

**10 FAM 300  
INTERNATIONAL INFORMATION (IIP)  
PROGRAMS**

**10 FAM 310  
GENERAL INFORMATION**

*(TL:PEC-010; 06-07-2002)*

**10 FAM 311 OVERVIEW**

**10 FAM 311.1 Responsibilities**

*(TL:PEC-010; 06-07-2002)*

a. The Coordinator for International Information Programs (IIP) and his or her staffs key functions include:

(1) People-to-people programs (principally traveling and electronically transmitted speakers);

(2) Printed and electronically transmitted materials; and

(3) Information resource services.

b. IIP:

(1) Provides information products and services that increase international support for U.S. policies and understanding of U.S. society;

(2) Develops and delivers information services and products that clearly serve national policy goals;

(3) Supports information objectives of U.S. missions abroad;

(4) Is authoritative, relevant, and timely;

(5) Provides context and a balanced range of responsible U.S. opinion; and

(6) Makes the best use of information technology, responds rapidly to crisis situations, and provides an appropriate long term perspective.

## 10 FAM 311.2 Definitions

(TL:PEC-010; 06-07-2002)

- a. **I-Bucks** are specific IIP program funds. (See 10 FAM 314.)
- b. **An Information Resource Center (IRC)** is an integral part of the Public Diplomacy Section at most U.S. missions abroad, distinguished by:
  - (1) Being proactive in identifying information resources appropriate to the support of the mission and the mission program plan;
  - (2) Packaging this information in an useable format, and
  - (3) Distributing it to appropriate clients among targeted audiences.
- c. At the heart of the IRC concept is a commitment to deploy the majority of a post's information capability and resources, including staff expertise as well as print and digitized collections, in direct support of mission program plan goals. Each IRC reflects its local technological environment, and operates a program appropriate for local conditions.

## 10 FAM 311.3 Authorities

(TL:PEC-010; 06-07-2002)

The Information Resource Center and Library Programs carried out by the Public Diplomacy Section at U.S. missions abroad fall under the authority of both the Fulbright-Hays Act and the Smith-Mundt Act. (See 1 FAM 046.3.)

## 10 FAM 312 REINVENTION LABORATORY STATUS

(TL:PEC-010; 06-07-2002)

- a. The Office of International Information Programs (IIP) is the successor to USIA's Bureau of Information, designated in 1994 as a Reinvention Laboratory, based on the National Performance Review and the best practices of private industry.
- b. IIP's mission is to promote the national interest by providing information products and services to increase international support for U.S. policies and understanding of U.S. society. IIP products and services:
  - (1) Clearly serve national policy goals;

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- (2) Support information objectives of U.S. missions abroad;
- (3) Are authoritative, relevant and timely;
- (5) Provide context and a balanced range of responsible U.S. opinion;  
and
- (6) Make the best use of technology.

b. International information activities emphasize rapid response, cross-functional teamwork, field orientation, organizational and operational flexibility, customer service, and minimal bureaucratic red tape. Its programs will be prepared in response both to Washington, DC headquarters initiatives and post needs.

c. Consistent with its reinvention commitment, IIP will maintain the productivity gains achieved through adherence to National Performance Review principles. To this end, IIP maintains and strengthens:

- (1) A flattened hierarchy (low manager-employee ratio);
- (2) Employee empowerment and accountability (pushing the decision-making to the lowest level feasible);
- (3) Emphasis on life-long learning, skills development and technological fluency (commitment to 12 hours per month training for every employee);
- (4) Streamlined procurement of goods and services (team administrative budgets and credit cards, speaker grant simplification);
- (5) Encouragement of innovation and risk-taking (freedom to fail);
- (6) Pursuance of public-private partnerships;
- (7) An open communications environment based on trust (transparency in decision-making);
- (8) Dedication to consensus as a preferred means of reaching decisions;
- (9) Continuous evaluation of products and services;
- (10) Promoting family friendly policies and practices (flexible hours, telecommuting, compressed work schedules, part-time positions); and
- (11) Organizational and operational flexibility.

