

MAR 29 1988

ACTION MEMORANDUM FOR THE AGENCY DIRECTOR, HUMAN RESOURCES

FROM: S&T/ED, David Sprague *D Sprague*

SUBJECT: Clearinghouse on Development Communications II
(936-5831) -- Doc. #0004

Problem: Your approval is required to authorize a follow-on project, Clearinghouse on Development Communications II, which will involve planned obligations of \$1.303 million of central funds and \$.652 million of Mission buy-ins.

Discussion: The Development Communications Clearinghouse Project was approved in FY 1979 and contract awarded to the Academy for Educational Development. The project has been very successful in establishing a resource for LDC decision makers and professionals, including A.I.D. Mission officers, who wish to apply development communications methods and materials in their programs.

It is necessary to submit the project to the Communications Review Board (CRB) for approval. We have consulted with the Chairperson of the CRB who agreed that we can proceed with the competition for the contractor at the same time the CRB is reviewing the project. This project is on the CRB agenda for April 13 which is before SER/OP/W/R would have a request for proposals ready to be issued. To cover the possibility that the April 13 date might slip SER/OP/W/R has agreed to issue the request for proposals with a statement that the execution of the contract is subject to CRB's approval of the project.

A Congressional Notification is in process to notify Congress.

The specific activities required during the five-year life of contract include:

1. Maintenance of a development communication information exchange service, including library and reference service.
2. Preparation of special materials for use in USAID and LDC conferences and workshops, and conduct of workshops and technical assistance missions to assist in adapting development communication materials and strategies to local circumstances.
3. Production of Development Communication Report (DCR), a quarterly state of the art newsletter. DCR has been published continuously for the past fifteen years, and is unique in the field. No other private or public sector newsletter serves DCR's clientele.

Competition will be open, so all existing publishers can compete for this activity if they choose to do so, and can also provide the other services needed for the project.

In addition to DCR, the Clearinghouse publishes a series of monographs, project profiles and state-of-the-art reports on various applications of development communications.

An October, 1987 external evaluation of the current Clearinghouse contract found that it has "carved out a central niche in the field, one that supports the realization of A.I.D.'s declared policy favoring the use of communication for development." The evaluators also pointed out the continuing "strong need for a central information center which can draw experience from efforts in discrete sectors to make sure they are shared. It is precisely in a complementing sector like communication where a Clearinghouse is essential."

The original project authorization was amended to extend the Project to June 30, 1988, and to expand the Project scope to include information about applications of communications and educational technology in formal school systems. This Project Authorization will permit the competitive award of a new five-year contract.

Clearances Obtained: Two of the geographic bureaus and the PPC Bureau have endorsed this project. ANE Bureau feels that the level of use by its personnel will not be sufficient to justify the expense of a clearinghouse in view of the current tight budgetary squeeze on the 105 DA account. ANE also raised concern re the lack of a plan for eventual phasing down of A.I.D. support to this activity.

Recommendation: That you sign the attached authorization.

Attachment:
Project Authorization

Clearances:

S&T/PO:KMilow	<u>KM</u>	Date:	<u>3/31/88</u>
LAC/DR:JCarney	<u>J Carney (for)</u>	Date:	<u>3/22</u>
ANE/TR:HFreeman	<u>H Freeman</u>	Date:	<u>3/22</u>
AFR/TR:NRifkin	<u>NRifkin</u>	Date:	<u>3/22</u>
GC:STisa	<u>Sisa</u>	Date:	<u>3/29</u>
PPC/PDPR:FMethod	<u>F Method</u>	Date:	<u>3/22</u>

