

American Corners and Centers Workshop – Taipei, Taiwan

September 20 - 23, 2011

Trainers: Elizabeth Leonard, Information Resource Officer, U.S. Embassy Beijing

Christina Tribble, IIP Trainer, U.S. Consulate Munich

Coordinator: Patricia Wang, Director, IRC Taipei

Course Description

Dynamic American Corners are made by ongoing, effective communication between U.S. Embassies and Consulates and staff working at host institutions. This workshop reviews core concepts and practices for successful American Corner partnerships and introduces some exciting new trends for activities and programs. The goal of the workshop is to boost American Corner programs by strengthening partnerships and enabling staff to creatively mix and match new and traditional resources.

Objectives

At the end of the course, participants will be able to:

- Manage the cycle of programming, reporting, funding, and replenishment of resources
- Identify sources for ongoing staff and program support
- Design and run programs using educational games
- Explore the use of eBooks, eReaders, and iPads for American Corner programs
- Manage, use, and promote eLibraryUSA, a virtual library provided by the U.S. State Dept.
- Use the U.S. State Department's Adobe CO.NX platform for programs, training and communication

Participants	
City	Name
Chengdu	Chengwen Li
Guangzhou	Young Eun Lee
Ho Chi Minh City	Van Tran
Ho Chi Minh City	Nga Phan
Hong Kong	Francesca Lichauco
Naha	Aya Haemori
Naha	Heather Eaton
Phnom Penh	Lakhena Sun
Phnom Penh	Samphos Pin
Phnom Penh	Sophea Chea
Sapporo	John Taylor
Sapporo	Yoshie Ushimaru
Singapore	Malar Villi Nadeson
Seoul	Yoon Sang Nam
Seoul	Miyoung Choi
Taichung	Hong Shiu Liang
Kaohsiung	Yaling Kao
Taipei	Peter Chiang
Taipei	Clare Tien
Taipei	Sharon Hsieh
Taipei	Patricia Wang
Taipei	May Wang
Taipei	Vicky Tsao
Taipei	Jerry Weng
Ulaanbaatar	Altantsetseg Viktor
Ulaanbaatar	Bolormaa Dorjsuren
Ulaanbaatar	Begzsuren Jamsranjav
Ulaanbaatar	Bayartsogt Boldbaatar
Ulaanbaatar	Delgersuren Davshilt
Beijing	Elizabeth Leonard
Munich	Christina Tribble
Shengyang	Xiao Bai

American Corners and Centers Workshop
Grand Hyatt Hotel and American Cultural Center – Taipei, Taiwan
September 20 - 23, 2011

AGENDA

Monday September 19

- 18:10 Meet in the Hotel Lobby
- 18:20 Depart Hotel by AIT shuttle for Welcome Reception
- 18:30-20:00 **Welcome Reception and Buffet**
Host - William A. Stanton, Director of the American Institute in Taiwan
- 20:00 Depart for Hotel by AIT shuttle

Tuesday September 20

- 08:30 – 09:00 Registration and distribution of M&IE
Grand Hyatt Hotel, Magpie Room - 3rd floor
- 09:00 – 09:15 **Welcome and Administrative Briefing**
PAO Sheila Paskman, IRO Elizabeth Leonard, IRC Taipei Staff
- 09:15 – 09:30 **Overview of Course**
Elizabeth Leonard
- 09:30 – 10:15 **Participant Self-Introductions**
Brief introductions and mention of your American Corner
- 10:15 – 10:30 Break
- 10:30 – 11:00 **American Corner and Center Partnerships – Keys to Success**
Elizabeth Leonard
Brief history and objectives of the American Corners program. The MOU. Managing roles and mutual expectations. Keeping spaces fresh with programs and content. Statistics, reports, and sustaining funds – how they work.
- 11:00 – 11:30 **Tools, Websites, and Publications for American Spaces**
Elizabeth Leonard
Survey of resources that support American Corner staff and programs, or that stand alone as library material.

