



American Center Korea

FY2014 American Center Korea Monthly Report [April 2014]



ACK Visitors and Programs Statistics For April 2014

Total Number of Visitors	605
Total Number of Programs	14
Total Number of Program Attendees	408
Total Library Check-out	47
10 Programs were organized by the American Center Korea (ACK)	318
4 Programs Organized by Other Sections	90

Websites

Number of Visitors to Korean Website	38%	150,293
Number of Visitors to English Website	62%	
Number of Page Hits to Korean Website	14%	1,199,204
Number of Page Hits to English Website	86%	

Electronic Outreach

E-infoUSA	Recipients	50,500 (12 Items)
Article Alert	Recipients	6,880 (26 Items)

Reference Services

Research Reference	69 Inquires
Quick Reference	449 Inquires

Circulation & Foot Traffic Counter Report

Total Members Enrolled	1,122
Total Library Users	379
ACK Foot Traffic Counter Numbers	IN: 4,454 OUT: 4,281

MOU Partners (75)

DRS Members (6,556)

General ACK Visitors, Programs and Program Attendees in April

- **605 visitors** visited ACK (2,860 visitors in last month)
- **14 programs** (ACK & Other Sections) held at the ACK (15 programs in last month)
- **408 program participants** attended (2,802 attendees in last month)

ACK Programs in April

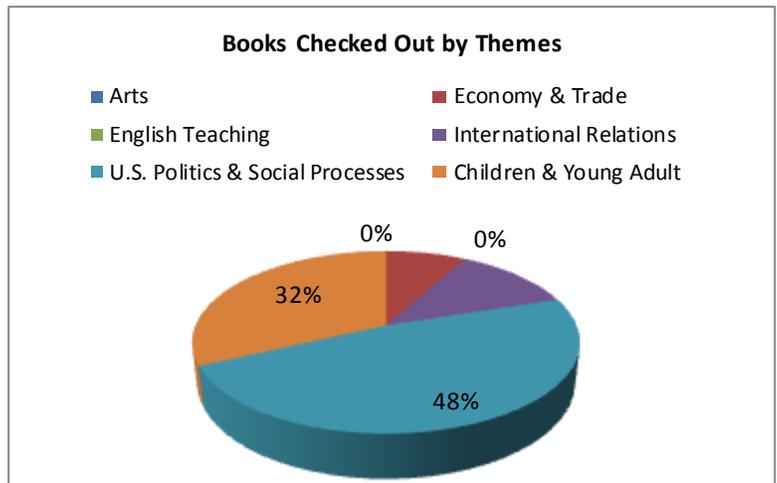
- **10 programs** were organized by ACK (11 Programs in last month)
- **318 participants** attended ACK program (2,677 Attendees in last month)
- **5 - Core Programs**
 - * **English Language Learning:** 7 programs and 290 participants
 - * **Education Advising:** 2 programs and 115 participants
 - * **Alumni Activities :** 6 programs and 230 participants
 - * **Cultural Programs:** 2 programs and 80 participants
 - * **Information About the U.S.:** 7 programs and 290 participants / 1 virtual programs and 70 participants

Others Sections' Programs/Trainings at the ACK in April

- **4 Program/Training** organized by other sections with **90 participants** (4 programs/trainings with 125 participants in last month)
 - * CAO program with 30 participants / RELO program with 25 participants

ACK Circulation in April

- Total **1,163** membership enrollment
- **41** new members enrolled (30 members in last month)
- **105** patrons visited ACK (197 visited in last month)
- Collection Status
 - * **6,612** circulating books
 - * **1,032** circulating DVDs
 - * **863** circulating World Net DVDs
 - * **105** circulation periodical/newspaper
 - * **17** circulating audio books
- Circulation Check Outs
 - * **25** books checked out
 - * **22** DVDs checked out



General Public Service in April

- **Opening Hours:** 9:00 a.m. ~ 6:00 p.m. (Monday through Friday, except holidays)
- **22** opening days (21 days in last month)

Jazz Program Brings Korean Youth to American Center



Seoul, April 21 - ACK Seoul hosted its first EducationUSA Fair with twenty-five U.S. university representatives and over a hundred prospective Korean students. The four hour program included presentations on studying in the United States, exhibition tables, and personal consultations for students to talk with university reps. As part of the Embassy's ongoing Education Diplomacy, this university fair helped connect Korean students with U.S. schools and promote U.S. higher education. Per capita, Koreans compose the largest group of foreign students in the United

