

**ANNUAL WORK PLAN**  
(October 1999 - September 2000)

by

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GenderReach Information Research, Dissemination, Promotional and Outreach Services  
USAID Contract No FAO-Q-00-96-90006-00  
Delivery Order No 5, Women in Development Technical Assistance (WIDTECH)

Submitted to

Office of Women in Development (G/WID)  
U S Agency for International Development (USAID)  
Washington, D C

Submitted by

Development Alternatives, Inc

## **A Introduction**

This work plan provides an overview of projected activities for the Women in Development Information Research, Dissemination, Promotional, and Outreach Services, implemented by Development Alternatives, Inc. The project, now in its second year, is funded by the Office of Women in Development (G/WID) of the United States Agency for International Development (USAID) through Contract No. FAO-Q-00-96-90006-00, Delivery Order 5.

GenderReach has identified four distinct activities that support G/WID's overall mission. These activities reflect this project's responsibility for promotion, outreach, and information dissemination to G/WID audiences. Each activity is comprised of several components identified in the workplan. All components are designed to increase G/WID's outreach and communications capacity and motivate its audiences. Attached to the plan is an outline of deliverables required by the contract and an associated schedule for production and delivery.

The details of this workplan respond to the requirements of G/WID's strategic objectives as well as the substance of USAID's Gender Plan of Action. The activities are directed toward

- Better showcasing of G/WID's expertise and achievements
- Reshaping the presentation of gender research into more "user-friendly" products
- Making research and information accessible to wider audiences, and
- Devising creative methods for expanding the audience for G/WID materials, products, and services

## **B. Strategic Objective**

The Office of Women in Development has identified four strategic support objectives. Among these is the "greater reflection of gender considerations in the Agency's work" (SSO 4). GenderReach will support this SSO by *creating an institutional framework that will ensure enhanced communications of G/WID information and technical assistance to other USAID offices, development partners, and host country governments*.

G/WID offers USAID bureaus and missions, host country governments, and its development partners sector-specific technical expertise. The Office also provides value-added expertise through its knowledge of the benefits that can be achieved by integrating gender into national development strategies and programs. This project will focus on improving both G/WID's effort to communicate the value and availability of its technical expertise as well as the content of its promotional materials. This is aimed at broadening the audience for G/WID's products and services and improving audience responses.

The project will improve G/WID promotional efforts. It will also strengthen G/WID's strategies for increasing audience awareness of the value and availability of its technical resources. Finally, it will work to enhance G/WID's efforts to promote the idea of mainstreaming gender as a critical aspect of international development.

## **C Intermediate Result**

The activities of this workplan will support the achievements of G/WID's intermediate results indicators under Strategic Support Objective Number Four

- IR 4 1 Improved Agency policies and organizational capacity to address gender issues
- IR 4 2 Improved incorporation of gender consideration in the design and implementation of Washington-based programs
- IR 4 3 Improved incorporation of gender considerations in the design and implementation of field programs
- IR 4 4 Improved coordination with the international community on gender

The project will increase the responsiveness and participation of G/WID's audiences to the G/WID mandate. These audiences include other USAID offices, other donors, the NGO community, scholars, development partners, and host country governments

## **D Work Plan Component Activities**

Component activities fall into four broad areas: Research and Communications, Promotion, System of Performance Monitoring, and Web Site Development

### **1 Research and Communications**

This component will help to fill the gap in current knowledge about the roles of women in developing and transitional societies by improving the dissemination of pertinent research findings and conclusions. These gaps will be identified in consultation with G/WID staff, grantees, and contractors. The project will seek to fill these gaps with information gathered from the following three discrete sources:

**1 1** Research topics approved by the Office of Women in Development will be commissioned to experts. Project staff will oversee the development of commissioned papers to ensure the final product's suitability for distribution by G/WID.

**1 2** G/WID staff and professional consultants attached to G/WID periodically produce reports, evaluations, and other analyses relevant to G/WID activities. Project staff will review these products and select those most appropriate for inclusion in quarterly newsletters, information bulletins, and/or on USAID's gender web site as well as other potential venues.

**1 3** In addition to working directly with G/WID staff and professional consultants, GenderReach staff will go beyond G/WID and USAID to conduct research on topics relevant to G/WID activities. These work products will be available for inclusion in quarterly newsletters, information bulletins, the G/WID web site, for presentation in seminars or conference settings, or in any other formats that will draw audiences' interest.

