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PDAAH-348-B1

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PROJECT SUMMARY - GENERAL TECHNICAL SERVICES

Title: Training in Systems of Evaluation

Project Number: PIO/T 931-11-580-842-73-3194066 Contract No.: AID/csd-2251

Contractor: University of Chicago

Name of Contract Representative: Professor Donald J. Bogue

Project Monitor: TA/POP/M, Milton D. Lieberman

1. Project Goals and Justification

Managers of family planning programs and officials of LDC's seeking to introduce such programs must have reliable evaluation components which will: (a) measure progress toward the goal of lowering fertility rates; and (b) provide a steady flow of information required to develop and improve family planning programs. This project aims to provide methodology by means of workshops and seminars to selected nationals so that the necessary information and techniques for installing and operating evaluation/improvement systems would be presented. Fertility or segments of national family planning programs are involved in the evaluation procedures and, consequently, it is imperative that substantive and professional instruction be offered as a regular and systematic activity. The Community and Family Studies Center of the University of Chicago which is directed by Professor Donald Bogue, a well known sociologist/demographer, has had considerable experience in preparing appropriate materials, course outlines, and other instructional papers and has put together an instructional staff able to present workshops in selected areas of the world. During the three-year contract period, regional and national workshops are being offered in consonance with the requirements of the countries involved and in coordination with other organizations with related interests. During the period January 26-February 20 the first workshop was held in Seoul, Korea. This workshop was sponsored jointly by the Ministry of Health and Social Affairs, National Government of Korea, by A.I.D. and by the University of Chicago. In addition, other elements of the Korean Government cooperated as did the Population Council through its representatives in Seoul. About thirty-five Koreans from a number of different organizations attended the workshop. Most of these were specifically involved in family planning evaluation work or had another direct interest in family planning programs. A number of international participants also were included in the workshop. These came from the following countries: Malaysia, India, Thailand, Indonesia, Chile, Turkey and the United States. A number of A.I.D. Population Officers also attended. These came from Turkey, Thailand, East Pakistan, and the Philippines. AID/W was represented by the project monitor, Milton D. Lieberman and by Mr. Robert Bush, TA/POP/AED. The USAID mission in Korea was greatly involved in preparations and administration matters relating to the workshop but had limited participation in the workshop itself.

2. Major Issues to be Resolved

The Office of Population believes that Professor Donald Bogue and his organization at the University of Chicago represents a valuable resource for training key personnel in the rather complex specifics of evaluation sources and techniques. The initial workshop offered four specific courses: (1) Techniques of Fertility Analysis and Measurement of Fertility Change; (2) Improving Family Planning Programs Through Evaluation; (3) Sample Surveys for Fertility Measurement and Family Planning Evaluation; (4) Use of Computers for Family Planning Evaluation and Fertility Research. All participants in the workshop were expected to take at least two of the four courses offered but, in fact, most of the participants attended all four courses. One key problem related to the course on the use of computers. This involved some delay by the University of Chicago staff in preparing a specific computer program which would have specific relevance for Korea. Inasmuch as the initial workshop was completed only last week, a full report on its operations and its effect has not yet been obtained. The professionalism of the Chicago staff was quite satisfactory. In addition, most of the participants were extremely interested in the courses offered and gave every evidence that the material presented was understood and was relevant for their purposes. The University of Chicago and the project monitor plan to carry out some follow up steps to determine how the workshop participants will be utilizing the materials and the information generated during the workshop. Additional funding requirements have not yet been fully reviewed, but it seems that the present funding should suffice to carry out additional workshops proposed under the contract. Actually, some Ford Foundation funding has been used by the University of Chicago for the Korean workshop since there was some difficulty in obtaining USAID financial support for local arrangements.