Window on America Site Attracts Over 360,000 Page Hits in March

Seoul, April 11 – PA Seoul's Digital Window on America (D-WoA), a virtual Window on America that contains more than 140 IIP publications in an electronic version both in English and Korean, is one of the most popular pages on Embassy Seoul's website, averaging nearly a hundred thousand views each month. Among the top twenty most popular page views on the Embassy website, fourteen were from the D-WoA in March 2014. Indeed, last month, there were 360,345 page views or downloads. The top five most downloaded titles are: "Democracy in Brief" (117,123 downloads), "American Popular Music" (83,331 downloads), "Outline of the U.S. Legal System" (28,052 downloads), "About America: How the U.S. is Governed" (24,471 downloads), and "Outline of U.S. History" (21,247 downloads). PA's American Spaces web team made this by optimizing search engine results for IIP publication titles to be more visible on Google searches, and by posting a D-WoA link banner on the three American Corner library homepages. IIP Publications in PDF are available via our Embassy website at: http://seoul.usembassy.gov/pub_ewoa.html.



ACK Connects Youth Coordinators and American Exchange Students



Seoul, April 11 - In commemoration of Global Youth Service Day, ACK's youth council members (Youth Coordinators) gathered at the American Center Korea to exchange views with American students residing in Korea. Fifty students participated in the three hour program, including a presentation on volunteerism and leadership by American Spaces Director Borchien Lai. The Korean and American students had a lively discussion about the benefits and challenges of studying abroad, and continued the discussions informally after leaving our Center.

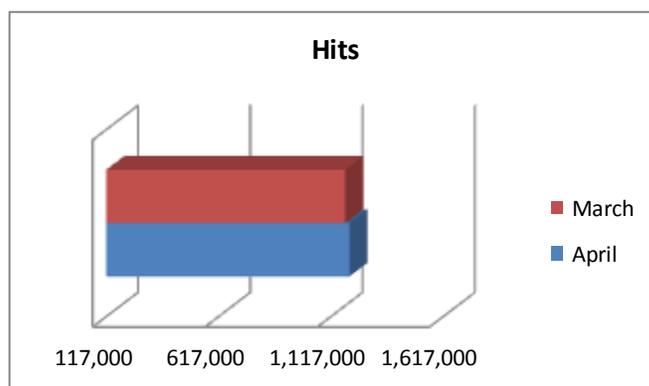
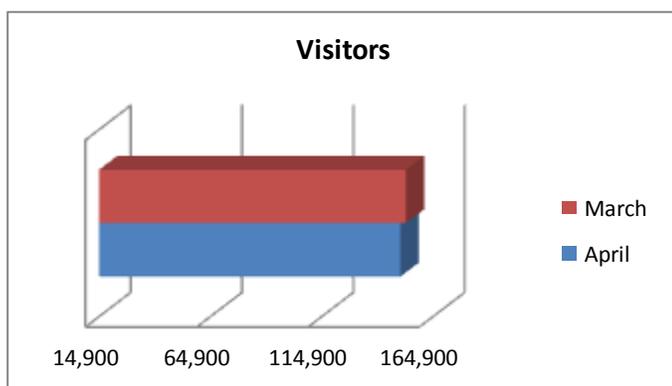
Korean Youth Learn About Earth Day through Film

Seoul, April 18 – ACK screened "No Impact Man" at its monthly American Cinema Evening (ACE) program to commemorate Earth Day. Consular Officer Michael Mitchell moderated a lively discussion with 20 Korean university students about engagement and community action to protect the environment at the local, national, and global levels. The ACE program is a monthly program that draws students to the American Center Korea to learn about U.S. ideals and practice English.



Embassy Website Traffics in April

- Total number of website visitors to Korean website is **56,405** (52,181 in last month)
- Total number of website visitors to English website is **93,888** (100,592 in last month)
- Total number of page hits to Korean website is **171,821** (180,041 in last month)
- Total number of page hits to English website is **1,027,383** (1,001,256 in last month)
- **Average** of 5,010 visits and 39,973 hits to the Embassy website per day



- **Visitors** are counted when there is a visit to a site. A visitor who revisits the site within a 24 hours are not counted.
- **Hits** are counted when a visitor views a page. Each page that visitor goes to is counted as an individual hit.

Outreach Website Traffic in April

- Received 3,474 visits and 10,655 hits to the **Info-pediaUSA** website (2,351 visits and 7,540 hits in last month)
- Received 121 visits and 302 hits to the **Kids Website** (139 visits and 765 hits in last month)
- Received 506 visits and 1,093 hits to the **American Corner** Website (568 visits and 1,253 hits in last month)



American Corner
<http://americancorners.or.kr/>



Info-pediaUSA
<http://infopedia.usembassy.or.kr>



Kids Website
<http://kids.americancorners.or.kr/>

Busan APP Website Traffic in April

- Total number of hits to Busan APP English Website is **6,032**.
- Total number of hits to Busan APP Korean Website is **3,465**.