PROJECT AUTHORIZATION

Name of Country/Entity: Worldwide

Name of Project: Clearinghouse for Development
Communications II

Number of Project: 936-5831

1. Pursuant to Section 105 of the Foreign Assistance Act of 1961 as amended, I hereby authorize the centrally funding Clearinghouse for Development Communications II Project involving planned obligations of not to exceed \$1,955,000 grant funds (\$1,303,000 central funds and \$652,000 Mission buy-ins) over a five year period from date of authorization, subject to the availability of funds in accordance with the A.I.D. OYB/allotment process, to help in financing foreign exchange and local currency costs for the project.
 2. The project will provide information and services related to the application of appropriate development communication methods and technologies to A.I.D. and LDC planners and practitioners. It will concentrate on applications in the fields of education, agriculture, health, nutrition and community development. Its focus will be on programs designed to reach large populations with information and skills training. Special emphasis will be placed on school applications.
 3. Special conditions of approval - None.
 4. Source and Origin of Goods and Services
 - a. Each developing country where training or other assistance takes place under this project shall be deemed to be a cooperating country for the purpose of permitting local cost financing.
 - b. Goods and services, except for ocean shipping, financed by A.I.D. under the project shall have their source and origin in a cooperating country or in the United States except as A.I.D. may otherwise agree in writing.
 - c. Ocean shipping financed by A.I.D. under the project shall, except as A.I.D. may otherwise agree in writing, be financed only on flag vessels of the United States.
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5. Mission buy-ins are permitted through the life of the project.

Signature David Sprague for Date: 4-1-88
Antonio Gayoso S&T/HR

References:

- 1) Project Data Sheet
- 2) Action Memo

Clearances:	S&T/PO, KMilow	<u>Kim</u>	Date	<u>3/31/88</u>
	GC/CP, STisa	<u>SAS</u>	Date	<u>3/29/88</u>
	S&T/ED, DSprague	<u>DSprague</u>	Date	<u>3/29/88</u>
	AFR/HR, NRifkin	<u>(subs)</u>	Date	<u>3/22/88</u>
	LAC/DR, JCarney	<u>(subs)</u>	Date	<u>3/22/88</u>
	PPC/PDPR, FMethod	<u>(subs)</u>	Date	<u>3/22/88</u>

Drafted by: S&T/ED, JHoxeng/LWhite:3/24/88:W#2495R

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PROJECT DATA. EET

1. TRANSACTION CODE

A

A = Add
C = Change
D = Delete

2. AMENDMENT NUMBER

DOCUMENT CODE

3

2. COUNTRY/ENTITY

Worldwide

3. PROJECT NUMBER

936-5831

4. BUREAU/OFFICE

S&T/ED

5. PROJECT TITLE (maximum 40 characters)

Clearinghouse on Dev Comm II

6. PROJECT ASSISTANCE COMPLETION DATE (FACD)

MM DD YY
06 30 94

7. ESTIMATED DATE OF OBLIGATION
(Under "E." below, enter 1, 2, 3, or 4)

A. Initial FY 88

B. Quarter 3

C. Final FY 93

8. COSTS (\$000 OR EQUIVALENT \$1 =)

A. FUNDING SOURCE	FIRST FY			LIFE OF PROJECT		
	E. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AID Appropriated Total	143			1,303		1,303
(Grant)	(143)	()	()	(1,303)	()	(1,303)
(Loan)	()	()	()	()	()	()
Other U.S.						
1. Missions	0			652		652
2.						
Host Country						
Other Donor(s)						
TOTALS	143			1,955		1,955

9. SCHEDULE OF AID FUNDING (\$000)

A. APPRO- PRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH. CODE		D. OBLIGATIONS TO DATE		E. AMOUNT APPROVED THIS ACTION		F. LIFE OF PROJECT	
		1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan
(1) EH	600	640				1,303		1,303	
(2)									
(3)									
(4)									
TOTALS						1,303		1,303	

10. SECONDARY TECHNICAL CODES (maximum 3 codes of 3 positions each)

11. SECONDARY PURPOSE CODES

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)

A. Code

B. Amount

13. PROJECT PURPOSE (maximum 400 characters)

To provide comprehensive information services covering educational technology applications, new developments, and policy guidance for A.I.D. and LDC officials and researchers on education and training.

