

CLASSIFICATION
PROJECT EVALUATION SUMMARY (PES) - PART I

Report Symbol U-47

1. PROJECT TITLE Clearinghouse on Development Communication			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)	
A. First PRO-AG or Equivalent FY <u>77</u>	B. Final Obligation Expended FY <u>79</u>	C. Final Input Delivery FY <u>79</u>	<input type="checkbox"/> REGULAR EVALUATION <input checked="" type="checkbox"/> SPECIAL EVALUATION	
6. ESTIMATED PROJECT FUNDING			7. PERIOD COVERED BY EVALUATION	
A. Total \$ <u>375</u>			From (month/yr.) <u>Jan. 1, 1977</u>	
B. U.S. \$ <u>375</u>			To (month/yr.) <u>June 16, 1978</u>	
			Date of Evaluation Review <u>6/16/78</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., sirgram, SPAR, PIO, which will present detailed request.)	B. NAME OF OFFICER RESPONSIBLE FOR ACTION	C. DATE ACTION TO BE COMPLETED
<p>Draft PIO/T to extend contract for 1 year from 1/1/79 - 12/31/79 and to fund at \$290,000:</p> <p>Modify statement of work to (1)- permit limited CDC staff participation in appropriate professional meetings for improved information dissemination, (2) improved field audience and problem definition by questionnaire methods and selected visits to AID Missions and LDC institutions, (3) Support development communication seminars planned by DS/ED, and (4) provide limited editorial services in producing summary state-of-the-art reports.</p>	W. Schaefer	11-30-78

9. INVENTORY OF DOCUMENTS TO BE REVISED PER ABOVE DECISIONS

<input type="checkbox"/> Project Paper	<input type="checkbox"/> Implementation Plan e.g., CPI Network	<input type="checkbox"/> Other (Specify) _____
<input type="checkbox"/> Financial Plan	<input checked="" type="checkbox"/> PIO/T	_____
<input type="checkbox"/> Logical Framework	<input type="checkbox"/> PIO/C	<input type="checkbox"/> Other (Specify) _____
<input type="checkbox"/> Project Agreement	<input type="checkbox"/> PIO/P	_____

10. ALTERNATIVE DECISIONS ON FUTURE OF PROJECT

A.	<input type="checkbox"/> Continue Project Without Change
B.	<input checked="" type="checkbox"/> Change Project Design and/or
	<input type="checkbox"/> Change Implementation Plan
C.	<input type="checkbox"/> Discontinue Project

11. PROJECT OFFICER AND HOST COUNTRY OR OTHER RANKING PARTICIPANTS AS APPROPRIATE (Names and Titles)

Dr. Willis C. Schaefer, DS/ED, Project Manager
 Dr. Senta Raizen, National Institute of Education
 Dr. Richard Martin, LAC/DR
 Mr. Russell Swenson, DS/POP
 Mr. Earl Lawrence, DS/DIU

12. Mission/AID/W Office Director Approval

Signature: _____
 Typed Name: _____
 Date: _____

13. Summary: The Clearinghouse on Development Communications (CDC) is an ongoing activity of the Academy for Educational Development. Under a 2 year contract it provides information services on the application of communications to development problems to A.I.D. officials and their counterparts. A team review conducted 6-16-78 recommended continuation of the activities as valuable to the A.I.D. programs. Further actions to strengthen the Clearinghouse services should include: support for staff participation in appropriate professional meetings, travel to missions and LDC institutions, greater emphasis on improved audience and problem definition, and analytic state-of-the-art reporting services to meet needs identified by DS/ED.
14. Evaluation Methodology: The purpose of the review was to evaluate current activities and to assess their effectiveness in supporting AID programs. A 5-person team conducted an onsite visit to review activities, resources, and plans. The evaluation report is attached. Methodology consisted of presentation, questioning, and discussion of each of the issues which had been developed in advance. The team examined the library resources, field requests, and the publications developed by the CDC staff.
15. External Factors: There is increasing evidence of the importance of communication technology in supporting development programs in reaching large numbers of people not adequately served by the conventional schools, extension programs, or other outreach programs. Studies and demonstrations by A.I.D. and other donor organizations have shown new evidence of effectiveness. Analysis and summarization of this information is a valuable input to planners in developing countries. Original assumptions concerning the importance of technically competent information services covering not just AID projects but those of other organizations as well continue to be sound.
16. Inputs: The evaluation team recommended increased support to the Clearinghouse staff for field visits to improve the definition of problems and audience needs and to maintain staff qualifications for production of analytic summaries.
17. Outputs: Outputs have met and exceeded the contractual requirements. However, the evaluation team anticipate an increased need for informational services tailored to the special requirements of the seminar program in communications technology being conducted by A.I.D. and AED under a separate contract (1473). No basic

