

Nov 04, 2016 by **CPD Blog Manager**

## **Recent Blogs of Note** <sup>[1]</sup>

### **CPD Blog Manager: Naweed Lemar**

*CPD Blog Manager's Note: Here at the USC Center on Public Diplomacy, we encourage individuals to write about the effects of public diplomacy around the world. Public diplomacy, traditionally the purview of governments, has grown and branched out and is now being conducted by a variety of actors. In an effort to share with our readers a larger set of public diplomacy-related material, the CPD Blog is producing a periodic column, "Recent Blogs of Note." This column will feature blogs from a number of institutions and individuals. If you are interested in having your blog featured in Recent Blogs of Note, please email [cpd@usc.edu](mailto:cpd@usc.edu) for more information.*

### **World Learning Partners with AMIDEAST to Strengthen Mideast English Teaching**

An interesting new blog post from the U.S. Center for Citizen Diplomacy discusses World Learning's recent partnership with America-Mideast Educational and Training Services, INC. (AMIDEAST). Through this partnership, World Learning, a non-profit organization that provides education, exchange, and development programs, will offer their internationally recognized Professional Certificate in English Language Teaching (PCELT) program to teachers across the Middle East and North Africa. Carlos Sosa, the World Learning education director, highlighted the importance of the project when he stated that "while English is increasingly seen as a necessary skill to get ahead economically, high-quality English teaching was once only available to elite private language schools, World Learning is proud that, through this partnership, we will be able to work with local public school teachers and universities to make quality instruction available to all of the regions youth." World Learning's initiative with AMIDEAST demonstrates both the importance of a language teaching and training programs which provide valuable skills to a target audience and directly outreach to the youth populations. This model of a public diplomacy program, developed and conducted by two NGOs, provides a valuable service to a foreign public while at the same time shares and imparts American values to the audience it is reaching. The World Learning and AMIDEAST partnership program is an example of public diplomacy which should be replicated.

### **'Lets' Win Juarez' Event A Success for Partners of the Americas**

Another interesting blog post from the U.S. Center for Citizen Diplomacy reveals that the Partners of the Americas recent program, "A Ganar Juarez" (Let's win Juarez), a program implemented in Ciudad Juarez, Mexico had the goal of helping young adults, find jobs and develop entrepreneurial skills. Of the 685 teenagers that participated, 75 have internships, 60 have found a job, 109 are continuing academic studies and 335 participants are still a part of the "technical capacitation" component of the program. By many measures, this public diplomacy program is a success. Partners of the Americas, with their headquarters in Washington D.C., mission is to connect individuals, volunteers, institutions, businesses, and

communities to serve and to change lives through lasting partnerships. Similar to the World Learning's initiative with AMIDEAST, this undertaking by Partners of the Americas emphasizes the significance of providing useful skills to a target audience and the importance of incorporating the youth in a public diplomacy campaign whenever possible.

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