14. SCHEDULED EVALUATIONS

15. SOURCE/ORIGIN OF GOODS AND SERVICES

Insects MM YY MM YY
06 90

Final MM YY
06 93

000 941 Local Other (Specify)

16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a _____ page FP Amendment)

17. APPROVED BY

Signature

Title

Director, S&T/ED

Date Signed

MM DD YY
13 29 88

18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION

MM DD YY

2402R

CLEARINGHOUSE FOR DEVELOPMENT COMMUNICATIONS II
PROJECT PAPER

6-

SUMMARY

This five year, \$1.955 million project, Clearinghouse on Development Communications, will provide information and services related to the application of appropriate development communication methods and technologies to A.I.D. and LDC planners and practitioners. The Clearinghouse will concentrate on applications in the fields of education, agriculture, health, nutrition and community development. Its focus will be on programs designed to reach large populations with information and skills training. Special emphasis will be placed on school applications.

RATIONALE

A wide array of development communications techniques and tools is now available. USAID Missions and LDC planners and practitioners, however, urgently and continually need help in determining how to use communications methods and technologies most appropriately for their particular development needs. Of special concern are ways to reach large numbers of LDC people who are largely rural, isolated, and relatively uneducated, with systems that are cost effective. Development communications is well suited to the task of reaching many people in a short time, surmounting difficult geographic obstacles, and multiplying the effects of individual teachers and trainers.

A.I.D.'s Development Communications Policy Determination of February 1984 gives the Bureau for Science and Technology responsibility for two principal functions:

- training and information services for project officers and program managers in all sectors to keep them aware of technological advances and the potential for use of communications technologies. As A.I.D. encourages the fuller use of communications technologies, this will be an increasingly important central support role.

- support for clearinghouse, network and resource base activities that emphasize cost-effective utilization of communications in support of A.I.D. program objectives.

An October, 1987 external evaluation of the Clearinghouse I contract found that it had "carved out a central niche in the field, one that supports the realization of A.I.D.'s declared policy favoring the use of communications for development." The evaluators also pointed out the continuing "strong need for a central information center which can draw experience from efforts in discrete sectors to make sure they are shared. It is precisely in a complementing sector like communication where a clearinghouse is essential."

BACKGROUND

This new project is an outgrowth of pioneering experiences by A.I.D. over the past seventeen years in the area of development communications. In 1971, an information services in educational technology was begun under contract with the Academy for Educational Development. That was a part time, one person operation designed to respond to demands for copies of a film and a handbook on instructional technology and miscellaneous information requests 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 six people. A contract was started in January, 1977 and amended several times to provide services through July 31, 1979. A new project was completed in FY 79 and amended in 1983, and was competed again in 1984. Extensions were obtained in FY 87 and FY 88 to permit a new project to be documented and competed without an interruption of service to the field.

The Development Communications Clearinghouse projects were successful in establishing a worldwide, multilingual resource for A.I.D. Mission officers and LDC professionals, applying development communications methods and materials in their programs. The projects identified innovative technologies and applications in development communications across sectors, maintained surveillance over technical and programmatic literature and materials, and provided analysis of model materials and methods. They focused particularly on educational technology applied to school systems in developing countries.

The quarterly newsletter Development Communications Report (DCR) is recognized as a definitive source of information about development communications. It enjoys sustained primary readership among over 5,000 LDC recipients, and an estimated 15,000 secondary readership. Total primary readership worldwide is over 6,500; total secondary readership is estimated at over 20,000. Paid subscriptions increased from 0 in 1980 to 400 in 1987.

DESCRIPTION

The objectives of the Contract will be to provide information and services related to the application of appropriate methods and technologies in development communication (print and non-print media) to A.I.D. and LDC planners and practitioners. Emphasis will be placed on:

(1) development communication applications in the fields of education, agriculture, health, nutrition and community development -- especially for programs designed to reach large numbers of developing country people with information and specific skills aimed at improving their quality of life.

(2) development communication applications in the formal education sector, highlighting state of the art innovations and encouraging in-school use of tested technologies which are underutilized.

(3) improving communications among third world institutions such as universities and research centers, applying technology to foster direct regular linkages.

Project Activities. The Clearinghouse will be a pre-eminent center for the exchange of information and materials about development communications and major applications in LDCs, particularly applications involving the use of interactive radio in educational systems, instructional design methodologies and social marketing approaches in all sectors.

