Public Diplomacy, which contained four recommendations for improving research and assessment efforts supporting U.S. government public diplomacy activities. (The report can be found at

<http://www.state.gov/documents/organization/281616.pdf>.) The May 2018 report was informed, in part, by a Commission-organized Research, Evaluation, and Learning Summit held in February 2018 that highlighted best practices and identified key gaps and areas for improvement in efforts to continually assess, learn, and improve the effectiveness of Public Diplomacy programs. By bringing together members of the State Department's research and evaluation community with experts from the inter-agency and the private sector, the summit supported efforts to measure and design impactful Public Diplomacy programs. Coinciding with the summit, the ACPD commissioned M&C Saatchi World Services to conduct an audit of global best practices in assessing Public Diplomacy programs, the results of which were also included in the report. The Commission continues to monitor and advise on the implementation of the above recommendations, as well as other outstanding recommendations from earlier reports as detailed below. The Commission's report, Data Driven Public Diplomacy: Progress Towards Measuring the Impact of Public Diplomacy and International Broadcasting Activities

<http://www.state.gov/pdcommission/reports/231733.htm>) made 15 recommendations on structural and methodological change for Public Diplomacy evaluation. The report was released on September 16, 2014, and most of its recommendations have been implemented. In FY 2015, FY 2016, and FY 2017, the Commission monitored the implementation of these recommendations, in addition to roughly 45 additional ones from the Comprehensive Annual Reports on Public Diplomacy and International Broadcasting, as well as the Getting the People Part Right II, which focused on human resources and the white paper Reimagining Public Diplomacy's Organizational Structure at the U.S. Department of State. Both of these latter reports have impacted strategic planning within the policy shop (R/PPR) of the Office of the Under Secretary for Public Diplomacy and Public Affairs (R), which created a new position to oversee Public Diplomacy human resources and created a task force of professionals to develop a shared services Public

Diplomacy model. The Commission's 2017 report Can Public Diplomacy Survive the Internet helped raise awareness regarding the threats and possibilities of artificial intelligence as it relates to international communication. The report directly shaped the State Department's thinking on policies guiding the use and understanding of artificial intelligence.

**What are the cost savings associated with this committee?**

Checked if Applies

- None
- Unable to Determine
- Under \$100,000
- \$100,000 - \$500,000
- \$500,001 - \$1,000,000
- \$1,000,001 - \$5,000,000
- \$5,000,001 - \$10,000,000
- Over \$10,000,000
- Cost Savings Other

**Cost Savings Comments**

The Commission is able to complete its reports for roughly \$75,000, which is about 60 percent of its total operating budget of \$134,000. Comparable studies would likely been contracted to an institution for millions of dollars (in particular, the Comprehensive Annual Report on Public Diplomacy and International Broadcasting, which includes data collected from over 20 offices and exceeds 350 pages and 130,000 words.

**What is the approximate Number of recommendations produced by this committee for the life of the committee?**

112

**Number of Recommendations Comments**

The Commission was established in 1948 and has issued approximately 60 reports since then. In FY-2018, the ACPD issued two reports with a total of 24 recommendations. The first was the 2017 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, released in October 2017, which included 20 recommendations to Congress, the Department of State, and the Broadcasting Board of Governors (now the U.S. Agency for Global Media). The second report was issued in May 2018 and entitled Optimizing Engagement: Research, Evaluation and Learning in Public Diplomacy, which contained four recommendations for improving research and assessment efforts supporting U.S. government public diplomacy activities. The Commission's first report

since its reinstatement in July 2013, Data Driven Public Diplomacy: Progress Towards Measuring the Impact of Public Diplomacy and International Broadcasting Activities (released on September 16, 2014) made 15 recommendations on structural and methodological change for Public Diplomacy evaluation. The Commission has made roughly 48 additional recommendations total in its FY 2015, FY 2016, and FY 2017 Comprehensive Annual Reports on Public Diplomacy and International Broadcasting, as well as the Getting the People Part Right II report, which focused on human resources, and the white paper Reimagining Public Diplomacy's Organizational Structure at the U.S. Department of State issued in May 2016. A report issued on June 25, 2008, entitled, Getting the People Part Right -- A Report on the Human Resources Dimension of U.S. Public Diplomacy, contained 11 recommendations.

**What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?**

29%

**% of Recommendations Fully Implemented Comments**

Since the Commission's reinstatement in July 2013, roughly 55 percent of its recommendations in its reports have been implemented or are in the process of being implemented.

**What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?**

25%

**% of Recommendations Partially Implemented Comments**

Since the Commission's reinstatement in July 2013, roughly 55 percent of its recommendations in its reports have been implemented or are in the process of being implemented.

**Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?**

Yes  No  Not Applicable

**Agency Feedback Comments**

The Commission actively seeks feedback from the organizations it appraises and issues advise to, including the Departments of State and Defense, the U.S. Agency for Global Media (formerly the Broadcasting Board of Governors), the White House / National Security Staff, and Congress. Thus far, the recommendations from its seven core reports

have been welcomed by the Under Secretary of State for Public Diplomacy and Public Affairs, the Office of Management and Budget, the House Foreign Affairs Committee, the Senate Foreign Relations Committee, and the Senate Appropriations Committee.

**What other actions has the agency taken as a result of the committee's advice or recommendation?**

	Checked if Applies
Reorganized Priorities	<input checked="" type="checkbox"/>
Reallocated resources	<input checked="" type="checkbox"/>
Issued new regulation	<input checked="" type="checkbox"/>
Proposed legislation	<input checked="" type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

**Action Comments**

**Is the Committee engaged in the review of applications for grants?**

No

**Grant Review Comments**

NA

**How is access provided to the information for the Committee's documentation?**

	Checked if Applies
Contact DFO	<input checked="" type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input checked="" type="checkbox"/>
Publications	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

**Access Comments**

The Commission will continue to actively distribute and make available information products it develops for the Congress, the executive branch, and the public. The Commission provides, whenever possible, raw information for the public to review as well as documents with analysis and recommendations. All meeting announcements, minutes, transcripts -- in addition to the Commission's reports and white papers -- are available at <http://www.state.gov/pdcommission/index.htm>.