

The Diplomatic Pouch

a newsletter of the American Academy of Diplomacy
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President's Note

Dear fellow members:

The Academy is an active place these days. Our largest project is the study of what personnel resources are needed for all phases of diplomacy under the

Academy Wins New Arthur Ross Endowment

The Academy is very pleased to announce that it has received a \$500,000 grant from the Arthur Ross Foundation to endow a program series entitled the "Arthur Ross Discussions of American Diplomacy." The late Arthur Ross believed that the Academy was a significant vehicle for encouraging public interest in diplomacy and making the incomparable experience of America's diplomats available for public education.

We look forward to implementing this educational series of events and encouraging a growing dialogue about the critical role of diplomacy in America's foreign affairs.

→ Academy Welcomes Secretary Robert Gates at 2008 Annual Meeting

The American Academy of Diplomacy hosted its 2008 annual meeting at The Cohen Group on May 14, 2008, and had the pleasure of welcoming Secretary of Defense Robert M. Gates as the keynote speaker. Academy members, as well as leaders in business, nongovernmental organizations and the media discussed the importance of strengthening the civilian component of our government and the institution of American diplomacy, the importance to national security of better cooperation among government departments and agencies, America's foreign policy vis-à-vis Iran, and the militarization of foreign development assistance and reconstruction efforts.



Academy members also discussed in depth one of the Academy's current projects and forthcoming studies, the Foreign Affairs Budget Project (FAB), which will build upon the findings of previous studies to detail exactly what budget is needed to enable the State Department and the Foreign Service to accomplish their missions in classic diplomacy, public diplomacy, development diplomacy, and crisis response.

The Academy's annual meeting and Secretary Gates' speech received wide coverage in the media, with articles published by the Washington Post, Reuters, Voice of America, and Agence France-Presse.

Secretary of State's authority. Apparently this basic task of suiting resources to responsibilities has never been done, making our work, under Tom Boyatt's able direction and with enormous efforts of the Stimson center, more important than ever. The need for more civilian resources was the central theme of Secretary of Defense Gates' speech when he spoke to us in May. The public education phase of the project will begin in the fall.

The Arthur Ross Foundation has generously endowed a permanent outreach program. Bill Harrop and the Program Committee are already looking to the future. They can celebrate a very successful program on Diplomacy and Democracy done in Minneapolis at the Hubert H. Humphrey Institute for Public Affairs, in partnership with two major democracy NGOs. Our thanks to Barbara Bodine who did the hard organizational work. We expect to repeat this program in the fall.

Members continue to contribute to the Sisco family's challenge grant to endow an outreach program in memory of the late Joe Sisco. We've done well but need another \$6,500. If you have not contributed, I urge you to do so. New publicity efforts have brought a six-fold increase in submissions for the Mark's Essay Contest and Sam Lewis' Essay Committee is bravely

We were glad to welcome many Members to the annual meeting, and hope that those who did not come can participate next year.

[View photos taken, access Secretary Gates' remarks, and read press coverage](#)



Foreign Affairs Budget of the Future Project: Q&A with Ambassador Thomas Boyatt

America faces many complex foreign policy challenges, including the rising tide of Islamic fundamentalism, failed and failing states, the backlash to globalization, nuclear proliferation, climate change, and many other issues that demand US involvement in the world. Despite these challenges, several recent studies have found that the US State Department, USAID, and the Foreign Service do not have the appropriate human and financial resources to appropriately respond. The US State Department has seen its resources reduced 30-50 percent since the end of the Cold War. Given this dilemma, the American Academy of Diplomacy will publish a study to detail exactly what budget is needed to enable the State Department and the Foreign Service to accomplish their missions in classic diplomacy, public diplomacy, development diplomacy, and reconstruction and stabilization.

Academy Member Ambassador Thomas Boyatt, former Ambassador to Colombia, is chairing this forthcoming budget study and highlights in this Q&A its main objectives, and why its recommendations are so relevant to US foreign policy and American interests today.

Ambassador Boyatt will also receive the "Lifetime Contributions to American Diplomacy" Award from the American Foreign Service Association later this month.

Q: The Academy is currently well underway with its Foreign Affairs Budget (FAB) Project. What are the main objectives of the project?

A: The Foreign Affairs Budget for the Future (FAB) Project has two objectives. The first is to produce a 150 Account budget based not upon last year's budget, but starting with the State Department/Foreign Service's missions in traditional diplomacy, public diplomacy, development diplomacy and reconstruction and stabilization, and building the budget position by position, and dollar by dollar. The process will be intellectually rigorous and informed by experience.