changes in project activities are needed. There is need for clear recognition of the continuing requirements for professional analytical services in support of the growing AID program in communications technology.

18. Purpose: "Production of Project Profiles on specific applications..., production of a quarterly newsletter, provide reference services, and maintain the Clearinghouse collection of documents..." These products and services have been delivered. Field requests for information, questionnaire replies, and A.I.D. experience in planning support the conclusion that these services are in place and are very useful.
19. Goal/Subgoal: "Identification of information needs of A.I.D. offices and their immediate counterparts regarding the application of communication technology to development Problems." Services of the Clearinghouse represent an ongoing program which is meeting the current needs. There is no shortfall. Some articles produced by the Clearinghouse have been reprinted in other journals. In the case of the format and style of the Profiles, other organizations have copied this format as evidence of its usefulness. We conclude that the intended purposes of this contract are being met in a highly satisfactory way, and there is need to continue this support as an essential supporting element for other projects in the field.
20. Beneficiaries: Direct beneficiaries are A.I.D. officials and their counterparts planning specific programs utilizing communications technology. To the extent that the programs in education and other sectors are successful in reaching their intended beneficiaries, such as school children, out of school youth, paraprofessionals, and rural poor, then this assistance has been useful. However, this is a supportive activity, and the complex causality involved in cultural behavioral changes over extended periods of time does not permit of direct measurement of the influence of information for planning.
21. Unplanned effects: No unplanned effects observed. The availability of the Clearinghouse services on an ongoing basis has greatly assisted other activities of AID by providing reliable, quality information resources.
22. Lessons Learned: Clearinghouse information functions which are based on professionally qualified staff sensitive to cumulative experience in meeting field needs are valuable to AID programs. The benefits are in direct proportion to the exposure of the staff to ongoing in development. Select a contractor with broad current experience in development activities to provide Clearinghouse information functions.
23. Special Comments: Attached Evaluation Report, 7 pages.

TEAM EVALUATION REPORT

06/16/78

Project: Clearinghouse on Development Communications
AID/ta-C-1381

Contractor: Academy for Educational Development
1414 22nd Street, N.W.
Washington, D. C. 20037

Technical Office: Office of Education, Development Support
Bureau (DS/ED)
DS/ED (formerly TA/EHR) Project No. 931-0925-73

Time and Place: June 16, 1978, 9:00 a.m. - 4:00 p.m.
Academy for Educational Development

Team Membership:

Dr. Willis C. Schaefer, DS/ED, Project Manager, Team Leader
Dr. Senta Raizen, National Institute of Education
Dr. Richard Martin, LAC/DR
Mr. Russell Swenson, DS/POP
Mr. Earl Lawrence, DS/DIU

Purpose and Issues:

This review was designed as a terminal evaluation of the current contract for activities of the Clearinghouse on Development Communications. It is anticipated that continuing informational services for the A.I.D. Office of Education of the Development Support Bureau will be sought competitively in FY 1979. The specifications for continuing services should benefit from both A.I.D. and AED operational experience with CDC and could be particularly influenced by the findings of this evaluation. The following questions were developed by DS/ED for the evaluation team:

1. How well has CDC performed within the contractual objectives and resources?
2. How valuable is the CDC type of information service which focuses on the application of development communications for many sectors?
3. How important are generalized information tools such as the Development Communication Reports (DCR) and the Profiles in motivating project planners to utilize communication strategies more effectively?

