

EAST-WEST CENTER BOARD UNVEILS NEW STRATEGIC PLAN

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Culminating more than a year of stakeholder consultations and in-depth discussions, at their August meeting, the Board of Governors adopted a Strategic Plan for 2005-2010. The new plan distills the organizational mission and vision statements and develops six strategic directions to help guide the Center's work over the next five years. It anticipates increased emphasis on tracking progress toward specific outcomes, and increased communication and outreach efforts designed to strengthen the Center's profile and identity.

The Strategic Planning Committee, led by Board Chairman Roland Lagareta and Board Vice Chair Miriam Hellreich, recognized the importance of reaching out to the Center's many constituencies to better understand the diverse perceptions and expectations of the Center. After months of convening focus groups, conducting interviews, and analyzing survey data, the Strategic Plan took shape, blending stakeholder input, emerging global issues, and the Center's core strengths.

The plan calls for an expansion of the Center's collaborative research activities to include a new emphasis on educational policy and human rights issues. A small, high quality core staff, will be maintained while drawing on the best talent throughout the world to provide additional expertise. The Strategic Plan also calls for the Center's education and seminars program to cultivate



leadership capacity in the Asia Pacific region through strengthening the region's human resource base.

The Research and Seminars Programs, together with the Pacific Islands Development Program and East-West Center Washington, will work toward "strengthening regional cooperation by advising, promoting, and supporting regional institutions." The Plan calls for active facilitation of regional dialogue and enhanced research support for regional institutions, including intergovernmental bodies, non-governmental research networks, and professional organizations.

MISSION

The East-West Center contributes to a peaceful, prosperous, and just Asia Pacific community by serving as a vigorous hub for cooperative research, education, and dialogue on critical issues of common concern to the Asia Pacific region and the United States.

Collaborative Research

GOAL

To advance knowledge and understanding of important issues affecting the region and the United States and contribute to their solution through collaborative research.

Leadership Capacity

GOAL

To provide quality education for leaders of the region, current and future.



Another emphasis of the Plan is conflict reduction and resolution. Targeted programs in the new Plan address particular conflicts and build the analytical capacity to better prevent, manage, and resolve conflicts. EWC activities that promote understanding of Islam in Asia and relations between Islamic and other communities will also be expanded.

The final programmatic goal highlights the important role the EWC must play in preparing the United States for an era of growing Asia Pacific prominence. Initiatives in this area include: EWC programs in Washington, D.C. for government staff and policy makers; public outreach efforts to mainland U.S. cities through East-West Seminars; and programs to encourage faculty and curriculum development in U.S. colleges and secondary schools.

In addition to these five program goals, there is an organizational goal — that is one of strengthening the East-West Center’s institutional capacity and outreach. The Plan explicitly references the development of an

integrated resource development strategy, aimed to diversify and buttress the overall base of support. It is also expected to further internationalize the Center through the establishment of branch offices outside the United States. Additional action steps in the plan call for the improvement of the Center’s facilities and technology.

Since its establishment by the U.S. Congress in 1960, the East-West Center has worked diligently to strengthen understanding and relations between the peoples of the United States, Asia, and the Pacific. It has fulfilled this purpose by providing opportunities to participate in cooperative study, training, and research designed to contribute to a more peaceful, prosperous, and just Asia Pacific community, with the United States as a committed and valued partner. The new Five-Year Strategic Plan does not change the focus or mission of the East-West Center, rather it enhances it. It is a map for the Center to follow over the next five years and will open up opportunities that will have a direct positive bearing on the Center and its mission.

Institution Building

GOAL

To act as a catalyst and supporter of Asia Pacific cooperation and institution building.

Conflict Resolution

GOAL

To play a key role in preventing, moderating, and resolving conflicts and tensions in the region.

U.S. Engagement in the Region

GOAL

To play a leading role in preparing the United States for an era of growing Asia Pacific prominence.

The Center as an Institution

GOAL

To accomplish its mission, the East-West Center will continue to strengthen its institutional capacity and create greater public awareness of its mission, programs, and impact.