

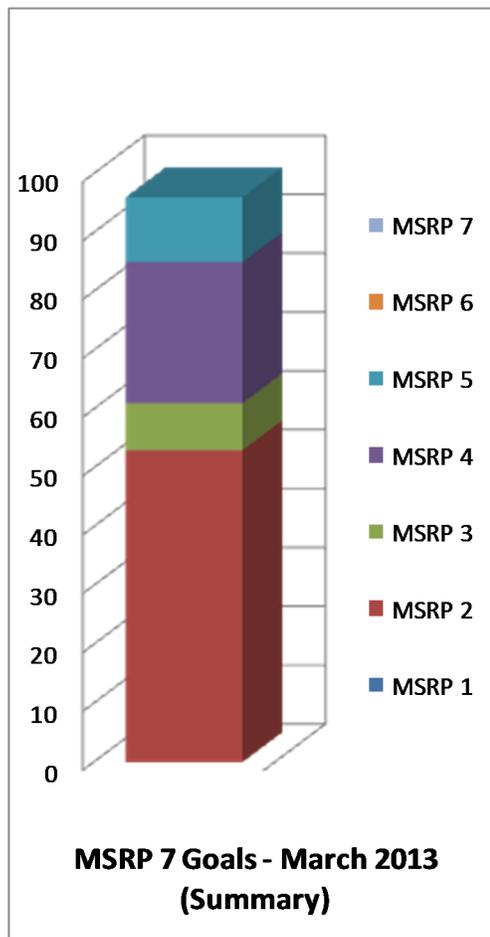


EMBASSY OF THE UNITED STATES
American Center Korea

FY2013 ACK Monthly Report—March 2013

[March Highlights]

- IIP Publication Becomes Textbook at Korea Army Academy
- IRO Andrea McGlinchey Inspires Korean Librarians
- Roundtable Tells Young Leaders about FTA Benefits
- Seoul Metropolitan Library Exhibits USG Publications



ACK At a Glance (March 2013)

Total Number of Visitors	1,780
Total Number of Programs	14
Total Number of Program Attendees	1,704
6 Programs were organized by the ACK	1,403
8 Programs Organized by Other Sections	301

Websites

Number of Visits to Korean Website	38%	141,126
Number of Visits to English Website	62%	
Number of Hits to Korean Website	32%	518,715
Number of Hits to English Website	68%	

Electronic Outreach

E-infoUSA	Recipients	37,900 (10 Items)
Article Alert	Recipients	6,880 (24 Items)

Reference Services

Reference (in depth)	DRS	Mission	Non-DRS
Total: 413	5%	93%	2%

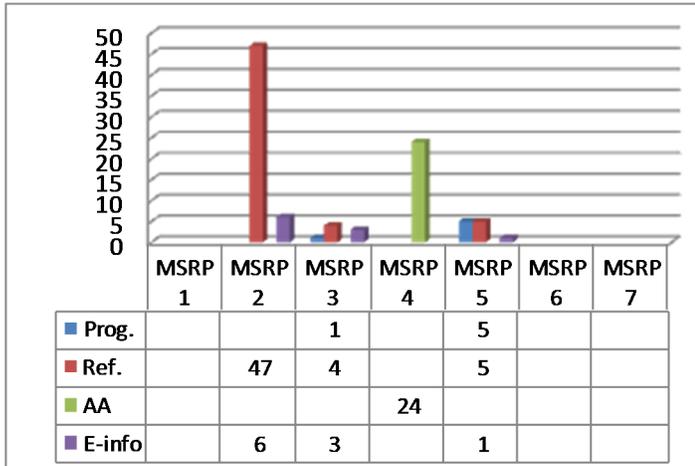
Book Donation

	Organization (6)	Publications (1,149)
Mission	1	133
Target Institutions	5	1,016

ACK Circulation & Foot Traffic Counter Report

Total Members Enrolled	644
Total Walk-in Patron	76
ACK Foot Traffic Counter Numbers	IN: 4,391 / OUT: 4,213

Mission Strategic and Resource Plan (MSRP 7 Goals) - March 2013



Goal #1: A Broader, More Mature and Balanced Security Alliance

Goal #2: Realizing Denuclearization and a Permanent Peace on the Korean Peninsula

