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UNCLASSIFIED
CLASSIFICATION

PROJECT EVALUATION SUMMARY (PES) - PART I

Report Symbol U-447

1. PROJECT TITLE Clearinghouse on Development Communications			2. PROJECT NUMBER 931-0925	3. MISSION/AID/W OFFICE DS/ED
5. KEY PROJECT IMPLEMENTATION DATES			4. EVALUATION NUMBER (Enter the number maintained by the reporting unit e.g., Country or AID/W Administrative Code, Fiscal Year, Serial No. beginning with No. 1 each FY) <u>90-265</u> <u>11/1/80</u>	
A. First PRO-AG or Equivalent FY _____	B. Final Obligation Expected FY _____	C. Final Input Delivery FY _____	<input checked="" type="checkbox"/> REGULAR EVALUATION <input type="checkbox"/> SPECIAL EVALUATION	
6. ESTIMATED PROJECT FUNDING			7. PERIOD COVERED BY EVALUATION	
A. Total \$ 607,694			From (month/yr.) <u>11/1/77</u>	
B. U.S. \$ "			To (month/yr.) <u>12/11/79</u>	
			Date of Evaluation Review <u>12/11/79</u>	

B. ACTION DECISIONS APPROVED BY MISSION OR AID/W OFFICE DIRECTOR

A. List decisions and/or unresolved issues; cite those items needing further study. (NOTE: Mission decisions which anticipate AID/W or regional office action should specify type of document, e.g., airgram, SPAR, PIO, which will present detailed request.)	B. NAME OF OFFICER RESPONSIBLE FOR ACTION	C. DATE ACTION TO BE COMPLETED
Design follow-on contractual services for competitive procurement to be implemented as soon as possible. RFP, evaluation; and negotiation of contract have been completed. Execution of the contract is scheduled for 3/1/80 start up.	R. SanGiovanni	1 March 1980

9. INVENTORY OF DOCUMENTS TO BE REVISED PER ABOVE DECISIONS			10. ALTERNATIVE DECISIONS ON FUTURE OF PROJECT		
<input type="checkbox"/> Project Paper	<input type="checkbox"/> Implementation Plan e.g., CPI Network	<input type="checkbox"/> Other (Specify) _____	A. <input type="checkbox"/> Continue Project Without Changes		
<input type="checkbox"/> Financial Plan	<input type="checkbox"/> PIO/T	<input type="checkbox"/> Other (Specify) _____	B. <input type="checkbox"/> Change Project Design and/or		
<input type="checkbox"/> Logical Framework	<input type="checkbox"/> PIO/C		<input type="checkbox"/> Change Implementation Plan		
<input type="checkbox"/> Project Agreement	<input type="checkbox"/> PIO/P		C. <input type="checkbox"/> Discontinue Project		

11. PROJECT OFFICER AND HOST COUNTRY OR OTHER RANKING PARTICIPANTS (AS APPROPRIATE) (Names and Titles)		12. Mission/AID/W Office Director Approval	
Clifford Block, Assoc. Director, DS/ED for Development Communications		Signature: <u>David Soragan</u>	
Raymond SanGiovanni, Project Manager		Typed Name: <u>David Soragan, Director, DS ED</u>	
		Date: <u>11/2/80</u>	

PROJECT REVIEW INFORMATION

December 11, 1979

Clearinghouse on Development Communications (CDC)
Project No. 931-0925, Educational Technology: Field Support
Contract No. AID/ta-c-1381, Academy for Educational Development

Purpose: This reports a Management Review conducted December 11, 1979, as a terminal review of Contract No. 1381 which runs from January 1, 1977, through February 29, 1980, total funding \$607,680.

Background: The Clearinghouse on Development Communications (Contract C-1381) represents three years and two months of informational services which followed an earlier Information Center on Instructional Technology (ICET) contract (C-1506) which began in October 1973. A field evaluation of the Clearinghouse was conducted June 16, 1978, recommending continuation of services with strengthened and broadened activities. Project Evaluation Summary (PES) is attached.

A competitive request for procurement (RFP No. AID/DSPE-1012) was issued August 8, 1979, leading to a negotiated award to the Academy for Educational Development for a new contract under Project 931-1231 for a three year period scheduled to begin March 1, 1980.

This Management Review thus represents the termination of a completed contract for ongoing services which can be traced back to recognized needs in 1971. It is seen in the context of ongoing needs and strengthened services based on field review and competitive procurement.

Objectives and Accomplishments: Address information needs of AID offices and their immediate counterparts regarding the application of communication technology to development problems. Emphasis shall be placed upon problem solving rather than upon media and methods of communication.

1. Identification of the best points of contact within AID and counterpart organizations.
2. Identification of key development problems within and between sectors as seen by officers of DSB (TAB).
3. Development of a brief strategy statement on the role of communications within sectors and on communication as a means of integrating efforts undertaken in various sectors.