3. Evaluation of the Contractor's Performance

Initial review indicates a high level of performance by Professor Bogue and staff. However, because of the complexities involved in making arrangements with A.I.D., Population Council, United Nations and national governments and because of other pressures on the University of Chicago, it seems advisable for A.I.D. to carry on most of the negotiations relating to future workshop programs. In this connection, plans have been initiated with ECAFE to have the University of Chicago resources included in an ECAFE/Government of India-sponsored workshop tentatively scheduled for late 1970 or early 1971. In addition, the project monitor has also developed a plan for a workshop in Turkey which would be presented by Hacettepe University and the University of Chicago. Additional workshops to be developed will be revised and tailored to fit specific countries and regional situations. In general, the plan for two workshops each year should be met. The contractor is fulfilling the contract requirements and, we believe, is providing an important contribution to national family planning programs throughout the world. Initial support for the Korean workshop was obtained from a variety of sources. It is felt that A.I.D. missions in countries where workshops are to be presented should play a very heavy part in all

aspects of the program insofar as their resources permit. Host country support is especially good since Dr. Bogue is a recognized figure by virtue of his publications and his long record of teaching at Chicago.

4. Accomplishments

The sum total of the accomplishments of this project up to date include the preparation of voluminous papers which will form the basis for a large number of training sessions to be held in the years ahead and which would serve as reference material throughout the world. In addition, the key personnel trained in the Seoul workshop will undoubtedly have an affect on their colleagues and on the work in their own national offices. It has been very widely indicated throughout the LDC's that the University of Chicago family planning evaluation training is a going and available resource. It is anticipated that this resource will be heavily utilized in the next two to three years.

5. Recommended Course of Action

It is the judgment of the Office of Population that this project be continued at its present level. It does seem clear now that it is advisable to work in the University of Chicago expertise with other organizations, national or international, which seek to include their evaluation system and techniques. Consequently, every effort will be made to utilize the contractor as resourcefully as possible. This particular approach meets with full approval and concurrence of the contractor. Indeed, it represents perhaps an ideal way that we can utilize an American identified resource without necessarily identifying it as "American aid" for family planning. This particular aspect was recognized and approved in discussions by the project monitor with A.I.D. officials in New Delhi and Ankara. It is anticipated that the project could be even further expanded after 1971 as additional national family planning programs come into existence.

Copies of the initial workshop course outline in Seoul, Korea are attached for the review committee.

Attachment

December 18, 1968

MEMORANDUM FOR: WOH/PS, Dr. R. T. Ravenholt

Subject: University of Chicago Evaluation Proposal, "Training in a System of Evaluation - Rapid Feedback for Family Planning Improvement"

I approve this project for funding and implementation subject to the following:

1. Inasmuch as the PROP is the official record, for the life of the project, of the purposes and actions for which funds are obligated I ask that the one we considered on December 17 be rewritten. It need not be so long, but should be specific as to what the contractor will do, where he will do it, the target groups for the training programs, and what can realistically hope to be covered in a three to five-week workshop. Dr. Howard's point, that only already well-educated professional people could hope to get much out of the short course outlined at the bottom of page 4, is well taken. Attachment "A" need not be included in the revised PROP.

2. Chicago should be asked to submit a new budget to cover all of the core costs of the overseas workshops and the developmental work on improving evaluation techniques. (Items a and b at top of page 2 of original PROP) The revised budget should exclude direct costs of overseas workshops. These would be covered by task orders written by the respective A.I.D. Missions. It should also exclude direct costs for item c. These will be covered by task orders as these services are requested. In negotiating with Chicago you will, of course, have to take account of their need to maintain a critical minimum core of staff to be able to respond to requests under item c.

Evaluation of population/family planning programs is essential for responsible administration and we should take advantage of Chicago's interest and competence in this field. We need to recognize, however, that their proposal reflects their professional interests, not necessarily A.I.D.'s needs. Our job is to try to bend their interests around to serve our needs. The revised PROP should endeavor to do this, and should be checked with Chicago to ensure that we agree on the job to be

done before the contract negotiators begin their work.


H. Brooks James
Assistant Administrator
for War on Hunger

Attachment

cc: AA/WOH, Irwin R. Hedges
WOH/PES, Harry K. Lennon
WOH/HS, Lee Howard
GC, James Sollins
AFR/ID, Julius Prince
NESA/ID, George Contis
EA/TECH, James Shafer
ARA/LA/SCD, David Frost
IT/PES, Norma Lambke
WOH/RIS, Jerry Rosenthal

Mrs Mozynski

MEMORANDUM

March 2, 1970

TO : SEE DISTRIBUTION
FROM : TA/PM, John H. Kean *JH*
SUBJECT: TA Bureau Review of Training in Systems of Evaluation

Review of subject project will be held Thursday, March 5 at
2:30 p.m., Room 3524-NS.