Goal #3: A Stronger Economic Partnership

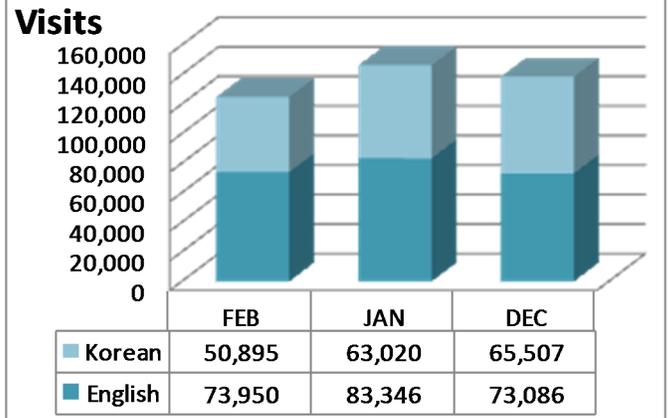
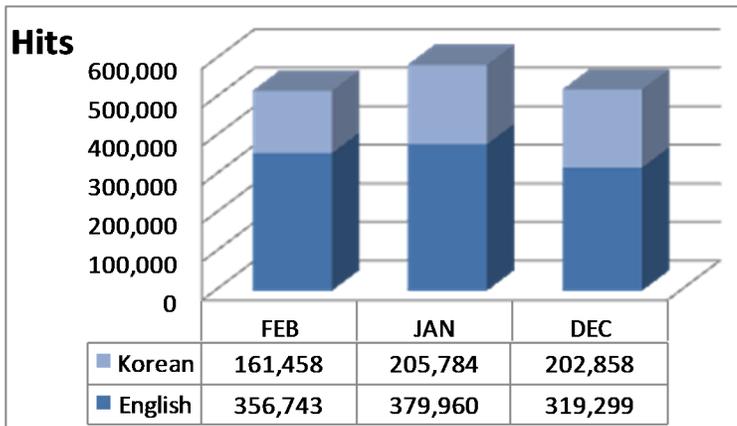
Goal #4: Cooperation in Clean Energy and Climate

Goal #5: Increased Korean Public Support for USG Interests, Policies and Global Priorities

Goal #6: Protection of U.S. Homeland, U.S. Citizens, and Our Friends and Allies

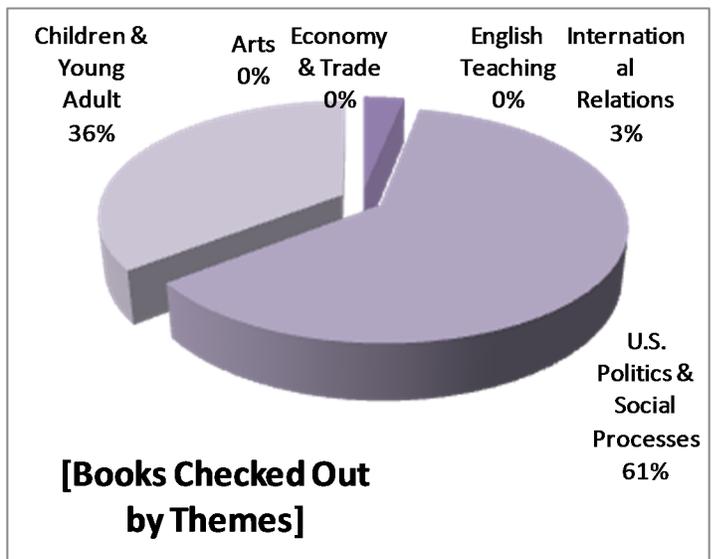
Goal #7: The New Embassy Compound and Operational Efficiency

Embassy Website Hits & Visitors—March 2013



ACK Circulation Report—March 2013

Membership	Total Members Enrolled	644
	New Members Enrolled by Month	34
	Patron Visit Numbers by Month	76
	Days Open	20
Collection Status	Circulating Books	6,812
	Circulating DVDs	1,057
	Circulating World Net DVDs	864
	Circulating Periodicals/Newspapers	113
	Circulating Audio Books	17
Materials Checked Out	Books	31
	DVDs	50
	Periodicals/Newspapers	5
Patron's Resource Usage	Patron Desk Internet	13
	eStation Desk Internet	15
	Government Publications	20



IIP Publication Becomes Textbook at Korea Army Academy

Yeongcheon, Feb. 28 - PA's American Center Korea donated copies of the IIP publication Outline of U.S. History to the Korea Army Academy. It will be used as a textbook throughout the semester in a cadets' course, "Understanding of U.S. Regional History." The Academy is a special university that prepares future entry-level military officers.



IRO Andrea McGlinchey Inspires Korean Librarians



Gwangju, March 5 – IRO Andrea McGlinchey gave 40 librarians new ideas through a presentation on “The Public Library in the United States.” Speaking at our American Corner, she inspired them to think of libraries as community centers. The IRO explained the history of the public library in the United States, its unique functions and support systems. She also discussed innovative librarians and library services.

Roundtable Tells Young Leaders about FTA Benefits

Seoul, March 12 – Economic, Agriculture, Commercial, and PA officers met young Korean leaders to discuss benefits of the KORUS FTA. We gathered fifty students, including the Korea International Trade Association's Student Ambassadors, American Chamber of Commerce interns, PA's Real People Talking Committee Members, PA's Youth Coordinators, and Embassy interns. In addition to highlighting the FTA, we drew together like-minded students interested in U.S.-Korea economic ties.



