

**EIGHTEENTH SEMIANNUAL REPORT ON  
EDUCATIONAL EXCHANGE ACTIVITIES**

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**LETTER**

**FROM**

**CHAIRMAN, UNITED STATES ADVISORY  
COMMISSION ON EDUCATIONAL EXCHANGE**

**TRANSMITTING**

**THE 18TH SEMIANNUAL REPORT ON THE EDUCA-  
TIONAL EXCHANGE ACTIVITIES FOR THE PERIOD  
JANUARY 1 THROUGH JUNE 30, 1957, PURSUANT TO  
PUBLIC LAW 402, 80TH CONGRESS**



**AUGUST 27, 1957.—Referred to the Committee on Foreign Affairs  
and ordered to be printed**

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**UNITED STATES  
GOVERNMENT PRINTING OFFICE**



## LETTER OF SUBMITTAL

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DEPARTMENT OF STATE,  
THE UNITED STATES ADVISORY COMMISSION  
ON EDUCATIONAL EXCHANGE,  
*August 27, 1957.*

The Honorable SAM RAYBURN,  
*Speaker of the House of Representatives.*

SIR: The United States Advisory Commission on Educational Exchange submits herewith its 18th semiannual report on the educational exchange activities conducted under the United States Information and Educational Exchange Act of 1948 (Public Law 402, 80th Cong.) from January 1 through June 30, 1957.

This report fulfills the requirements of section 603 of the above-mentioned act, which states that this statutory Commission shall transmit—

\* \* \* to the Congress a semiannual report of all programs and activities carried on under authority of this Act, including appraisals, where feasible, as to the effectiveness of the programs and such recommendations as shall have been made \* \* \* to the Secretary of State for effectuating the purpose and objectives of this Act and the action taken to carry out such recommendations.

The membership of the Commission is as follows:

Rufus H. Fitzgerald, chancellor emeritus, University of Pittsburgh, Pittsburgh, Pa., Chairman;

Arthur H. Edens, president, Duke University, Durham, N. C., Vice Chairman;

Laird Bell, lawyer, member of the firm of Bell, Boyd, Marshall & Lloyd, Chicago, Ill.;

Arthur A. Hauck, president, University of Maine, Orono, Maine;

Anna L. Rose Hawkes, dean emeritus, Mills College, and president of the American Association of University Women, Orleans, Vt.

A duplicate copy of this report is being furnished the Senate.

Very truly yours,

R. H. FITZGERALD,  
*Chairman, United States Advisory Commission  
on Educational Exchange.*

(Enclosure: Advisory Commission's 18th semiannual report to the Congress.)



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**EIGHTEENTH SEMIANNUAL REPORT  
TO THE CONGRESS**

**BY THE**

**UNITED STATES ADVISORY COMMISSION ON  
EDUCATIONAL EXCHANGE**

**(JANUARY 1-JUNE 30, 1957)**

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## **EIGHTEENTH SEMIANNUAL REPORT TO THE CONGRESS OF THE UNITED STATES**

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This report covers the following major activities of the Commission for the period from January 1 through June 30, 1957.

### **I. MEETING WITH THE NEW ASSISTANT SECRETARY OF STATE FOR PUBLIC AFFAIRS**

At its May meeting, Mr. Andrew H. Berding met with the Commission. The Commission was impressed very much with Mr. Berding's views concerning the importance of our international exchange programs. His interest in these programs and the work of our Commission are most encouraging.

### **II. TERMS OF REFERENCE OF THE COMMISSION**

The terms of reference of the Commission were revised and adopted so that the official bylaws would reflect—

1. The Commission's appropriate role in connection with the increasing importance of cultural activities as an integral part of foreign relations and the broadened role of the Department in activities of an international cultural relations nature, insofar as such activities contribute to the objectives of Public Law 402.

2. The Commission's responsibilities as set forth in Public Law 860, 84th Congress, approved on August 1, 1956, an act to provide for the promotion and strengthening of international relations through cultural and athletic exchanges and participation in international fairs and festivals.

