

Proposal for the Evaluation of the Author Compensation Program

Collaborative Consulting Group

'Creating Partnerships for Long-term Solutions'

Jonathan Brown

Dena Derkzen

Karen Parhar

Tanya Robertson-Frey

Sheena Walls



Overview

- ✔ Author Compensation Program
- ✔ Evaluation Issues
 - Program Relevance
 - Program Impact
 - Program Funding
- ✔ Timeline
- ✔ Budget
- ✔ Conclusion

The Author Compensation Program

- ✓ Program Rationale
- ✓ Program Objectives
 - Improve the financial situation of Canadian authors
 - Recognize the contribution of Canadian authors make to Canadian culture
 - Establishing payments to authors
 - Author Compensation Commission

Proposed Methodology

- ✓ In order to address the evaluation issues the following data collection tools will be used:
 - Review of of documents
 - Focus groups
 - Mail-out and online surveys
 - Key stakeholder interviews

Evaluation Issue 1: Program Relevance

- ✓ Provincial vs. Federal Funding
 - Presently Federally Funded
 - Commission-Government Agreement, 1986
- ✓ Communication Records; update reports

Evaluation Issue 1: Program Relevance

- ✦ Expectations of the Cultural Sector:
- ✦ Focus Groups with stakeholders
- ✦ Use results to construct mail-out survey

Evaluation Issue 1: Program Relevance

- ✔ Impact of New Technologies
(talking, online, electronic books)
- ✔ Survey sample of authors and publishers ; assess awareness of, and need for ACP

Evaluation Issue 2: Impact of the Program

- ✓ Affect of program on authors
 - Mail-out survey to purposeful sample of authors
 - E.g. “Have you experienced a loss of income by having your books in the library”.
 - If yes, “Please explain if the program has assisted in compensating for this loss”
- 2. Mail-out survey to publishers

Evaluation Issue 2: Impact of the Program

- Structural or organizational effects,
- Occurrence of any unforeseen effects, and
- Role of libraries and publishers
 - Mail-out survey to authors, publishers and representative sample of libraries
 - Follow-up interviews with small sample of library administrators
 - Review relevant library documentation

Evaluation Issue 3: Program Funding

- The extent to which the funds are achieving the program objectives?
- Is the current level of funding adequate; is future growth of need considered?
- Is the communication strategy used to promote the program relevant and effective?
 - Monitoring financial records
 - Meeting with government and commission representatives

Evaluation Issue 3: Program Funding

- ✓ Is the system for estimating the amounts granted to each author still appropriate?
 - Mail-out survey

Evaluation Issue 4: Program Funding

- ✓ Is the system for estimating the amounts granted to each author still appropriate?
 - Mail-out survey
 - Interview ACP committee members
 - Interview Librarians
 - Cost-benefit analysis

Evaluation Issue 4: Program Funding

- ✔ Does the administration and use of funds by the ACC make it possible to achieve the program's objectives in the most effective manner possible?
 - Review financial records
- ✔ Are there other more effective and efficient ways of achieving objectives?
 - Interviews with commission members
 - Surveys of authors
 - Review of financial documents