## **2 Promotion**

This component will promote the critical findings of discrete research, analyses and evaluative reports directed to G/WID's audiences. It will also promote the availability of G/WID as a technical resource center for development practitioners, especially USAID mission and bureau staff and USAID development contractors. It will call upon a wide variety of marketing tools to accomplish this objective.

**2.1** The project's promotional program will include: a) diverse written and electronic materials, b) support of G/WID conferences and a seminar series to highlight key aspects of G/WID's program achievements and expertise, and reinforce an ongoing dialogue between G/WID and its many audiences, and c) exhibitions and other participatory roles in events sponsored by organizations with international development interests.

**2.2** To access a wider range of audiences, the project will take maximum advantage of all opportunities to publicize or broadcast G/WID's institutional message that "Gender Matters!" This activity will employ general, trade, and technical media outlets, as well as hypertext links connecting the G/WID web site to web sites maintained by other groups with gender or development interests.

**2.3** Promotional activities will include showcasing G/WID expertise, products, and achievements through: a) speaking engagements, b) the appearance of G/WID's name and identifier on materials and at events associated with G/WID's core mission, c) distribution of factsheets, to be produced by GenderReach, describing the G/WID office, activities and expertise, and d) through the creation of marketing products, such as a "Gender Matters" sticker. In addition to promoting G/WID, GenderReach will also promote USAID projects that are not supported by G/WID but are exemplary in integrating gender into their activities.

## **3 System of Performance Monitoring**

This component will establish a system of performance monitoring to document progress in the achievement of G/WID's results framework. This will involve a system under which G/WID contractors and partners can readily provide the information required to measure the results achieved under G/WID's strategic plan.

## **4 Web Site Development**

Having fully redesigned a prototype web site provided by G/WID in the first year, GenderReach will launch and maintain USAID's gender web site early in the second year, presenting information about how USAID has integrated gender into the agency's programs. Specifically, the web site will cover five broad areas: USAID's Gender Strategy, Mainstreaming, the Office of Women in Development, Gender in USAID's Programs, Gender Publications and Research, and the President's Interagency Council on Women. The site also has a photo gallery and a site map. Finally, to ensure that the project's informational and promotional efforts reach the appropriate audiences and have the intended effects, the web site will be used as a means to obtain audience feedback. This will be achieved through the "reaching us" button, which asks

viewers a series of questions to gauge their interest in the site and in G/WID. This information also will be used for building mailing lists and for surveys.

4.1 Prior to launching the web site, GenderReach will consult with USAID's Office of Information Management to make necessary technical refinements to the web site design and content adequacy. The project will also consult with USAID's legislative and public affairs office to ensure content adequacy. This new USAID gender site will be a public site.

4.2 Working with G/WID staff and contractors, GenderReach will ensure that information posted on the web site provides a full description of gender integration in USAID projects and G/WID activities, and describes the USAID/G/WID role with the President's Interagency Council on Women. The web site will be monitored continuously to ensure that all information is up-to-date. GenderReach will also work closely with G/WID and other USAID staff to monitor information and documents that should be added to the web site.

## **5 Deliverables (total required for delivery order and number remaining indicated in parentheses)**

In accordance with the stipulations contained in this project's statement of work, and pursuant to the activities described above, this project will produce the following deliverables:

### **1 Written Publications**

#### ***Quarterly Reports on New Findings (8 total in delivery order, 7 remaining)***

During the remainder of the project, GenderReach will produce seven quarterly reports on new findings during the project's second work year. Five of these reports will be eight-page "Gender Matters Quarterly" newsletters. Two newsletters will be delivered for approval by G/WID by December 30<sup>th</sup>, 1999, and one newsletter will be delivered prior to each of the following dates: March 31<sup>st</sup>, June 30<sup>th</sup>, and September 30<sup>th</sup> of the year 2000. The remaining two will be a 30-50 page, multi-part document, delivered in two parts, tentatively titled USAID's Response to the Beijing Plan of Action. This report will be developed for broad USAID dissemination. It will be similar to, but much more detailed than "USAID's Response to America's Commitment 2000," for the President's Interagency Council on Women. The report will highlight USAID projects and activities that have successfully addressed the various directives of the Beijing Platform for Action and will showcase USAID's work in mainstreaming gender. Specifically, it will delineate completed and ongoing USAID projects and activities, using UN mandates as a guide, in the following areas: women and poverty, education and training of women, women and health, violence against women, women and armed conflict, women and the economy, women in power and decision-making, institutional mechanisms for the advancement of women, human rights of women, women and the media, women and the environment, and the girl child. This report will be delivered in spring 2000.