### **III. DESIGNATION OF DR. RUFUS H. FITZGERALD AS CHAIRMAN OF THE ADVISORY COMMITTEE ON THE ARTS (PUBLIC LAW 860, 84TH CONG.)**

Section 10 of Public Law 860, 84th Congress, an act to provide for the promotion and strengthening of international relations through cultural and athletic exchanges and participation in international fairs and festivals, created an Advisory Committee on the Arts—

consisting of a Chairman selected by the United States Advisory Commission on Educational Exchange from among its membership and nine other members appointed by the Secretary of State.

On January 16, 1957, the Commission designated Dr. Fitzgerald as Chairman of this Committee.

The other members of the Commission believed that the designation of Dr. Fitzgerald as Chairman of this Committee would assure strong leadership of the Committee because of his knowledge and experience

in this field. Chairman Fitzgerald, chancellor emeritus of the University of Pittsburgh, was director and professor of the school of fine arts and head of the department of history and appreciation of fine arts at the State University of Iowa from 1929 to 1938.

The functions of this Committee as set forth in section 10 are as follows:

(c) The Committee shall—

(1) advise and assist the United States Advisory Commission on Educational Exchange in the discharge of its responsibilities in the field of international educational exchange under the United States Information and Educational Exchange Act of 1948 as amended, with special reference to the role of the arts in such field;

(2) advise, assist, and cooperate with such Commission in the discharge of responsibilities under the cultural presentations program authorized by and financed under this Act, insofar as such program contributes directly or indirectly to the objectives of the United States Information and Educational Exchange Act of 1948, as amended;

(3) advise the President in the discharge of his responsibilities under the cultural exchange program authorized by and financed under this Act;

(4) advise the Secretary of State concerning cultural activities whenever the Secretary considers it necessary to enable him to formulate policies for carrying out the purposes of the United States Information and Educational Exchange Act of 1948, coordinating the exercise of its functions under paragraph (1) of this subsection; and

(5) provide such other advice and assistance in carrying out this Act as may be necessary or appropriate.

The provisions of Public Law 860, section 10 (f), also provide that staff and secretarial services for the Committee shall be provided by the departmental staff of the United States Advisory Commission on Educational Exchange.

#### IV. ASSIGNMENT OF DONALD B. COOK TO THE POSITION OF STAFF DIRECTOR TO THE COMMISSION

The Commission at its May 1957 meeting recommended that Mr. Cook be assigned as Staff Director for the Commission. Mr. Cook will work closely with the Commission in carrying out its responsibilities set forth by law providing the necessary staff services.

His experience with educational exchanges has included such assignments as Chief of Voluntary Programs Branch (IES), Chief of Youth Activities Division (IES), Chief of Special Projects Division (IES), and Acting Executive Secretary of the Board of Foreign Scholarships.

#### V. REPORT ON GEOGRAPHIC DISTRIBUTION OF AMERICAN GRANTEEES AND THE EXTENT OF THEIR ASSOCIATION WITH PEOPLE OF THE HOST COUNTRIES

The Senate Committee on Appropriations, in its report (No. 2034, 84th Cong., 2d sess.) concerning the Department of State's request for funds for international educational exchange activities for fiscal year 1957, said:

In approving the request it is the sense of the committee that there has been great lack of association by our American grantees with the local people of the country in which they are residing. Group concentration of grantees as practiced in some countries is not in keeping with the intents and purposes of the program and should be immediately eliminated. The committee requests the Department to report in writing before February 1, 1957, to the committee on the degree to which this recommendation is meeting compliance.

The Commission reviewed the report on American grantees abroad prepared by the Department of State for submission to the Senate Committee on Appropriations in compliance with its request.