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d. To maintain productivity, morale, and efficiency, IIP makes optimum use of creative and innovative human resource tools, including but not limited to:

- (1) Providing opportunity for upward mobility;
- (2) Creation of ladder positions to tap fullest the level of employees' potential;
- (3) Striving to achieve an overall balance in Civil Service-Foreign Service leadership, with a goal of approximate numerical parity at the team leader level;
- (4) Team leader rotations between Civil Service and Foreign Service;
- (5) Team member mobility to participate in cross-team projects and assignments;
- (6) Standing teams to address ongoing concerns of functional or thematic groups in the office, e.g., a Reference Specialists Team;
- (7) Temporary teams to address specific issues or situations, e.g. foreign policy crisis response teams;
- (8) Specially created groups, that deal with workplace issues and operate by consensus;
- (9) Official employee review procedures consistent with Reinvention Lab best practices;
- (10) Job structuring to meet office and individual needs, e.g. part-time positions and job-sharing;
- (11) Opportunities for Civil Service employees to go on excursion tours abroad;
- (12) Open physical work environment;
- (13) Flexible hours and work schedules;
- (14) Telecommuting;
- (15) Training, with the standard set at 12 hours per month per employee; and
- (16) A year-round internship program.

## 10 FAM 313 PRODUCTS AND SERVICES

*(TL:PEC-010; 06-07-2002)*

IIP's mix of products and services includes, but is not limited to:

- (1) Printed publications, both periodic and occasional;
- (2) Electronic publications, both periodic and occasional;
- (3) Daily electronic transmission of policy material (the Washington File) to posts;
- (4) Direct communication of policy material to key audiences abroad via the Internet (Web pages and mailing lists);
- (5) Language versions/translations of informational materials, both printed and electronic;
- (6) Traveling speakers and specialists;
- (7) Electronic (both audio and digital video) speakers;
- (8) Guidance and support for field-based Information Resource Center programs;
- (9) Reference services to enable posts to respond to target audience members' requests;
- (10) Internet-based publications, both periodic and occasional;
- (11) Copyright clearance service tailored to post needs abroad for material limited to foreign distribution;
- (12) Bibliographic material for posts;
- (13) Advance notification to posts of policy information available on the Worldwide Web;
- (14) Policy database creation and maintenance; and
- (15) Publication translation and reprint programs tailored to regional and post needs and opportunities, including support for public-private joint publishing ventures.

## 10 FAM 314 FIELD ORIENTATION

(TL:PEC-010; 06-07-2002)

a. IIP administers the I-Bucks program, which places financial resources at the disposal of the field and thereby ensures that posts have the greatest possible flexibility in selecting products and services from IIP. The I-Bucks system apportions total worldwide resources to each post (in consultation with area/regional offices) at the beginning of the fiscal year, and posts spend these funds on whatever programs, products, and services best serve Mission Program Plan needs.

b. Since public diplomacy activities play a crucial role in achieving all strategic goals and national interests, those programs which promote the goal of mutual understanding and foundation of trust receive equal weight with other strategic goals and national interests in the allocation of Office resources.

c. In response to overwhelming customer demand, the Office of International Information Programs maintains a commitment to different language versions of as many information products as resources will permit. The Office provides language versions of selected products in order to maximize communication with key international audiences.

(d) To maintain the speedy accommodation of posts' requests for permission to place previously published material, the IIP maintains expertise in copyright clearance for items to be placed exclusively outside the United States.

(e) To preserve its commitment to cutting-edge technology and its efficiency in the production of electronic products and services, IIP acquires, tests, evaluates and incorporates innovative software and hardware.

## 10 FAM 315 I-BUCKS

(TL:PEC-010; 06-07-2002)

a. I-Bucks are IIP program funds:

(1) Available to missions in the field for participant programs (e.g., speakers, specialists, electronic programs), electronic Information Resource Center support, and publication translation and book purchasing programs;

(2) Allocated to the geographic teams within the Office of International Information Programs. In coordination with the regional bureaus, each IIP geographic team then allocates a portion of the region's percentage to each post within the region for it to draw upon in support of MPP program priori

ties. IIP programming funds remain in Washington, DC headquarters and are accounted for by the regional program officers within each geographic team; and

(3) Intended for speaker/specialist program grants (including full and partial grants, associated program materials, and interpretation/translation support), electronic speaker programs (including telephone charges, honoraria, interpretation, etc.), Information Resource Center support (including commercially available electronic reference materials, on-line services and CD-ROMs), publication translation and book reprint programs, and the purchase of translated books from regional book offices.

b. I-Bucks may **not** be used for hardware, logistical support for programs, travel for staff or participants other than the grantee speaker, English teaching programs, fine or performing arts programs, representational expenses, or general presentation materials which are not part of the publications in translation program.

## **10 FAM 316 THROUGH 319 UNASSIGNED**