Proposed Timeline

Review Documents

Meet with
Commission
and Gov't reps

Focus
Groups

Mail Out Surveys

Follow up
with libraries

Online Survey

Meet with
program
mngr

Meet with
program
mngr

Data Analysis

Final Report

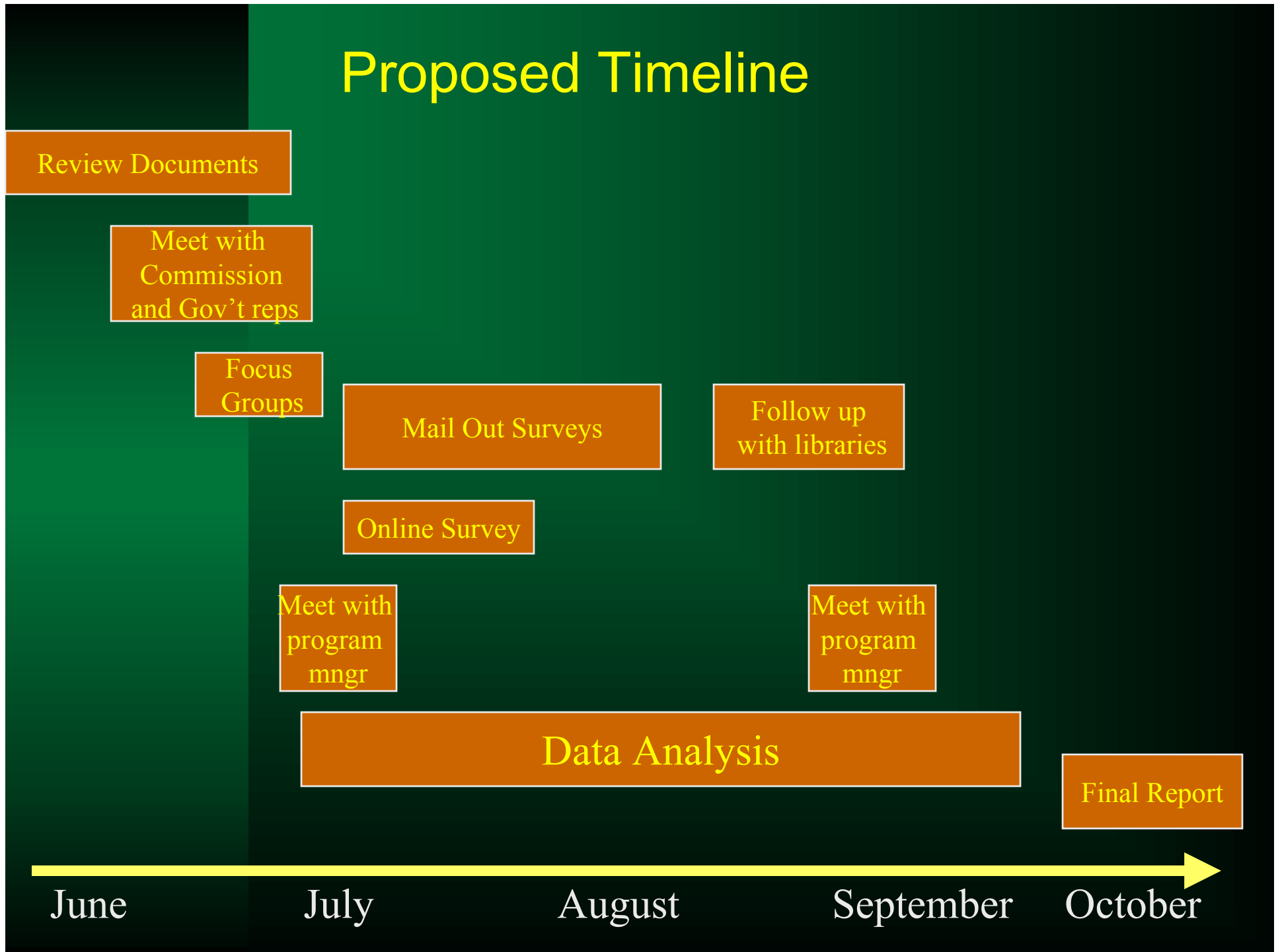
June

July

August

September

October



Detailed Budget

Items	Cost
Data Collection Materials	Mail-out surveys (500) = \$1000
Office Supplies	\$500
Administration costs	\$100
Travel Costs	\$5,300
Evaluation assistants (data collection, data entry)	\$4,500
Evaluator rates	\$35,000
Total Cost	\$46,400



The Collaborative Consulting Group Thanks You!

Jonathan Brown

Dena Derkzen

Karen Parhar

Tanya Robertson-Frey

Sheena Walls

University of Saskatchewan

Applied Social Psychology Program