At its January 15, 1957, meeting, the Commission endorsed this report and informed the Secretary of State in a letter dated January 15, 1957, that—

Two aspects of the program discussed in this report; namely, the geographical and institutional distribution of American grantees abroad and the extent of their association with the local people of the country in which they are residing, have always been of concern to the Commission. The objectives of the Smith-Mundt Act are certainly best realized by close contact between Americans and their foreign colleagues in as many institutions and localities overseas as possible.

The Advisory Commission believes that its views on these matters are accurately reflected in the above-mentioned report, and wishes to commend the Department for its thorough study. We are encouraged by the continuing efforts which have been made by all agencies concerned with the conduct of this program to achieve widespread distribution of American grantees and to promote close association with local people. We are also mindful of the need to continue and improve these efforts, and intend to keep such measures under constant scrutiny.

## VI. FOREIGN LEADER PROGRAM

On January 15, the Commission on Educational Exchange considered the question of increased per diem for foreign-leader grantees to observe, consult, or demonstrate special skills. Participants in this group will include, among others, supreme court justices, cabinet members, government ministers and parliamentarians, and business executives.

The Commission recommended that the per diem paid to leader grantees should be \$17, but that provisions should be made so that exceptions to this rate can be made when justified.

*Departmental reply (dated June 25, 1957)*

The Department of State accepted the recommendation of the Commission, and in its letter of May 17, 1957, to the Bureau of the Budget concerning per diem rates for its foreign-leader program, recommended that per diem rates for leader grantees be increased to \$17 with a provision for an increase not to exceed \$25 in exceptional circumstances.

Hearings were held at the Bureau of the Budget on June 3, 1957, and subsequent meetings were required culminating in the Department's revising certain aspects of its previous recommendation. The Department agreed, at the request of the Bureau of the Budget, to withdraw the request for exceptions to the \$17.

The Bureau of the Budget, in its letter of June 21, 1957, gave approval to the \$17 per diem for leader grantees.

## VII. APPRAISAL OF THE INTERNATIONAL EDUCATIONAL AND CULTURAL EXCHANGE PROGRAMS IN LATIN AMERICA

Mr. Laird Bell reviewed in person the operations of the exchange programs in Mexico, Ecuador, Brazil, Argentina, Chile, and Peru in order to obtain an evaluation of the effectiveness of these programs.

Mr. Bell's comments and recommendations have been reported to the other Commission members and to the officers of the Department of State directly concerned with the operation of the exchange programs.

In fulfillment of the Commission's responsibilities, a summary of the appraisal of the educational-exchange program in Latin America by Mr. Bell is therefore submitted to the Congress by the United States Advisory Commission on Educational Exchange:

#### 1. EDUCATIONAL-EXCHANGE PROGRAM A VALUABLE INSTRUMENT OF FOREIGN POLICY

The educational-exchange program in Latin America is a valuable instrument of foreign policy. It is being well administered by devoted public servants working under difficult conditions. It is making genuine progress in spreading an understanding of our beliefs and respect for them.

The only valid criticism is that the effort is too small for the task. For what is really a minor expenditure its influence is good and it is spreading steadily. In view of its small scope the question was asked repeatedly—is it like a drop of water in a bucket or is it solid enough to make the ripples radiate? From ambassadors down it was agreed that it was a genuine solid. *It should be expanded as rapidly as increased funds and personnel can be provided.*

Observations in general were completely in accord with those of Mrs. Hawkes and Chairman Fitzgerald as a result of their surveys of the programs in Europe and in the Far East and Near East countries last year. There are, however, some aspects of their recommendations that seem to warrant especial emphasis, in view of the particular situation in Latin America.

#### 2. EDUCATIONAL AND CULTURAL EXCHANGE ACTIVITIES IN RELATION TO INFORMATION ACTIVITIES

The separation between the information activities and the educational exchange activities authorized by the Smith-Mundt Act must be recognized as an accomplished fact. It must also be recognized that the information activities bulk larger, in terms of budgets and personnel, than the exchange activities, and further that it has seemed practical in foreign posts to conduct the exchange activities through a cultural-affairs officer on the staff of the Information Agency on a reimbursable basis, rather than through an additional officer appointed by the State Department for exchange purposes. The objectives of the exchange activities are long range and as a matter of principle should be divorced as far as possible from propaganda, and, in principle, operation of the exchanges through an officer primarily concerned with propaganda ought not to work. It is a tribute to the personnel that it seems in fact not to have worked badly.