The S&T/ED project manager will serve as the CTO and the primary A.I.D. contact officer for the contract and will be closely involved at all technical stages of the contract. The Contractor is expected to maintain an active information exchange relationship with other A.I.D. projects working with development communications.

The specific activities required during the five-year life of contract include:

1. Maintenance of a development communications information exchange service, including library and reference service.
2. Production of Development Communications Report (DCR), a quarterly state of the art newsletter.
3. Production of monographs, state of the art reviews, brief project profiles and special reports.
4. Conduct of workshops and technical assistance missions to assist in adapting development communications materials and materials development strategies to local circumstances.
5. Preparation of special materials for use in USAID and LDC conferences and workshops.

Amplified descriptions of the above activities are offered in the following sections of this paper.

Maintenance of a development communications information exchange service, including library and reference service.

Apply a system for collecting, evaluating, providing commentary on select items, cataloging and circulating development communication literature, program reports and materials to facilitate rapid retrieval, circulation and learning from these materials.

Apply a system for systematically surveying development communications literature, program reports and materials to insure that the informational resources are current, comprehensive, relevant and represent the state of the art in development communication information services.

Apply a system for the dissemination and exchange of select literature program documents, materials and interpretative commentaries on these with relevant A.I.D. officers, developing country professionals and professionals working to apply development communications in developing country programs.

Provide individualized responses to about 100 requests per month for information, both through written responses and personal meetings with visitors to the Clearinghouse.

Maintain an A.I.D. interactive radio collection to include all relevant A.I.D. project documents, evaluations and audio/video tapes.

Provide appropriate space to store and maintain the collections of the existing Clearinghouse for Development Communications currently located at 1255 23rd Street, N.W. Washington, D.C. The space will permit access to and use on-site by A.I.D. personnel, scholars, LDC and other visitors who have need to make use of the Clearinghouse print, film, videotape and slide collections. The Clearinghouse collections of approximately 12,000 documents, books, publications and 100 film, videotapes and slide presentations now require 1200 square feet of space, plus staff offices. The Clearinghouse for Development Communications will have frequent need for on-site meetings, seminars and conferences.

The contractor shall locate the Clearinghouse staff and collections in convenient proximity to the A.I.D. Office of Education, Bureau for Science and Technology, Room 609, 1601 North Kent Street, Arlington, Virginia.

Production of Development Communications Report (DCR), a quarterly state of the art newsletter.

Publish and distribute a quarterly DCR newsletter through researching, developing and writing original materials, and through soliciting contributions of articles from the worldwide community of development communications planners and practitioners. The Clearinghouse should assert leadership through the DCR in identifying the best development communication planners and practitioners, and pointing to innovative emerging applications. At least one issue each year shall be a special focus issue devoted to a major emphasis development communication theme to be selected in consultation with the A.I.D. CTO, such as interactive radio in educational systems, the application of social marketing strategies and methods to public health objectives, and the innovative adaptation of development communications to support technology transfer in agriculture.

Each of twenty issues to be produced during the life of the contract will consist of approximately sixteen pages and have a press run of eight thousand copies. Translation into French, Spanish and Arabic and a press run of two thousand copies in each language will be provided for one special compendium issue of approximately twenty pages each year.

To increase LDC readership, multiple copies will be furnished to USAIDs, along with suggestions for display and dissemination.

Production of monographs, state of the art reviews, project profiles and special reports.

Project profiles. Produce and distribute a minimum of 50 brief "Project Profiles" through soliciting reports and materials from innovative examples of development communications strategies, materials and evaluations worldwide. Treatments should be interpretive, presenting underlying reasons for successful strategies and materials, sometimes discussing a particular method or material in depth. Impact data should be included whenever possible.

Each project profile will be printed on two to four pages and will have a press run of 500 copies. Twice in the life of the contract a compendium folio of twenty select project profiles will be issued in French, Spanish and Arabic.

Monographs, state of the art reviews and special reports.