4. Should more emphasis be placed on specific analytic support for new LDC project designs?
5. Should more emphasis be placed on the development of audio-visual techniques in development communications?
6. Is it important for CDC staff to observe and participate in LDC communications applications projects and conferences?

Discussion Highlights:

1. Need for audience definition and selective dissemination: Good writing, editing, and analysis depends on knowledge of the characteristics of the target audience. General relevance of material may be a first step but is not sufficient. Degree of specificity depends on the objectives and the clear understanding of what is to be accomplished. Sector focus and distribution of some materials may be appropriate since there is not much intersectoral exchange in the field or in Washington. However the emphasis in each sector should be on the communications technology and its active application to sector projects rather than on the substance of the sector. Selective dissemination then becomes meaningful, not for the potential savings in the selective dissemination but for its greater relevance and potential usefulness. User surveys, interviews, and site visits are valuable sources of information and feedback. Frequent changes of personnel, of perceived needs, and new project experience dictate the need for periodic updating of information about target audiences.

2. Dependence on A.I.D. definition and guidance: A.I.D. has a clear responsibility to provide guidance and to interact as needed in the operational definition of tasks to be performed by the information center. There is evidence of need in the field, both at Mission and LDC official levels, for selective and carefully evaluated information covering current technology and experience in various applications. However, these needs may at times appear to be conflicting, and A.I.D. definition of objectives is essential. Audience definition can be helpful in assisting in the definition of tasks. Tasking must be done carefully to avoid conflict with other contracts and other strategies.

3. Importance of analytic functions: The concept of a clearinghouse implies authoritative knowledge of the universe of communications technology with appropriate services to supply

documentation to provide referrals to consultants, and to produce analyses and synthesis of the state of the art appropriate to the needs of clients. The clearinghouse should avoid becoming merely a lending library. The most important contribution should stress the analysis of development problems in order to provide sound consultant guidance to client groups. Clearly audience definition, A.I.D. objectives, and field inquiries are essential in the focussing of limited resources where they will be of most value.

4. Use of referrals as appropriate: There should be no intent to become authoritative on all matters to all client inquiries. Other centers exist, and their areas of expertise should be known and utilized in the referral of inquiries to provide the best service to clients. This approach is not to endorse networking for its own sake, but rather to utilize existing resources in a manner which is constructive and cooperative. A.I.D.'s Office of Development Information and Utilization (DS/DIU) provides reference services which can be considered as complementary to the analytic and interpretive services which should be performed by a specialized center, particularly in the field of development communications.

5. Need for field contact: There was agreement that to the extent possible support should be given to the greater opportunity for direct contact with development communication organizations, Mission staffs, and LDC officials and institutions. Basically this approach supports better understanding of client needs, field conditions, and project developments. It also contributes directly to more relevant analysis of materials for publication and use.

6. Emphasis on audio-visual materials: The role of audio-visual devices in the sense of films, slide-tapes, and video-tapes is significant and growing. This should be recognized and reported critically and constructively with selective reference examples. However, the Clearinghouse is advised to avoid becoming a lending library as a major function because of the danger of diluting limited resources and because other film libraries exist with special facilities for the storage, cleaning, duplication, and distribution of audio-visual materials.

Conclusions:

1. The evaluation panel commends the CDC staff for its enthusiasm and effort. This is well qualified and stimulating group with complementary skills and a high level of general performance. Strong approval is given for the "Profile" format

and contents as a broadly useful form of summarized information. The periodic "Development Communication Reports" provides a valuable newsletter service for analytic statements, project summaries, and related state-of-the-art information. Special commendation is given to the feature "Dilemmas of Country X" as an effective approach to the recognition of problems with broad relevance. The panel has no general comment on the nature of the special reports, but urges that there by systematic efforts to evaluate such reports in the normal course of field audience definition and problem identification.