A case can be made that the exchange and the information activities are to a degree complementary, or at least that exchange activities frequently lend themselves to effective publicity. An example can be found in the recent visit of the mayoress of San Juan, P. R., to the Argentine under the exchange officers. The mayoress proved to be a good speaker and a good advocate of the United States principles, and a genuine attraction to Argentine audiences. The press officers were able to publicize her and thereby increase her influence. The cultural officers with their knowl-

edge of places and audiences were able to arrange her itinerary to best advantage.

Another illustration can be found in the visit to Rio de Janeiro of a Yale professor who delivered some lectures on the use of electronics in the creation of stage sets. It would not appear to be a widely popular subject, but not only did advance publicity contribute to a good audience, but a major newspaper gave half a page to the text of the first lecture.

*(1) Cultural affairs officers promote exchange activities*

It seemed clear that cultural-affairs officers in general sincerely promote exchange activities and try to balance the needs of the two types of activity. But one must question whether the organization which places the cultural affairs officers under the public affairs officers facilitates the accomplishments of the objectives contemplated in the exchange provisions of Public Law 402. A particular kind of talent is probably called for to carry out the exchange program, and one cannot avoid the impression that public-affairs officers who are vigorous information officers are by temperament and training more interested in the more immediate and dynamic possibilities of information activities.

*(2) Status of cultural-affairs officers*

*This Commission has repeatedly urged that separate exchange officers, appointed by and responsible to the State Department, should be provided for. It is clearly an anomaly that the Department's policy should have to be carried out by officers trained in another and different philosophy. It has commonly been answered that the budget will not permit this. Yet in the larger countries of Latin America there is in fact at least one assistant cultural-affairs officer whose time is completely taken by exchange duties. At least in theory such an officer might be made a State Department appointee responsible through channels as such, and independent of the agency's public-affairs officer and cultural-affairs officer. It would seem, at any rate, that some way should be found to give more weight to the State Department's influence. This could possibly be done by the simple matter of titles, or some other device that would give the officer a feeling of being the representative of the Department and entitled to be heard as such. Some form of upgrading the position which would get some forceful representation might be considered.*

There was no evidence that the Department's views were not being adequately carried out, but it is human to have concern for the source of one's income and natural for the Department officials to be uneasy in thinking of the arrangement.

Much progress has been made in differentiating the fields of the two agencies, but some twilight zone cases are bound to occur, and some device that would give assurance to the Department might still further smooth relationships.

## 3. CULTURAL PRESENTATIONS PROGRAM

A second source of dissatisfaction in the field relates to the form of cultural presentations offered. There is uniform insistence that they should be first class or not presented at all. They should be aimed at two different types of audience. The intellectual or artistic offering should be made in Latin America with the realization that it will appear before a sophisticated and critical audience, which will know it at once if it is second rate.

The orchestra performances have been very successful, and of course Porgy and Bess. *But single artists must be "big names" and distinguished performers.* The criticism has been made that we do not aim our efforts sufficiently at the intelligentsia, who have an influence out of proportion to their number in Latin America, and who are very sensitive to any suspicion that they are being given something less than the best.

On the other hand what appeals to the masses are such things as athletic teams and coaches and this field should not be neglected. *Our competitors are aware of the value of a good football team. We should take advantage of our proximity to send more teams in basketball and track.*

University students are the leaders of tomorrow and should be a matter of primary consideration. It has been suggested that we should, for example, send United States student drama groups, perhaps with a repertoire. It is urged that they should speak in English entirely. The Latin American desire to learn English is consuming. The worst failure to date is said to have been the Tea House of the August Moon, done in poor Spanish.