The second objective is to present the report forcefully to the American public, the new administration and the Congress with

sorting out a winner.

The Academy's Awards Lunch will be December 3 - please reserve the date.

We have also moved. After some late nights and fixing glitches, the Academy's offices are now operating at 1726 M St. NW Suite 202. We wish you all a pleasant summer and look forward to seeing many of you in the busy programs that lie ahead.

Regards,

Ron Neumann
President

Sisco Challenge Grant Update

Academy members have shown much enthusiasm in matching the generosity of the Sisco Family, with over 30 members contributing \$18,500 toward the \$25,000 goal since the Academy issued the challenge in November 2007.

The daughters of former Academy Chairman Joseph J. Sisco have generously offered a \$25,000 grant, provided it be matched by member contributions, to create an endowment to fund an annual event to promote the discussion of substantive diplomatic issues of special concern to the late Joseph Sisco.

We encourage all members to help the Academy close the remaining gap of \$6,500.

the objective of obtaining legislative action to correct the hollowing out of the Service that has occurred over the last twenty years.

The scores of previous studies of the Department/Foreign Service have always dealt with structure, organization, mission and culture, and have ignored human and financial resource issues. This will be the first study of its kind.

Q: What prompted the need for such a study?

A: The impetus for this project was the recognition that the State Department and the Foreign Service have seen their human and financial resources reduced 30-50% since the end of the Cold War. We cannot achieve assigned missions as currently staffed and funded. The future of the Foreign Service may depend on the resolution of this issue.

Q: Given the multitude of complex foreign policy challenges that exist and are emerging, what makes the FAB project relevant to US foreign policy?

A: Right now significant portions of the nation's foreign affairs business are not being accomplished. When new requirements appear, such as stabilization and reconstruction, the jobs go to the military, resulting in the militarization of diplomacy. The implications for American foreign policy and national security are clear and very significant.

Q: What have been the main challenges in getting the FAB project started and implemented?

A: The main challenges in getting the project off the ground have been raising the money and mobilizing volunteer hours by Academy members. The Una Chapman Cox Foundation generously provided about \$500,000, and every Academy member who wants to participate is doing so.

The main unmet challenge is to convince the incoming administration and/or the Congress that the numbers in our study are bedrock requirements for implementing traditional, public, development diplomacy, and stabilization & reconstruction.

Q: What do you hope to accomplish with this project?

A: If our project is successful, we will obtain the resources necessary to de-militarize foreign policy and put the State Department and the Foreign Service in a position to carry out missions successfully.

Secretary Gates sees precisely the same problems that we do and has made several public speeches supporting our objectives. If the FAB's recommendations are carried out, Secretary Gates' concerns will have been met.

If successful, this effort will bring the Academy's Sisco Fund to approximately \$175,000, enough to permanently endow the program.

Upcoming Sisco Memorial Forum events include an event held in partnership with American University to discuss the Academy's forthcoming study, "The Foreign Affairs Budget of the Future: Fixing a Hollow Service."

>Read about past Sisco Memorial events, including a [discussion on UN Peacekeeping](#) held at the Hubert Humphey Institute of Public Affairs.

AAD Welcomes New Members

Dear Colleagues,

I am happy to report that the following were elected to membership in the Academy as a result of our recent election.

Ron Neumann, President of the American Academy of Diplomacy
Adrian Basora
Rand Beers
Timothy Carney
Harriet Elam-Thomas
David Greenlee
Theodore Kattouf
John Maisto
Richard Miles
George Staples
Julia Taft
Jenonne Walker

Welcome to all of them.

I would like to thank all of

Our project does not address mega-organizational issues such as the proposal for a cabinet-level development department. There are many studies that have dealt with such issues. They are all gathering dust. We need to stay focused-our objective is to secure the human and financial resources that will make mission achievement possible, regardless of the structure.

Q: Do you have any final comments?

A: More than a few colleagues have reacted to our efforts by pointing out that Congress will never buy this or that. Perhaps. But you never know what is possible until you make the effort. We may lose this struggle, but we will fail fighting. I would argue that the stars are coming into alignment. There is serious Congressional interest in our work, the Secretary of Defense makes a speech about once a month supporting our goals, Secretary Rice has proposed a very robust FY 09 budget, both parties are concerned about the "militarization of diplomacy," and each party wants a diplomatic establishment that can implement its foreign policy.

→ Stability or Reform?