The newsletter might be improved by (1) a front page summary or content list containing one sentence capsule summaries of each article; (2) emphasis on a concise style avoiding long articles; (3) focusing on sector applications, but not limiting an issue solely to a single sector since this may alienate readers not directly interested in that sector; and (4) limiting simple "how-to-do-it" items for separate handbook preparation.

In summary the evaluation panel strongly approves of the CDC performance within the bounds of contract objectives and resources.

2. The evaluation panel believes that a greater and continuing effort should be made to define the target audiences for development communication information. Audience definition is considered to be essential for controlled selection and preparation of materials. It requires familiarity with development programs and projects and the problems and resources of mission and developing country personnel working in such programs. Efforts to develop field oriented knowledge and insight should include correspondence, questionnaires, and participation in professional meetings and visits to field activities for discussions and observations. The objective should be an increased sensitivity and responsiveness to field problems in which development communication experience may be helpful.

3. Emphasis on the analytic function in summarizing and synthesizing development communication experience relevant to field needs is considered to be a primary function for the CDC. This responsibility should cover the entire field of development communications activities at a professional level above and in addition to library functions for facilitating access to relevant literature. Ideally the CDC should strive to provide a professionally recognized, general consulting reference service about development communication applications to AID/W, Mission, and LDC officials. The A.I.D. Office of Education in the Development Support Bureau (DS/ED) should participate actively with the CDC in all questions of relative priority and emphasis in planning responses to field needs.

4. The evaluation panel is concerned about the potential danger in diluting CDC efforts and limited resources in attempting to provide all services to all possible users. Guidelines can be developed for a focus for greatest impact, for coordination by referrals to other resources, and to limit some service functions. We believe that the focus should be on the intermediate change agent. By this we mean a broad range of operational decision makers and development communicators who design, implement, and operate programs. We exclude, or deemphasize, top policy makers and field workers. Requests which can best be handled by reference to other information sources where more specialized information may exist should be referred. Audio-visual techniques are important and should be included in the Clearinghouse concerns. CDC should not seek to develop resources as a film lending library.

Recommendations:

1. That the current activities of the Clearinghouse be continued and strengthened as an important part of the DS/ED program of communications development services. These services are essential in supporting field needs, and cannot be provided by DS/ED directly.
2. That contract support be provided for greater participation by Clearinghouse staff in appropriate professional meetings, and field visits to Missions and LDC institutions concerned with the application of communication technology to development problems.
3. That the Clearinghouse develop and follow a plan as approved by DS/ED for improved audience definition with emphasis on the intermediate change agent.
4. That the Clearinghouse continue to emphasize the professional capacity for analytic writing in presenting information about development communications in response to field needs in project design.

Attachment to Team Evaluation Report on AID/ta-C-1381
Clearinghouse on Development Communications
Academy for Educational Development

Project History:

The Clearinghouse on Development Communications (CDC) began in 1971 as a part-time, one person operation designed to respond to demands for copies of a film and a handbook on instructional technology that had been produced under a previous A.I.D. contract. In October 1973 an Information Center on Instructional Technology (ICIT) was separately funded and staffed under AID, ta-C-1056 to meet the needs of development communicators and educators regarding relevant applications of media and technology. Between October 1973 and December 31, 1976, ICIT grew to a full-time staff of 6 people. The present contract, AID/ta-C-1381, started January 1, 1977 at the level of \$200,000 for one year; it was extended for a second year through December 31, 1978 at an amount of \$175,000. This contract for the Clearinghouse on Development Communications (1381) funds activities which are the subject of the present evaluation.

Contract Statement of Work:

The objective of the Clearinghouse on Development Communication for Developing Countries will be addressed to the information needs of A.I.D. offices and their immediate counterparts regarding the application of communication technology to development problems. Emphasis shall be placed upon problem solving rather than upon the media and methods of communication. Development problems shall be treated according to the sectors defined by A.I.D. in the areas of food and nutrition, population and health, education and human resources. Equally important, however, will be the role of communication in integrating development efforts undertaken in particular sectors. In order to increase the Clearinghouse's emphasis on A.I.D. officials and their direct counterparts as the primary audience, policies must be formulated regarding which A.I.D. officials need information on communication technology, how they should be reached and with what types of information.