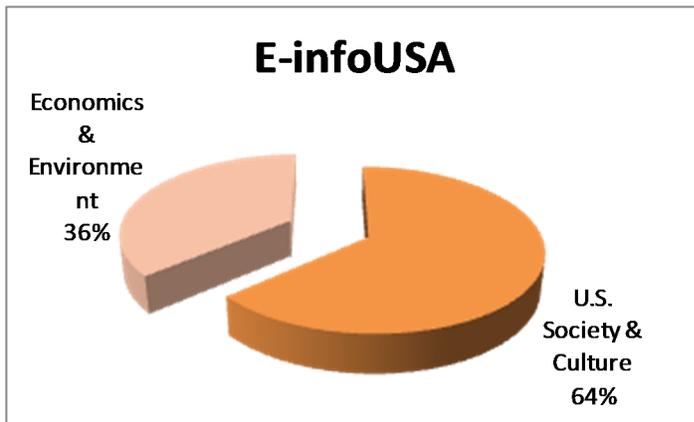
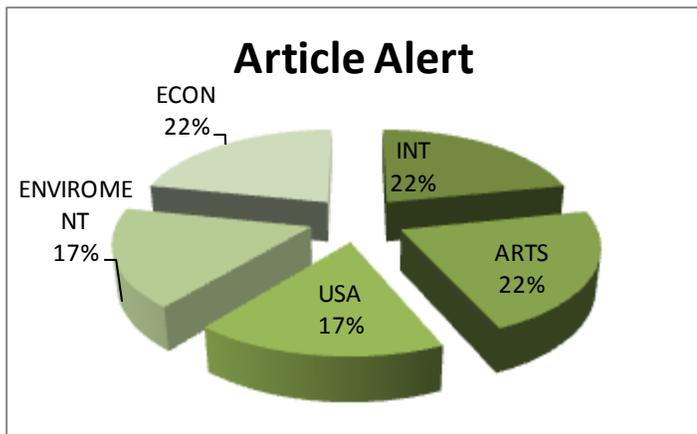
Seoul Metropolitan Library Exhibits USG Publications



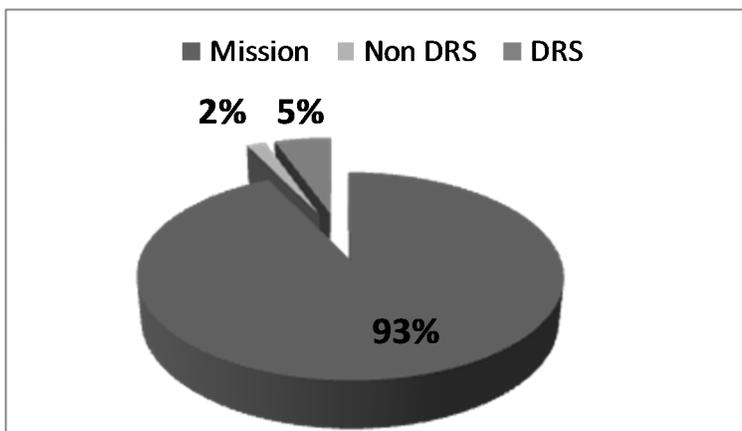
Seoul, March 6 - ACK donated 600 items to the Seoul Metropolitan Library, and opened a week-long exhibition entitled “America at Library” in the Library's Exhibition Room. From March 6 to 12, 1,600 visitors visited the exhibition. Yonhap Photo News ran a series of exhibition opening photos, and other news services such as NATE Portal News, Kyunghyang Shinmun, Maeil Business Newspaper, JoongAng Ilbo, JOINS MSN and NEWSWIRE carried coverage of this exhibition's opening events and the Embassy's donation.

Electronic Outreach: Article Alert & E-infoUSA

ACK Sent Article Alerts to 6,880 Recipients in March and Received 755 Responses & ACK Sent 10 E-infoUSA Emails to 37,900 Recipients in March.



Research & Reference Services



[Notable Inquires]

- U.S.-ROK Diplomatic History from 1953 ~ Present – from the Mission
- U.S. Education Background for ROK New Cabinet Members – from the Mission
- U.S.-Korea Mutual Defense Treaty 1953 - from a Professor of International Relations

Total Number Reference: 413

Reference (In-Depth): 56

Outreach Websites & ACK SNS

Outreach Websites:	Busan APP (English)	Busan APP (Korean)	Info-Pedia USA	Kids Website	American Corner
Total Hits	6,848	4,497	9,596	1,488	4,116

[Visit our websites] Busan APP Website: <http://busan.usconsulate.gov/> Kids Website: <http://kids.americancorners.or.kr/>
 Info-Pedia USA: http://info-pedia.americancorners.or.kr/ENG/index_eng.html American Corner Korea : <http://www.americancorners.or.kr/>