

CPD BY THE NUMBERS: FY17-18

Since 2003, the USC Center on Public Diplomacy (CPD) has been a recognized leader in research, analysis and professional education with a reputation as the most comprehensive resource on public diplomacy, cultural relations and global engagement. CPD is building the field of public diplomacy into a strong and sustainable facet of international relations grounded in academic theory with an emphasis on practical application. The following is a numerical overview of CPD's accomplishments from July 1, 2017 through June 30, 2018:

RESEARCH & PUBLICATIONS

- 6 CPD Research Fellowship projects
- 3 High-level research outputs, including co-releasing the Soft Power 30 Index & Report and papers on Public Diplomacy as America's Best Foreign Policy Tool and California's Subnational Diplomacy via Climate Governance
- 2 grant-funded research projects totaling \$79,244
- 132 CPD Blogs from 70+ contributors on topics ranging from countering disinformation to the value of international exchange
- 62 CPD features, including CPD 360, Q&A, This Week in PD, Meet the Author, PD Digital, In the Works
- 53 Multimedia stories featured in PD Hub

GLOBAL NETWORKS

- 34 CPD Faculty Fellows across 5 countries
- 197,373 website visits
- 1.9M Twitter impressions
- 11,900 Twitter followers
- 14.6% growth in Facebook followers
- Digital traffic from 209 countries

PUBLIC ENGAGEMENT

- 18 events in Los Angeles featuring 37 speakers and 15 moderators from 4 countries, most with live-streaming
- 1 event in Oklahoma and 3 international events (Prague, Netherlands, South Africa)

PROFESSIONAL EDUCATION: TRAINING TODAY'S PRACTITIONERS FOR TOMORROW

- 40 mid-career participants in CPD Summer Institute in Public Diplomacy and CPD Mini-Course
- 9 countries represented at Summer Institute 2018 (Australia, Denmark, India, Israel, Norway, Qatar, Sweden, Ukraine, United States)
- 4 countries represented at CPD Mini-Course 2017 (Canada, Japan, Turkey, United States)

STUDENT ENGAGEMENT: SUPPORTING THE NEXT GENERATION

- 18 interns worked 3,500 hours
- 2 CPD Summer Associates working at the Los Angeles Mayor's Office of International Affairs and the U.S. Advisory Commission for Public Diplomacy
- 2 CPD Dissertation Grants awarded at \$2,500 each
- 2 issues of *PD Magazine*, student-run publication on *City Diplomacy* and *Border Diplomacy*
- 1 APDS Student Conference with 12 speakers representing 3 countries
- 1 CPD Best Student Paper Prize awarded for *Improving Free Trade Between Sub-Saharan Africa & the United States: the Current Agreement, Potential Solutions & Public Diplomacy Strategies*