Monographs are specially authored in-depth profiles of development communications projects or thematic applications. State of the art reviews are overviews of the development communications field from specific disciplinary or problem perspectives. Special reports are quick response summaries of development communications activities and their impact.

The Clearinghouse will develop these materials in response to a specific A.I.D. CTO request or in close consultation with the A.I.D. CTO. For planning purposes, the Contractor shall plan to provide five monographs, five state of the art reviews and fifteen special reports during the life of the contract. Monographs and state of the art reviews will average thirty pages each with a press run of 500 copies in English. Special reports will average twenty pages each with an average requirement of 50 copies in English for each.

Conduct of workshops and technical assistance missions to assist in adapting development communications materials and materials development strategies to local circumstances.

This activity is a logical outgrowth of the Clearinghouse's analysis and dissemination functions. It will permit A.I.D. missions to buy into the project to obtain assistance targeted on specific utilization of the development communications ideas broadly marketed by the Clearinghouse's other services. Clearinghouse staff performed these activities in the previous

project, but had to go on leave without pay and work under other project auspices. Adding to the technical assistance function will remove that administrative awkwardness, allow for better planning, and improve the efficiency with which resources are utilized. Consultants identified by the Clearinghouse will also be employed on an as-needed basis for the workshops and technical assistance.

The Clearinghouse shall plan to conduct nine overseas workshops or technical assistance missions for the purpose of assisting USAID-designated programs in adapting state of the art development communications materials and materials development strategies to local circumstances.

Buy-ins Justification

The current Clearinghouse staff has been repeatedly called upon to provide overseas technical assistance. They have performed a variety of services for a number of USAIDs, averaging about three times per year. Because the current contract has no provision for buy-ins, each time the staff person has been required to go on leave without pay to perform the overseas work. We expect the demand to continue and grow and have accordingly built in the provision for Mission buy-ins to alleviate the administrative awkwardness of the current contract.

The proposed buy-in provision was reviewed by the Education and Training Sector Council, and was endorsed by a majority of the member Bureau representatives as a justifiable and potentially valuable service to the field.

Workshop planning will generally follow this sequence of activities:

- A.I.D. will originate each technical assistance request including a draft scope of work and suggested composition of the technical assistance team.
- The Contractor will respond with a proposed consultant team and proposed final scope of work.
- The activity will begin after A.I.D. Mission approval is received and the CTO has given final written approval.

Preparation of special materials for use in USAID and LDC conferences and workshops.

As requested by the CTO the Clearinghouse will produce special materials for use in USAID and LDC seminars, typically two-three per year. In response to specific requests for these services, the Clearinghouse will prepare a cost estimate for the production, distribution and use of this material. Prior written approval of the CTO will be required before proceeding with such work.

The Clearinghouse will store, repair and disseminate on a loan basis, approximately 100 films, videotapes and slide presentations produced under other A.I.D communications projects.

DOCUMENTATION REQUIREMENTS

Semi-annual report.

The Clearinghouse will provide semi-annual progress reports describing major activities undertaken during the previous six months, summarizing projects activities and experience to date, and summarizing major upcoming activities. Each report is to contain a self-contained Executive Summary suitable for distribution among key A.I.D. personnel and otherwise interested parties.

Reports will cover six-month intervals, and should be submitted to the CTO within thirty days of the completion of the six-month period. The CTO will be given one calendar week to review draft text of the Executive Summary before final printing. The full semi-annual report shall be submitted in 3 copies to the CTO, with one copy to the Contract Officer. Up to fifty additional copies will be distributed directly by the Clearinghouse to specific officers in A.I.D. and to other collaborating professionals directly involved with project activities as determined by the CTO.

Other Reports.

In addition to these major reports, the Clearinghouse will submit ten copies to the CTO of each of the following kinds of on-going management reports:

- o Trip reports for all international travel
- o Proceedings for every workshop seminar and a report for each technical assistance mission

- o A brief semi-annual management report describing progress, problems, and upcoming decision and actions to be taken. This report will contain comparative analysis of targeted and actual resource allocation, cost and schedule, with projections and suggestions for corrective action should actual experience detrimentally exceed targets.