#### ***Quarterly Progress Reports (8 total in delivery order, 4 remaining)***

Quarterly Progress Reports will be submitted to G/WID describing all activities undertaken during the previous three month period and identifying achievements leading towards work plan

completion These Quarterly Progress Reports will be submitted to G/WID by the following dates December 1999, May 2000, July 2000, and a final report in October 2000

***Information Bulletins and Briefs (24 total in delivery order, 18 remaining)***

The project will produce 18 four-page Information Bulletins during the second year of the project, with three Bulletins delivered by December 30<sup>th</sup>, one delivered by mid-February, four delivered by April 30<sup>th</sup>, one delivered by mid-June, four delivered by July 31<sup>st</sup>, one delivered by August 31<sup>st</sup>, and four delivered in September of the year 2000 These will be cast in various formats

**2 Events Management and Promotion**

***Seminars/Workshops (12 total in delivery order, 8 remaining)***

During the second year, the project will supervise and finance conference facilities rental, catering and speakers' honoraria for at least six seminar series, to be attended by approximately 50 guests each All six of these seminars will be part of the "Millennium Women" series They will occur approximately six weeks apart, beginning in January 2000, and will be organized by GenderReach on behalf of the G/WID office Each seminar will highlight a gender and development challenge in the next millennium The format of the presentation will vary for each seminar

Two workshops took place early in the second year of the project at the Beijing +5 regional conference in Delaware GenderReach organized two panels of WID experts, with three per panel, to lead workshops, attended by approximately 100 people, on a discrete topic of importance for women in international development These were "Violence and the Reshaping of Women's Lives An International Challenge" and "Keeping the Promise Cross-National Strategies for Girls' Education "

***Conferences (2-3 total in delivery order, all remaining)***

During the coming year, the project will supervise and finance conference facilities rental, catering and speakers' honoraria for conferences to be attended by 100 to 200 guests The first, "Changing the World on a Shoestring Women's NGOs," will be held in late May or early June 2000 The date of this conference was determined based on the timing of the Beijing +5 meeting, sponsored by the UN, which will be in New York in June and will be attended by representatives of women's NGOs from many countries worldwide The convening of GenderReach's conference either the week before or week after the UN meeting will maximize the potential attendance of international NGOs, who will save both time and money by attending two conferences during one trip to the US Another conference will be held overseas in either Eastern Europe or Africa The topic of this conference is currently under discussion Also, over the period of January through March 2000, GenderReach will arrange the participation of WID expert panelists at three Beijing +5 regional conferences preceding the June UN Beijing +5 conference in New York Participants sponsored by The Office of Women in Development will bring an international dimension to the US conferences WID participants will include a mix of policy experts, technical experts, and leaders of women's projects and movements from

overseas Participants will be at US regional conferences in Seattle, Boston, and San Francisco GenderReach will also sponsor G/WID exhibits at conferences in several other cities

### **3 Performance Monitoring System**

Pending G/WID's development of new Strategic Support Objectives (SSOs), Intermediate Results (IRs), targets and indicators, GenderReach will design and maintain a system of performance monitoring to document progress in the achievement of G/WID's results framework

### **4 USAID Gender Web Site**

The web site, as described under Work Plan Component Activities, was launched in December 1999 and will be transferred to the USAID server early in 2000

## GenderReach. Information Research, Dissemination, Promotional and Outreach Services

### Contribution to SSO4. Greater reflection of gender considerations in the Agency's work

#### Activity Goal for GenderReach

Create an institutional framework that will ensure enhanced communications of G/WID information and TA with other USAID offices, other donor organizations, the NGO community, development partners, and host country governments

**Intermediate Result** The activities of this work plan will support the achievements of G/WID's Intermediate Results under Strategic Support Objective Number Four IR 4 1 Improved Agency policies and organizational capacity to address gender issues IR 4 2 Improved incorporation of gender considerations in the design and implementation of Washington-based programs IR 4 3 Improved incorporation of gender considerations in the design and implementation of field programs IR 4 4 Improved coordination with the international community on gender

This project will increase the responsiveness and participation of G/WID's audiences to the G/WID mandate

Description			
Components	Activities	Tasks	Indicators
1 <u>Research</u> Strengthened connection between gender research and development applications to address the information and program gaps about women's roles in development	1 1 Commission research to highlight existing gaps in the critical G/WID focus areas, e g , the economic status of women, girls' and women's education, legal rights and political participation, violence against women, women as peace makers, and trafficking in women	1 1a Target selected critical topics 1 1b Identify qualified researchers 1 1c Supervise the drafting of research reports to ensure they are consistent with G/WID standards	See IR 4 3
	1 2 Identify relevant project research and evaluations by G/WID staff/consultants	1 2a Work closely with the G/WID office and contractors to procure the most current and/or salient data This will be done through interviews and archival research	