Plan of Work:

Stage 1 -

1. Identification of the best points of contact within each A.I.D. mission, bureau, and counterpart institution.
2. Identification of key development problems within and between sectors as seen by officers of DS/ED.

3. Development of a brief strategy statement on the role of communication within sectors and on communication as a means of integrating efforts undertaken in various sectors.

Stage 2 -

1. Brief Project Profiles on specific application of communication technology to development problems:
 - two sides of a single sheet of paper;
 - standard dimensions including duration, problem area, target population, media employed, evaluation methods, and costs;
 - cross-referenced according to relevant variables and provided in a loose-leaf binder;
 - the production rate of Project Profiles is estimated at eight (8) per quarter, and thirty-two (32) per year.
2. State-of-the-Art Reviews:
 - by presenting the best of current theory and practices, these materials will provide a more programmatic understanding of the role of communication in development than is presented in the Project Profiles;
 - the form of these treatments will be determined by the client's (A.I.D. staff) needs.
3. Newsletter.

BEST AVAILABLE DOCUMENT

A. Project Identification
 1. Cluster # 66 Title ED TECH FIELD SUPPORT
 2. PDA # 14 Title IEL: Educational Technology
 3. Project # 0925 Code 300
 4. Project Title ED. TECH. FIELD SUPPORT -
Clearinghouse on Development Communications
 5. Contractor Academy for Educational Development
 6. Contract No. AID/1-6-111
 7. Project Director Dr. Willis Schacter
 8. Appropriation 10 Category C

SUB-PROJECT FISCAL DATA SHEET F-3

B. Project Approval Status (\$000)

Item	Initial		Final	
	Approved	Requested	Approved	Requested
1. Obligations	FY 77	FY 78	FY 77	FY 78
2. Services	FY 77	FY 78	FY 77	FY 78
3. LOP Costs			FY 450	

C. Countries

D. Project Documentation Status Date
 1. Date Current Approval 1/31/76
 2. Rev/Revised PP due TA/PPU _____
 3. Date Last Eval. _____
 4. Date of Current FAR _____
 5. Next Evaluation 11/77
 In-depth Evaluation
 Terminal Evaluation _____
 Special Evaluation _____
 6. Period 1/77 - 11/77

1. Project Outputs

- Quarterly Development Communication Reports providing analytic reports of applications of communications technology.
- Project profiles of comparative descriptions of projects using communications in all development sectors.
- In-depth information bulletins on state-of-the-art reviews.
- Information searches and services in development communications.

2. Progress in Achieving Outputs/Est. Completion Date

- Scope of network has increased to 5,500 development professionals over 5 years of operation.
- Yearly volume of 32 profiles.
- Five bulletins completed.
- Two AID Space Age Technology Bulletins released to AID officials and IADG counterparts.

3. Purpose of Project/Anticipated Achievement Date
 New strategy developed changing emphasis and name to Clearinghouse on Development Communications. Focus on USAID Missions as primary audience and focus on sectoral problems rather than specific technologies. Ongoing services.

4. Project Change Requiring Revised PP and/or PAF

5. Technical Office Support: (In work days)

F.Y.	DIR	IPA	CONSULT	RSSA	TOTAL
1977	14				14
1978	20				20
1979					

Other Donors NAME \$000/Yr.	C. Budget Summary in (\$000) and Work Months - MM	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
		Personnel Dollars	Personnel MM	Participants Dollars	Participants MM	Commodities	Other Costs	Total	Expenses	End FY	Services Funded thru Month Year	
	1. Con. Thru 9/30/76		77		67							
	2. Est. FY 1977	200						200	180	20	1	78
	3. Est. FY 1978	150						150	170	0	1	79
	4. Proposed FY 1979											
	5. Proposed FY 1980											
	6. Proposed FY 1981											
	7. All other											
	8. TOTAL	350						350	350			

Description of funding: One year funding, One year funding possible funding of (one year funding) Continuation contained in new Ed. Tech. Analytic Information Services project.