There were not sufficient copies of the initial workshop course
outline in Seoul, Korea, therefore copies will be available at
the meeting.

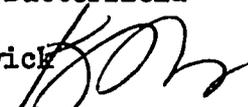
Attachment: a/s

DISTRIBUTION:

C/ACC, Mr. Day
A/PROC/CSD, Mr. O'Brien
A/PROC/PAS, Mr. Rawson
PPC/PRBD, Mr. Brown
PPC/OTIS, Mr. Lachman
EA/TECH, Mr. Johnson
GFR/ID, Mrs. Belcher
NESA/TECH, Mr. Newbry
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LA/CSD, Mr. Black
OIT, Mr. Matteson
TA/GC, Mr. Richstein
State Conference, Mr. Hayes
PRR, Mrs. Crowley
C/BUD, Mr. Bower
LA/DR, Mr. Kimball
LPA/IS/PSP, Mr. Rosenthal
TA/PM Staff

MEMORANDUM

Date: MAR 26 1970

TO : AA/TA, Mr. Samuel H. Butterfield
FROM : TA/PM, Kenneth S. Levick 
SUBJECT: Project Review: Training in Systems of Evaluation
(Family Planning); University of Chicago Contractor

This project aims to provide through overseas seminars for LDC officials the methodology to permit evaluation of family planning programs.

Much of the discussion centered around the first evaluation workshop just completed in Korea. In addition to some 35 Koreans there were ten participants from other countries most of whom attended the one week executive session. There was difficulty in getting the U.S.A.I.D. to pick up the local costs of the Korean seminar so the Population Council provided \$16,000 which they actually took from their A.I.D. funds. Another problem was that the evening classes planned for instruction on the 360 computer did not materialize due to programming problems. Mr. Bush from TA/POP monitored the full 4 weeks of the seminar. It is planned to have the Population Officers in the Mission's follow-up with the seminar participants. An idea which was not discussed at the project meeting but which is worth considering in relation to Korea is whether in view of the recent seminar the time might be propitious for Dr. Wisik of Columbia to establish a regular evaluation program in Korea. The project monitor should consider this possibility.

A question was raised about the seminar's objective of measuring the psychological and sociological impact of family planning and it was agreed this was difficult for even one country and much more difficult in a regional seminar. According to Lieberman, Mr. Bogue's seminar pushes the concept of a rapid feedback evaluation system. It is not designed to tell management what to do but rather to expose the problems. The course material covered in the seminar is all necessary no matter how elementary the program but is, of course, pitched to the audience level.

Mr. Davidson raised the question of evaluating the overall management side of population programs and Lieberman said the seminar emphasized the technical and professional. Mr. Hubbell questioned the high cost of the seminar (he estimated \$900 per participant) and also whether the material was too sophisticated.

Mr. Lieberman said delays during this first year were due to the University of Chicago reluctance to agree to the boiler plate in the contract causing it not to be signed until late June. Hence personnel

could not be hired until September. Another factor delayed the Korean seminar, namely, that ECAFE had planned a seminar in Bangkok in November, the original time for the University of Chicago Korean seminar. The latter was, therefore, postponed until February. Lieberman sees little overlapping since the ECAFE Bangkok conference was more the traditional UN type where delegations report what their countries are doing (or as one person quipped -- what they would like to do) while the Dr. Bogue - Chicago seminar is a real work experience.

Regarding future seminars ECAFE is planning one in India toward the end of CY 1970 and Dr. Bogue will be a resource person. The next one under the contract will probably be held in Turkey in March, 1971. There was considerable discussion about the choice of Turkey as a site since the family planning program there is at a relatively low level. Lieberman having just returned from Turkey reported that there was considerable enthusiasm by the Turks. It will be held at Hacettepe University with a minimum of A.I.D. identity. Pakistan, Iran and possibly some Arab countries would hopefully be involved. It is also anticipated that Bogue will be asked to be a resource person for a CELADE family planning evaluation seminar in Bogota as well as possibly another one in Central America. Lieberman anticipates the contractor's involvement in some 5-6 seminars in the next two years.