Final Reports.

The Clearinghouse will provide a final project report outlining all major activities undertaken during the life of the project, level of effort, and associated costs. Ten copies of this final report shall be submitted to the CTO, with one copy to the Contracting Officer.

Evaluation.

A management review will be conducted by S&T/ED annually, and an intensive evaluation is anticipated during FY 1990. This intensive evaluation will be conducted by independent experts and will include a detailed assessment of project organization, management, survey procedures and data as well as recommendations for project improvement.

Project Staffing.

The following project staff will operate the Clearinghouse:

1. Director - Responsible for overall operations of the Clearinghouse. Consults with the S&T/ED CTO for project monitoring. Requires extensive experience and background in application of educational technologies for development purposes; librarianship (not necessarily an academic degree); sound journalistic and editorial skills; reading and speaking proficiency at AID/FS level 3 in Spanish or French; and personnel management skills.

2. Editor - Reports to Director. Responsible for continued development and production of the quarterly "Development Communications Report." Lends editorial writing skills to other project-oriented reports, studies and analyses, as required. Extensive experience in editorial journalism, printing and document production; French and/or Spanish reading and speaking proficiency at AID/FS level 3.

3. Information Specialist - Reports to the Director. Responsible for Clearinghouse day to day operations; background in Clearinghouse related activities, familiarity with state of the art in communications technology applications.

4. Secretary - Reports to Director. Responsible for Clearinghouse correspondence, filing, maintenance of mailing lists of other duties, as assigned.

PROJECT SPECIFIC ANALYSES

Economic

This project's economic feasibility is based on the following factors:

1. Creating and maintaining a central United States clearinghouse on development communications to collect, produce, and distribute worldwide appropriate information is economically more efficient than attempting to establish a similar center or centers in the developing world. United States institutions and private organizations have developed the necessary infrastructures and experience to offer these required information services efficiently and effectively. A non-United States clearinghouse would encounter significant economic problems in collecting information, since their principal source would be institutions in the United States. Also, developing the professional expertise to analyze existing knowledge or write and produce new knowledge and set up efficient delivery systems for this information would present major problems to a non-United States institution. A United States clearinghouse can also benefit from ready access to U.S. Government and public and private institutions.

2. Provision of comprehensive, valid, relevant, and timely information on the applicability of appropriate technologies will lead to more cost-effective development programs in the LDCs. Since LDCs have limited financial resources to meet multiple development goals, they need to consider economical methods to deliver goods and services, and good decisions depend on having access to the best available information. The appropriate "mix" of print and non-print media is a vital consideration in this regard, as is the planning of appropriate delivery systems to make maximum use of development communications resources.

3. Even in the poorest LDCs, some communications infrastructures already exist. The task confronting LDC planners and practitioners is to make maximum economic and technical use of these resources. In the area of print media, a range of materials from simple graphic displays to

sophisticated instructional presentations must be provided. Similarly, non-print media must be employed in a variety of ways. Experience in LDCs indicates that even remote areas often have access to radio broadcasts, and considerable evidence shows that this resource is currently being under-utilized for the transmission of valuable information in agriculture, health, education, and community development. Other communications techniques such as field days in agriculture, community discussion groups, rural health clinic demonstrations also have important implications for development communications principles and practices. Newspaper supplements and more sophisticated technologies such as television, films, slides, video tapes, and satellites may also be appropriate in certain circumstances. Wise use of these technologies can contribute significantly to cost-effective development programs in the LDCs.

Social Soundness

The principal social soundness issue related to this project is the likelihood that new practices or institutions introduced as a result of provision of relevant information on development communications to LDC planners and practitioners will be diffused among other groups (i.e., the "spread effect"). Our judgment is that this likelihood is very high. The project has been designed to respond to growing demand for practical information LDCs can use to design and implement activities over a wide range of development concerns (e.g., agriculture, health, education, family planning, and community development). The intended ultimate beneficiaries of this information will be the majority of poor urban and rural persons who currently lack this information and are thus at a disadvantage in participating more fully in the development processes within their nations. Central assumptions of the project are that the poor majority want to improve their lives and that the provision of useful information on development communications technologies and practices can contribute significantly to helping them achieve their economic and social goals.