Based on interviews with AID officials, reviews of available documentation, and extended discussions with DS/ED staff, a strategy statement was prepared and accepted. The focus of informational activities should be placed on the needs of the mission staffs and their counterparts. Recognizing limitations of the questionnaire method and the limitations on travel for first-hand field observation, project efforts have been limited to increasing awareness of field orientation and the continuing study of field responses to ongoing informational issuances.

4. Project Profiles on specific applications of communication technology to development problems at the rate of 32 per year will be developed, authenticated, and disseminated.

A total of 71 Project Profiles has been published as of December 1979. This number is less than the estimated annual rate of 32 per year for two reasons. First, the third year, 1979, consisted of a series of short extension periods with activities held to a minimum of servicing information requests pending resolution of the approved contracting plan. Second, DS/ED recognized with the CDC staff the diminishing number of residual significant projects deserving of profile treatment. This trend is evident in the requirement for the production of only 10 selected profiles per year in the follow-on contract.

Distribution has been made to over 300, both in AID/Washington and to all AID Missions and LDC organizations. (In addition, selected target sets of profiles have been assembled and distributed to seminar and workshop groups.)

Reports indicate that the Project Profile approach has been well received, well read, and favorable to communication project development. The format of this profile, a systematic two page summary, has been copied by other organizations as a quick reference approach for planners who are normally inundated with literature and reference lists. On average, profiles take no more than five minutes each to read but provide a reasonably clear picture of a project, a sense of its strengths and failings, and lead to sources of more detailed and analytic information.

Drafts of each profile are sent to the project report writers and evaluators for edit and update. All corrections and suggestions are incorporated into the final copy.

We conclude that the Project Profile approach has been highly successful in information dissemination as planned. In addition, the selective assembly of profiles to meet specialized interests of seminars by sector or proposal illustration, as in the case of the Rural Satellite Project, has been a welcomed advantage.

5. State of the Art Reviews covering the use of communications methods for development:

No. 9 Mtu Ni Afya: Tanzania's Health Campaign, Budd L. Hall, was issued in June 1978.

No. 10 Satellite Applications for Public Service - this editing and publishing function was dropped from the amended statement of work for 1978.

6. Newsletter quarterly production:

Development Communication Reports (DCR) cover communication issues and problems with a thematic core as well as specific applications of communication technology. DCRs have grown from a six page newsletter to a sixteen page publication with improvements in format, prose style, and editorial policies to attract and satisfy a more sophisticated, policy level audience.

Changes include in-depth analyses of field activities, regular columns, dedication of half of each issue to the same or related theme, elimination of technical jargon, reduction of staff editorial comment, and sparing use of photographs and illustrations. Alternative issues are devoted to communication within a particular sector and to communication and media issues.

DCR's distribution list is about 7,500 of which approximately 60% are overseas, 500 to AID mission personnel. Additional copies are used for distribution to visitors, special inquiries, and conferences.

An analysis of the first 300 responses to a questionnaire sent out in April 1978 indicated that

- o over 50% are planner/policy makers;
- o primary interest is education or cross-sectoral problems;
- o they read DCR selectively and share it widely;
- o they use DCR's information largely as a source of new leads, and in informal discussions with colleagues;
- o they want a serious, no-frills publication which deals primarily with major issues and applications;
- o they believe overwhelmingly that DCR is useful.

7. The document awareness list has been discontinued on DS/ED recommendation as being of limited value to the field. The resources required can be of more value in the special report preparation.

8. References services in the answering of inquiries and

9. Maintenance of the Clearinghouse collection of documents are regarded as essential basic services.

Typically, the Clearinghouse receives four or five visitors a week, half of whom are U. S. residents, many are foreign students studying communications. Staff time is spent in discussion to develop visitor needs and to suggest resources. Visitors may spend hours in the CDC stacks taking notes or copying materials.

The Clearinghouse actively supports a continuing interchange with other information centers and communication professionals to utilize specialized resources and avoid duplication.

The collection of over 9,000 books, pamphlets, fugitive reports, and periodicals is organized primarily by subject and cross-referenced by country.

10. Seminar support is provided by staff participation in the planning and designing of materials for AID-requested development communication seminars.

This role also provides opportunity for field participation in information use and evaluation of needs. A recent example was the cooperative planning and provision of materials for a 1979 summer workshop in Washington, "Communication and Rural Development" conducted by Stanford University under contract for DS/ED.

CONCLUSIONS:

The Clearinghouse on Development Communications project has been highly successful in meeting a broad array of objectives as planned. Products are of high quality, and they are delivered on schedule. Both professional and management services have been of outstanding quality, timeliness, and responsiveness to the special requirements of DS/ED. The special support services developed on request for seminars, workshops, foreign visitors, and AID staff preparing for field assignments represent an outreach and articulation with AID programs beyond the basic contract requirements.

The Academy for Educational Development staff is to be commended for a difficult set of tasks well done.