Some time was spent on the question of local costs in view of the difficulty in Korea. Lieberman noted that many Missions like to avoid establishing a Population project for political reasons hence it is hard to secure local costs. John Kean suggested as a possible way to alleviate this Title X technical support projects might be established in Missions to cover backstopping costs of population activities. This matter will be pursued.

A subsequent meeting between the project monitor and the TA/PM staffer cleared up several points. Much of the contractor's time during this first year has been spent in preparing materials in accordance with Section B-3 of the contract. This material was field-tested in Korea and will also be field-tested at subsequent seminars with the final output being an evaluation handbook. Hence it is inappropriate to compute a first-year cost figure per participant by simply dividing the Korean seminar attendance into the first-year contract cost. Mr. Lieberman pointed out that shorter seminars or even conferences in lieu of the four-week seminar

would not really be training and, in any case, could be managed in most cases by population officers in the field. He also pointed out that utilizing Bogue as a "resource person" at the ECAFE and CELADE population seminars would require the services of other persons on the contract and that though these seminars would not be "Chicago" seminars, the substantial role played by the contractor would enable A.I.D. to count them as substantial work units, or, in effect, about the equivalent of seminars.

For 1972 and beyond, Mr. Lieberman states tentative plans call for seminars for the English-speaking Caribbean, the Philippines, Ethiopia or East Africa, Ghana or Nigeria, and possibly a locale for French-speaking Africa. In regard to evaluation of seminar participants, Mr. Lieberman prefers to not emphasize individual evaluation as much as evaluating the system that is set up in a country by returned participants. This is a valid approach but is not necessarily a substitute for evaluation with individual seminar participants in terms of, e.g., what they learned from the course, and whether they were the right participants. Both Mr. Lieberman and the contractor will review the question of both seminar and individual participant evaluation and make a proposal at next year's project review.

The TA/PM staffer pointed out that the "firm budget" for the first two years which showed expenditure of all funds should be rechecked with the contractor in view of the delays in starting the project. A fairly valid pipeline estimate for June 30, 1970 should now be available as well as a better estimate for the June 30, 1971 pipeline. The A.I.D. controller's office is requesting current pipeline information. When that is received a determination will be made whether the full \$88,000 or a lesser amount is needed to forward fund to June 30, 1972.

Approved: _____



Disapproved: _____

Date: _____

3/30

DEPARTMENT OF STATE
AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

JUN 29 1970

Mr. William B. Cannon
Vice President for Programs and Projects
University of Chicago
5801 S. Ellis Avenue
Chicago, Illinois 60637

Subject: Letter Amendment No. 1 to
Contract No. AID/csd-2251
PIO/T No. 931-11-580-842-
73-3104217

Dear Mr. Cannon:

This Letter Amendment is issued pursuant to the authority in the Foreign Assistance Act of 1961, as amended, and Executive Order No. 11223.

Pursuant to Article V of the subject contract, the additional U. S. dollar amount of \$98,355 is hereby allocated, thereby increasing the obligated funds for commitment from \$174,896 to \$273,251.

A formal amendment will be issued shortly which will revise the budget in accordance with the above allocation of funds and to reflect other desirable changes.

Sincerely yours,

F. J. Moncada

F. J. Moncada
Contracting Officer
Contract Services Division
Office of Procurement

FUNDS AVAILABLE

DATE June 29, 1970
OBLIGATION NO. 3104217
ALLOTMENT 656-31-099-00-81-52
AMOUNT \$98,355.00
By (initials) MMB

C/ACC/MBB

W. J. P. Mr. B. P. RK

20 May 1971

THRU

TA/POP, Mr. Carl J. Benzler
AFR/Dr, Mr. David Shear

AFR/TAC, Marjorie S. Belcher

Proposal on Training in a System of Evaluation in "Rapid Feedback for Family Planning Improvement"