Technical Feasibility

Since this project deals with the provision of information on development communications to A.I.D., USAID, and LDC planners and practitioners, no major technical feasibility issues or problems are foreseen. The project will require a staff of development communications specialists to produce the required information, mechanisms, and procedures for collecting, storing, reproducing, and distributing the information worldwide, and provisions for monitoring and reporting on project activities. Sufficient numbers of professionally qualified persons are available in the U.S. to serve on the U.S. based clearinghouse staff, and the LDCs contain a growing

number of field specialists to make use of this information. Creating and/or maintaining a U.S. based clearinghouse with appropriate office, library, and reproduction facilities is technically feasible, as is a delivery system relying principally upon the use of international and U.S. Government mail facilities. The technical feasibility of using appropriate technologies in the LDCs for the dissemination of the information produced under this project will, of course, be a matter of consideration on a case-by-case basis.

Administrative Feasibility

The Office of Education, Bureau for Science and Technology (S&T/ED), will be the principal A.I.D. coordinating and monitoring entity in this project. Besides close coordination with the U.S. contractor, S&T/ED will maintain close relationships with Regional Bureaus and PPC/CDIE on relevant project matters. As appropriate, contacts will be maintained with specific USAID Missions, with other international development organizations, and U.S. universities and organizations.

Administrative responsibility for providing the technical services required under the project will reside with the U.S. university or organization selected through competitive procurement procedure. The contractor will establish a U.S. based clearinghouse on development communications to provide the services described elsewhere in this paper.

FINANCIAL PLAN

The table below summarizes anticipated expenditures for the five year life of project.

ILLUSTRATIVE BUDGET (\$000)							
	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993	TOTAL
Salary/Wages	32	128	128	128	128	96	640
Benefits	8	32	32	32	32	24	160
Consultants	--	6	6	6	6	--	24
Travel/Transport	--	20	20	20	20	10	90
Other Direct Costs	30	120	120	120	120	90	600
Total Direct Costs	70	306	306	306	306	220	1,514
Indirect Costs	21	89	89	89	89	64	441
TOTAL COSTS	91	395	395	395	395	284	1,955
S&T Funding	91	250	262	275	275	150	1,303
Mission Buy-ins	0	145	133	120	120	134	652
TOTAL FUNDING	91	395	395	395	395	284	1,955

Notes on financial table: Annual staff salaries are projected as follows: (\$000)

Director	\$45
Editor	35
Information Specialist	28
Secretary	20
	<hr/>
	\$128

Consultants: We project consultant participation in one workshop/year: \$5,000 fees plus \$1,000 for workshop related expenses.

Travel/transportation: Two international round trips per workshop @ \$2,500 times two workshops/year = \$10,000. Two person-months per diem/year = \$4,000. Travel and per diem for workshop participants = \$6,000/year.

Other Direct Costs: These include production, printing, translation, \$90,000; telephone/cable/postage, \$12,000; reproduction, \$8,000; materials/supplies, \$10,000. Evaluation expenses will also be covered by this line item.

We estimate that Mission buy-ins will cover about one-third of total project costs, including personnel costs while working on Mission-requested assistance.

IMPLEMENTATION PLAN

FY 1988

January - Concept Paper approved

February - PP completed, submitted to SER/OP/W/R

March-June - Competitive procedures, award of contract

July-August - Specific work plans developed and approved

September - services initiated, including

- quarterly newsletter production
- library maintenance
- responses to individual inquiries
- preparation of special materials for conferences, seminars and workshops
- needs assessed/marketing initiated for buy-ins to finance overseas workshops and technical assistance

FY 1989-1993 - Continue as above, plus offer two workshops/year
(one in FY 1993)
- Annual management reviews (internal)

FY 1990 - External formative evaluation

FY 1993 - Summative evaluation, go/no go decision re option years.