- 11:30 – 12:30 **eLibraryUSA**
May Wang, IRC Taipei staff
Introduction to databases and search techniques for eLibraryUSA. Learn how to manage and promote eLibraryUSA to your users
- 12:30 – 14:00 Lunch
Café - Grand Hyatt Hotel, 1st floor
- 14:00 – 15:00 **Fishbowl: AC Challenges and Solutions**
Moderator: Elizabeth Leonard
In this session, participants will discuss problems that arise during the lifecycle of American Corners, with a goal to finding new approaches and solutions during the course of the workshop.
- 15:00 – 15:15 Break
- 15:15 – 16:15 **Program Planning and Programs That Work**
Presentations and Discussion
Moderator: Elizabeth Leonard
Designing, organizing and running a successful program takes planning and creative thinking. This session will present the steps for carrying out American Corners events, both independently and in collaboration with USG staff, using real-life examples.
- 16:25 – 16:45 Transfer by AIT bus to Taipei American Space
- 16:45 – 17:15 **Site Visit – Taipei American Space**
- 17:15 – 17:35 Transfer by AIT bus to Hotel

Wednesday September 21

- 08:30 – 09:30 **Gaming at Your American Corner, Part 1**
Christina Tribble
Basics of game theory and why we should use games in American spaces.
- 09:30 – 10:00 **Gadgets in American Spaces - Overview**
Elizabeth Leonard and Jerry Weng - IRC Taipei
Demos and hands-on practice with eReaders and iPads. Administrative tips for eReaders in Corners.
- 10:00 – 10:15 Break
- 10:15 – 12:00 **Gaming at Your American Corner, Part 2**
Christina Tribble
Participants will divide into breakout groups to explore and develop various programs about America using games.
- 12:00 – 13:30 Lunch
Grand Hyatt Hotel - Irodori Restaurant, 3rd floor
- 13:30 – 14:30 **Social Media Outreach**
Presentations and Panel discussion
Christina Tribble, Moderator
- 14:30 – 14:45 Break
- 14:45 – 15:30 **How Do We Engage Young Audiences?**
Guest speaker Uwe Maurer
Successful techniques and ideas for programs appealing to youth; Q&A
- 15:50 Depart Hotel by AIT bus for National Palace Museum
- 16:30 **Visit to the National Palace Museum and Group Photo**
- 18:15 Depart the National Palace Museum for Hotel
- 18:35 Optional drop-off at Shih Lin Night Market
Return to the Grand Hyatt Hotel on your own.

Thursday September 22

- 07:45 Meet IRC Taipei staff in hotel lobby and walk to American Cultural Center
Participants should take an ID for ACC security.
- 07:50 **Participants should be seated in multifunction room** at the American Cultural Center
International Trade Building, 333 Keelung Rd., Section 1, Taipei (Phone: 2723-3959) - 21st Floor, Room 2101
- 08:00 – 09:00 **American Corners - View from Washington**
CO.NX session with Jean Cavanaugh, Laura Kaspari-Hohmann, and Anne Johnson from the U.S. State Department IIP Bureau in Washington.
- 09:00 – 09:15 Break
- 09:15 – 10:15 **Getting Started with CO.NX**
Neil Abraham, Asia Pacific CO.NX Administrator
How to begin using CO.NX for programs, training and internal meetings, from concept and logistics to promotion and using the technology. Brief discussion of differences between web chats and streaming video programs. Introduction to Adobe Connect 8.0
- 10:15 – 10:30 Break
- 10:30 – 11:30 **Educational Advising in American spaces**
Joint CO.NX presentation between Taipei and Beijing EducationUSA advisors
Moderator: Ryan Roberts, Cultural Affairs Officer - Taipei
- 11:45 – 13:30 Lunch
Grand Hyatt Hotel - Café, 1st floor
- 13:30 – 14:30 **Forum: American Spaces Showcase, Part 1**
Participants from each country take 5 minutes to describe a recent success, present a few slides on your American Corner, or engage the group on topics discussed during the Fishbowl session.
- 14:30 - 14:40 Break
- 14:40 – 15:45 **Forum: American Spaces Showcase, Part 2**
- 15:45 – 16:00 Break

16:00 – 16:30 **Wrap-Up, Questions and Answers, Evaluations**
Elizabeth Leonard and Christina Tribble, Moderators

16:30 – 17:00 **Awarding of Certificates**

Friday September 23

07:50 Meet in Hotel Lobby

08:00 Depart from Hotel to Taoyuan English Village

09:00-10:00 **Visit to American Shelf at Taoyuan English Village**

10:00 Depart Taoyuan English Village to Taichung

12:00-13:30 Lunch in Taichung

14:00-14:30 **Visit to Taichung American Corner**

14:30-15:30 **Visit to “American Footsteps in Taiwan” Exhibit**

15:30 Depart Taichung for Taipei

17:30 Arrive at Grand Hyatt Hotel, Taipei

Contact Information
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AIT Public Diplomacy Section

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