



# “Defining a Need for Soft-Power Tools”

Ed Smith  
Director,  
APCSS



# APCSS Mission and Vision

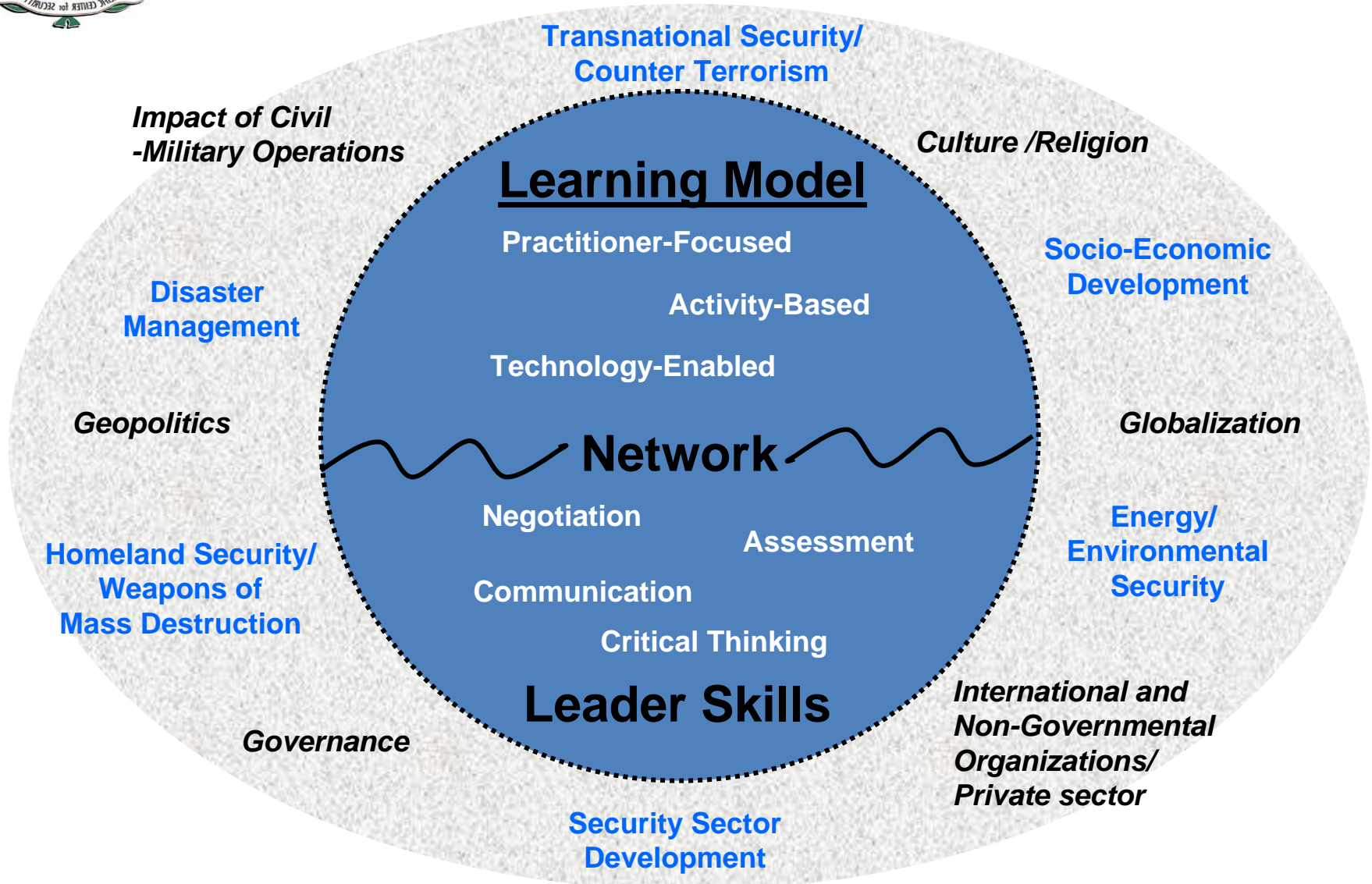
**Mission:** To educate, connect, and empower security practitioners to advance Asia-Pacific security.