The Real World of NGOs and Diplomats in Democracy Promotion

→ Amidst the ongoing foreign policy challenges of extremism, weak or failing states, and regional instability, US efforts to encourage democratic reform abroad remain controversial, but little understood. Is it possible to balance both our strategic interests in stability



with our national values? Are reform and stability fundamentally incompatible or can they be complementary? What are the diplomatic tools, including work with the private sector and NGOs, we have at our disposal to balance reform and stability in the long term national interest? The American Academy of Diplomacy, in partnership with the International Republican Institute (IRI) and the National Democratic Institute (NDI), held a panel discussion on April 28 at the Hubert H. Humphrey Institute of Public Affairs to discuss the valuable tool of diplomatic engagement with non-governmental organizations and civil society to promote effective democratic governance.

Featured speakers were Ambassador Edwin Corr, former ambassador to Peru, Bolivia and El Salvador, Ambassador Barbara Bodine, former ambassador to Yemen, currently diplomat-in-residence and lecturer at Princeton University, Ken Wollack, president of the National Democratic Institute (NDI), and Lorne Craner, president of the International Republican

you who voted in the elections; we had a good level of participation. Thanks also to those who submitted nominations last fall and not least of all to my colleagues on the Membership Committee: Tony Gillespie, Tony Motley, Phyllis Oakley, Bob Pearson, Robin Raphel, Nick Veliotos, Alec Watson, Johnny Young.

We will be asking you again in the fall to send us nominations for the 2008-2009 elections; it is not too soon to begin thinking of names.

With warm regards,

Avis Bohlen
Chair, Membership
Committee

Google Analytics: Academy Website Trends

As of November 2007, we have started tracking traffic to the Academy's website using Google Analytics. Google Analytics is a powerful and useful online statistics gathering resource that will help the Academy learn more about its online readership, measuring trends over time for web visits, most popular pages, keyword searches, and geographical readership.

For the period December 2007-June 2008, we have noticed that:

- The Academy's website has had 10,855 visits;

Institute (IRI). J. Brian Atwood, Dean of the Hubert Humphrey Institute, moderated the discussion.

This was the first in a series of Academy outreach events focused on encouraging a dialogue about the challenges and opportunities to promote sustainable democratic development abroad.

>[Read more](#)

→ 2008 Leonard Marks Essay Award

The Academy has had a successful year in making the Leonard Marks Foundation Essay Contest more widely known to students of international affairs across the country. We received 127 submissions answering a range of policy questions, which will soon be reviewed and ranked by the Academy's Essay Committee. The first place winner of the Marks Essay Contest will receive \$8,000 and an all-expense paid trip to Washington, DC to discuss their essays with Academy members and a senior State Department official.



This contest promotes creative thinking about the role and uses of public diplomacy in implementing a realistic and practical foreign policy, and was open to undergraduate and graduate students of international affairs.

This very successful year marks the end of currently available funding. We will have to consider whether to continue and, if so, how to raise the additional future funding.

→ 2008 Awards Luncheon-- Save the Date!

The Academy is pleased to announce that this year's Awards Luncheon will be held on **Wednesday, December 3 from noon until 2pm in the Benjamin Franklin Room of the US Department of State.**

Under Secretary for Political Affairs, William J. Burns, will host this year's awards ceremony. We look forward to recognizing the winners of this year's Annenberg Award for Excellence in Diplomacy, the Douglas Dillon Book Award, and the Arthur Ross Media Award for Distinguished Reporting and Analysis on Foreign Affairs.

- The total number of page views was 26,588;
- Peak web traffic coincided with the Academy's April Diplomacy and Democracy panel discussion in Minneapolis, MN, as well as the Academy's 2008 Annual Meeting with Secretary Gates;
- The most popular page was the Academy home page, followed by the Leonard Marks Foundation Essay Contest page, and our Membership listing;
- Most traffic is referred to the Academy website by online search engines;
- Most visitors to the Academy website are from the United States, the United Kingdom, India, Canada, and France.

>Access the full PDF report of the [Academy's website statistics](#).

Please mark your calendars, and be on the lookout for the official invitation, which will issue in the coming months.

The beginning of 2008 has ushered in many new developments and interesting programs at the Academy, from large program grants to the beginnings of long-term substantive projects of much relevance to today's foreign policy and diplomatic challenges. We look forward to the launch of two reports in the fall, the continuation of our Diplomacy and Democracy series, the start of a new Arthur Ross Series of Discussions of American Diplomacy, and a successful awards ceremony in the winter. Throughout all these activities, we are increasing our efforts to capture and share the interesting work of the Academy through our website, newsletters, and member announcements. Thank you for keeping up with the Academy's activities, and we hope to see you at future events.

Sincerely,

Yvonne Siu
Program Director
American Academy of Diplomacy