## 4. SPECIALISTS PROGRAM

These same considerations apply to "specialists." *The cultural-affairs officers would rather have fewer specialists and better ones.*

At the intellectual level, such as the university faculties, high quality is especially important. Latin American cultural ties in the past have been with Europe and we cannot hope to hold our own with anything less than the best. Undoubtedly the lack of Spanish or Portuguese is thought to disqualify many eminent scholars, but returned grantees insist that this need not be true and that a scholar of real eminence with no language qualifications will be welcomed on all sides. Even if he cannot lecture he can be effective in conference and even in seminars.

## 5. TEACHER-TRAINING WORKSHOPS

Teacher-training workshops are another activity that has a radiating effect and should be encouraged (throughout the Latin American countries).

The workshop in Puerto Rico has the additional advantage of allowing participation without the necessity of the participants knowing English.

## 6. AMERICAN-SPONSORED SCHOOLS PROGRAM

The program of assistance to American-sponsored schools has operated for many years with great success in various Latin American countries.

It is believed that United States assistance to these schools should be encouraged and expanded. As hundreds of well trained graduates are turned out each year the influence is an expanding one.

The needs of the American-sponsored schools in Latin America vary greatly.

The Buenos Aires school with an enrollment of 500 needs funds for a building. The school board feels that if it could get a grant of \$250,000 it could raise the remaining \$150,000 necessary from the United States business community, although the United States colony there is not large. The Quito school, which enrolls almost 1,000, has built a fine addition to its plant but has no funds to furnish it adequately. However, in assuming that it is desirable to sustain and increase United States assistance to these schools, it is believed that the criteria of support should be periodically reviewed.

## 7. INTERNATIONAL EDUCATIONAL EXCHANGE SERVICE (IES) AND INTERNATIONAL COOPERATION ADMINISTRATION (ICA) RELATIONSHIPS

*Relations in the field between IES and ICA seemed to present no problems in the countries visited.* There is no ICA in Argentina yet. In the other countries evidently the personal relations are good and communication and cooperation easy. Rules are less important when personal relations are good and not much use when they are not.

## 8. FOLLOWUP PROGRAM

*The followup is apparently well carried out in most countries.* In Rio an attempt is made to keep in touch with returned grantees, largely by keeping them active in the binational centers. In Quito an "alumni" group meets periodically with the alumni of other United States institutions. In Buenos Aires there is a formal alumni organization. This began 8 years ago and now numbers about 800. The moving spirit in this is an MIT alumnus; the MIT alumni are the largest group and meet regularly as such.

## 9. RETURNED GRANTEES

In most of the countries visited some returned grantees were interviewed. These were naturally the most friendly and satisfied ones, but assurance was given that there were many others of the same opinion, and that was a very high one. These included a sociologist professor in the University of Buenos Aires, a librarian, an attorney general, several lawyers, an architect. The wife of one grantee, on her return, prepared 62 little talks about various features of life in the United States which she gives at schools, clubs, and the like. *More effective work for increased understanding of the United States is hard to imagine.*

*The grantees interviewed had only one complaint—the stipends are inadequate for maintenance in the United States. This is of course a common complaint, but it is a real one. Leaders get a larger stipend, but that, too, is inadequate. In the larger cities it means using second-class hotels and scrimping on meals. It is absurd to bring people to the United States as a compliment and treat them in a niggardly fashion. It is not only a question of money, either. Instances of leaving distinguished guests unattended or shoddily looked after are too common to be disregarded. Particularly with respect to political leaders it is the State Department's responsibility—inadequate planning and entertainment, of which there are many instances, do damage that offsets any benefits of the invitation.*

#### 10. REGIONAL CONFERENCE AT LIMA

The Regional Conference of Exchange Officers at Lima was a very fruitful meeting. The men and women from the field had a chance to get answers to their questions and the Washington staff undoubtedly learned a great deal and got many valuable suggestions. I was impressed with the high quality of the field people—they seemed not only very competent but almost a dedicated group.