This project proposes to extend and amplify the existing contract with the Community and Family Study Center of the University of Chicago for improving capacity for evaluation in on-going family planning programs. Specifically this proposal will provide for supplemental support to the project by providing adequate field tests of improved client and clinic record systems and producing and assisting in the implementation of a comprehensive package of computerized evaluation procedures adapted to small-memory computers and for supplying a variety of training services that will enable evaluators to adopt improved methodologies (for provision of FP services) and to conduct effective study of critical program problems. In the period for which funds are being requested it is proposed that the CFSC will be invited by the Government of Ghana, among other non-African countries, to assist Ghana in resolving important FP program problems.

AFR/TAC is inclined to agree that Ghana, other things being equal, is probably the most appropriate country in the region in terms of program and sophistication to respond to the CFSC program; however, the fact that the Africa Bureau is presently funding a major demonstration project with UCLA and University of Ghana and is developing a project under a regionally funded program with the UNF where by the latter institution is planned to work closely with the University of Ghana for the establishment of a national population center at Legon, would appear to foreclose any possibility for CFSC activity in Ghana at least until such time as UNF/UNF institutional arrangements have progressed to a point where other inputs than those to be provided by AID/UNF/UCLA can be entertained. This would not be conceivable prior to the final phase of the UNF project or before FY 75 or 76.

For the present, the Africa Bureau considers the status of POP/FP activity in Ghana and, even more in the other Anglophone countries, to be tenuous and human and technical resources so scant, that the evaluation of Family Planning programs by application of computerized procedures adapted to small-memory computers is completely out of the question for the time being except on a demonstration basis. At times when staff requirements for existing administration needs severely strain manpower resources at the graduate and pre-graduate levels, the unquestioned efficiencies and economies in manpower that might be obtained through employment of data-processing techniques in more sophisticated environments, are simply not available to most of the African communities.

BEST AVAILABLE DOCUMENT

Therefore we cannot authorize the selection of Ghana for a locus for CFPC activity until such a time when the planned program with the UNC and the on-going demonstration in Danfa have progressed to a point that would make the introduction of systems for evaluation using Rapid Feedback for Family Planning Improvement appropriate to available resources, and we further conclude that there are no other anglophone African countries where the CFPC program would presently be indicated. Hence we do not consider this project proposal as applicable in Africa for the time being. On the other hand, we recognize that there are countries outside the area of our responsibility where resources and technical capability exist in sufficiently ample supply to justify introduction of an evaluation system of the use-effectiveness of contraceptive services at the level of sophistication of the Rapid Feedback Method. We completely endorse its extension to such programs where there is available the technical capability and personnel with adequate levels of education and training.

cc: NESA/OPP:Jalden

MEMORANDUM

DATE: June 10, 1971

TO : AA/TA, Mr. Joel Bernstein
FROM : TA/PM, Kenneth S. Levick
SUBJECT: Approval of PROP Rapid Feedback for Family Planning
Improvement

This project was approved in FY 1969 for a three-year life. The revised PROP provides for a two year extension beyond FY 1972 at a cost of \$399,000. From a project that was limited essentially to LDC workshops and development of "Rapid Feedback" manuals, the new project scope will require the Community and Family Study Center of the U. of Chicago to (1) design, sponsor, and conduct training in evaluation-improvement of F.P. programs by means of overseas workshops and seminars at centers of population studies and F.P. action overseas, and (2) accelerate present experimental work aimed at solving methodological and procedural problems of evaluation improvement. Work of the contractor will involve the writing, assembly and adaptations of programs for use on small-memory computers. When it is found that an important methodological operation has not been developed or computerized, the needed procedure may be developed and/or a packaged program written for it. The project would also provide, in conjunction with dissemination of methodologies and evaluation, technical support to assist overseas evaluation units to introduce the new methods.

Activities during FY 1972-1974 will take place in two or three countries. The PROP gives examples of countries that might be selected (Peru, Colombia, Korea or Ghana).

Please sign the attached Project Authorization to signify approval of the PROP.

Attachment
a/s

Clearance: TA/PM, John Kean

TA/PM, RKerchen:jaf:6/10/71