EVALUATION PLAN

The contractor will submit semi-annual progress reports to the CTO throughout the LOP. Each report will contain a description of major activities and accomplishments during the reporting period, problems encountered and solutions applied by the contractor or recommendations for solutions by parties other than the contractor, and proposed activities for the subsequent six month period. A detailed plan for the periodic collection and reporting of these data will be submitted in the project's final trimester. Items to be included are numbers and kinds of reference materials received, catalogued, and circulated from the CDC library, number and kinds of responses to network affiliates requesting development communications information, visitors to the CDC and their organizational affiliations, and information concerning the production and distribution of the quarterly newsletter, Project Profiles, and state-of-the-art reviews. The contractor will also be required to develop procedures for gathering information from network affiliates on the usefulness of information provided, uses to which the information has been put, and suggestions for further kinds of information the CDC should provide. This can take the form of surveys and/or interviews with a sample of network affiliates.

S&T/ED will conduct annual evaluations of the project, through review of the contractor's semi-annual reports and meetings at the clearinghouse site. As appropriate, A.I.D. regional bureau and other A.I.D. offices (e.g., Program and Contract offices) will be requested to participate in these formal evaluations.

An external formative evaluation will be carried out in FY 1990 to ascertain progress and suggest ways in which the project's effectiveness could be improved.

At the end of the project, the contractor will submit a final report summarizing project activities and accomplishments, unresolved problems, and recommendations for further development communications activities by A.I.D.

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PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

Life of Project
From FY 88 to FY 93
Total U.S. Funding
Date Prepared: February 1988

Project Title & Number: Clearinghouse on Development Communications II

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<p>Program or Sector Goal: The broader objective to which this project contributes:</p> <p>To ensure that development programs make optimal use of appropriate communications technologies.</p>	<p>Measures of Goal Achievement:</p> <p>Development Communications Information services are part of an integrated approach to provide appropriate programs in LDCs.</p>	<p>Analysis of LDC development programs to verify the use of appropriate educational technologies</p> <p>a) Case studies b) Surveys and Questionnaires c) Correspondence and Reports</p>	<p>Assumptions for achieving goal targets:</p> <p>A.I.D. and LDC planners and practitioners accept the concept of educational technologies contributing to the development of relevant, cost-effective programs over a wide range of development activities.</p>
<p>Project Purpose:</p> <p>To provide comprehensive information resources covering educational technology applications, new developments, and policy guidance for A.I.D. and LDC administrators, officials and researchers in education and training.</p>	<p>Conditions that will indicate purpose has been achieved: End of project status.</p> <p>A.I.D. and LDC planners and practitioners will have a comprehensive information resource system available on educational technologies to design, apply, and evaluate appropriate development activities.</p>	<p>1. Surveys of A.I.D. and LDC offices to determine availability and use of development communications information;</p> <p>2. Official project files in AID/W and in the U.S. clearinghouse.</p>	<p>Assumptions for achieving purpose:</p> <p>1. A.I.D. and LDC planners and practitioners want and use development communications information services in providing appropriate development programs;</p> <p>2. Development clearinghouse information services are relevant, and available.</p>
<p>Output:</p> <p>Development Communications Report Project Profiles Monographs State-of-the Art Reviews Special Reports Participants trained in seminars and workshops</p>	<p>Magnitude of Outputs:</p> <p>20 Issues 50 issues 5 reports 5 reviews 15 reports 200 trained participants</p>	<p>U.S. clearinghouse files and reports.</p>	<p>Assumptions for achieving outputs:</p> <p>Inputs are provided on a timely basis and in sufficient quantities and qualities to reach output targets.</p>
<p>Inputs:</p> <p>Personnel Other Direct Costs Indirect Costs</p>	<p>Implementation Target (Type and Quantity)</p> <p>\$814,000 (284 p/mos) \$640,000 \$505,000</p>	<p>Official clearinghouse, S&T/ED and A.I.D. Contract Office files.</p>	<p>Assumptions for providing inputs:</p> <p>1. Adequate levels of funding are available on a timely basis to provide necessary inputs.</p> <p>2. Properly qualified personnel are available to provide necessary services.</p>

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