Description			
Components	Activities	Tasks	Indicators
	1 3 Identify relevant gender research and evaluations produced by multilaterals, research organizations, and others conducting research relevant to G/WID activities	1 3a Screen electronic and written sources, conferences, etc , and select information relevant to current and future G/WID priorities	
2 <u>Promotion</u> Promotion of -Critical findings on key G/WID issues -G/WID as an expert in the gender field -G/WID as an accessible information source on gender issues	2 1 Disseminate and promote relevant gender and development findings to increasingly wider audiences  2 2 Use a variety of mediums to extend the reach of G/WID's messages  2 3 Capitalize on expanded opportunities to showcase G/WID and G/WID expertise through informational, outreach, and marketing activities	2 1a Publish and distribute important gender and development research findings to wider audiences 2 1b Support G/WID workshops and seminars 2 1c Increase G/WID's presence of at events sponsored by other organizations with international development interests  2 2a Create hypertext links between the G/WID and other web sites 2 2b Ensure G/WID's name and/or identifier appear whenever G/WID is discussed or represented in development or gender-related publications, or any other media 2 2c Pursue collaborative efforts between G/WID and non-USAID or government entities to host events 2 2d Promote G/WID services, expertise, and activities in the electronic and written publications of groups with gender or development interests  2 3a Convene seminars, and conferences 2 3b Canvass opportunities to showcase WID expertise in other venues 2 3c Distribute materials bearing G/WID's name and identifier	See above

<b>Description</b>			
<b>Components</b>	<b>Activities</b>	<b>Tasks</b>	<b>Indicators</b>
		2 3d Distribute G/WID sticker, "Gender Matters," at program events and on other occasions when appropriate 2 3e Create a database of critical gender contacts with clear audience disaggregation	
3 <u>System of Performance Monitoring</u>	Establish a system of performance monitoring to document progress in the achievement of G/WID's results framework	Consultation with G/WID staff pending G/WID development of new Strategic Support Objectives (SSOs), Intermediate Results (IRs), targets and indicators	See above
4 <u>Web Site Development</u> Creation of USAID gender web site	4 1 Complete construction of web site and prepare for launch  4 2 Web Site maintenance	4 1a Consult with DAI and USAID web experts to determine web site design and content adequacy 4 1b Refine content and design 4 1c Consult with USAID's OIM and LPA for pre-launch approval 4 1d Launch web site with strong promotional support  4 2a Continuously monitor web site, updating and supplementing information and documents when necessary 4 2b Maintain close communications with G/WID and USAID to monitor all information and documents that should be posted on the web site	See above

## DELIVERABLES ANNUAL WORK PLAN

(Base Period 1999-2000)

Activity	Quarter I			Quarter II			Quarter III			Quarter IV		
	Oct-99	Nov-99	Dec-99	Jan-00	Feb-00	Mar-00	Apr-00	May-00	Jun-00	Jul-00	Aug-00	Sep-00
<b>Information Bulletins &amp; Briefs</b>												
14 Information Bulletins			(3)		(1)		(4)		(1)	(4)	(1)	(4)
"USAID's Response to America's Commitment 2000"		(1)										
PICW Information Packet				(1)								
NGO Conference Packets								(1)				
G/WID Information Kit			(2)									
<b>Quarterly Reports on New Findings</b>												
Gender Matters Quarterly		(2)			(1)			(3)			(1)	
"Beijing +5 USAID's Response to the Beijing Plan of Action"								(2)				
<b>Seminars and Workshops</b>												
6 Seminars, "Millennium Women"				(4)	(1)	(1)	(1)	(1)	(1)			
2 Beijing +5/Delaware workshops		(2)										

Activity	Quarter I			Quarter II			Quarter III			Quarter IV		
	Oct 99	Nov 99	Dec-99	Jan-00	Feb-00	Mar-00	Apr-00	May-00	June-00	Jul-00	Aug-00	Sep-00
<b>Conferences</b>												
2-3 conferences			(1)					(1)				
Panelists in 7 Beijing +5 conferences (1 conference)			(1)	(2)	(3)	(1)						
<b>Electronic Publishing</b>												
Quarterly progress reports			(1)					(1)		(1)		(1)
Web site development & launch												