**Vision:** Setting the standard for innovative international executive education and leader/organizational development which advancing multi-national security cooperation and capacity-building.

- ✓ **Venue of choice** for security-cooperation education
- ✓ **Sought-after facilitator** of security solutions
- ✓ **Catalyst** for leader and organizational capacity-building
- ✓ **Key node** within the security-analysis and strategic-understanding community
- ✓ **Connector** of communities of expertise and influence



# Security Environment - Focus Areas





# Formal Relationships

## OSD

- Policy Guidance and Oversight
  - South Asia
  - Asian and Pacific Security Affairs
- Regional Centers
  - APCSS
  - GCMC
  - NESAC
  - CHDS
  - ACSS
  - Global Center

## DSCA

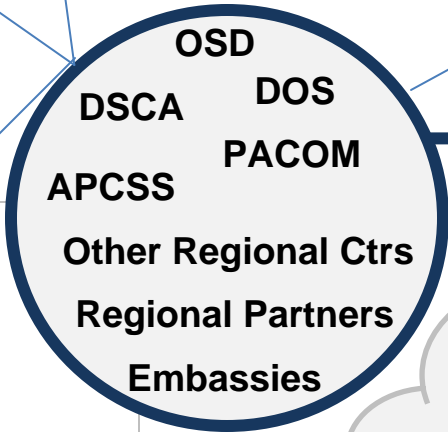
- Executive Agent
  - Programming/Budget
  - Personnel
  - Administrative
  - Logistics
  - Mission Support

## DOS

- Country Team
  - EAP and SA
- USAID
- SCRS

## PACOM

- Operational Control
- Memorandum of Understanding
  - Personnel Security Services
  - Command Support
  - Administrative
  - Information Assurance
  - Civilian Personnel Services
  - Secure Comms, Equipment and Services
  - Civilian and Military Authorizations
  - Military Personnel Support



## APCSS

### Building Partnership Capacity

- 4700+ Alumni
- 45 Alumni Associations
- “Expanding/Modernizing”



# Informal Relationships



University of Hawaii  
Disaster Management



NDU



Pacific and Asia  
Affairs Council



United Nations

SPP

State Partners (TAG)



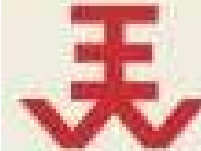
Pacific Disaster Center



NPS



Maui High  
Performance  
Computer Center



East-West Center

**Alaska/Mongolia**  
Focus: Civ-Def

**Washington/Thailand**  
Focus: Port Security

**Oregon/Bangladesh**  
Focus: Civ-Mil/HADR

**Hawaii/Indonesia**  
Focus: Civ-Def/HADR

**Guam/Philippines**  
Focus: HADR

**Idaho/Cambodia**  
Focus: Peace Keeping

**Future Partners**  
- Tonga, Sri Lanka,  
Vietnam and Oceania



Center of Excellence



Service SSC



Pacific Forum Center  
for Strategic and  
International Studies



Hawaii National Guard



## Soft Pwr + Hard Pwr = Smart Pwr

“We must use what has been called smart power: the full range of tools at our disposal—diplomatic, economic, military, political, legal, and cultural—picking the right tool, or combination of tools, for each situation.”

Secy of State H. Clinton



# Soft Power Tools State of Affairs

**A soft power arms race?**



# Soft Power Tools State of Affairs

**If we do have a “race,” what to do?**





# Soft Power Tools

**How do we know we're successful?**



# Soft Power Tools

**The APCSS educational experience:  
“Empower.”**



# Soft Power Tools

**The APCSS educational experience:  
“Connect.”**



# Soft Power Tools

## The APCSS educational experience: Capacity building.

