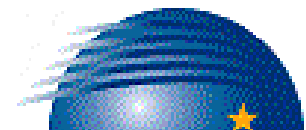


Evaluation Proposal

Author Compensation Program

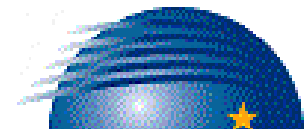
FASTFORWARD CONSULTING



Our Consulting Team

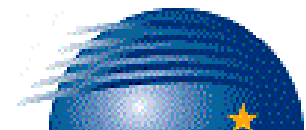
- Jennifer Turner
- Trina Caines
- Rachel Alwala

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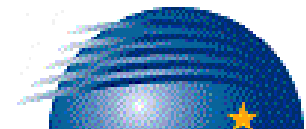
Agenda

- Overview
- Key Gaps
- Stakeholders
- Evaluation Design
- Indicators
- Workplan and Budget
- Issues and Challenges
- Summary



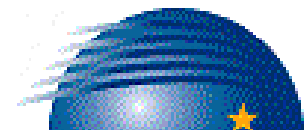
Overview

- Original Perceived Need: Remunerate authors for library holdings
- Goals of the program:
 - Increase the income and improve the financial situation of authors
 - Increase public recognition of authors' contributions to Canada's cultural identity
 - Build capacity to promote cultural diversity and social cohesion



Key Gaps

- Needs versus Goals
 - Payments related to output of authors, not their financial needs or cultural contribution
- Lack of information on impact to author's financial situation
- Public recognition and cultural issues
 - No explicit evidence of activities to address these issues
- Access to program
 - Awareness amongst authors and eligibility restrictions
- Other contributors to authored works
- Other copyrighted works not eligible for the program



Stakeholders

Libraries

Gov't of
Canada

Individual
Authors

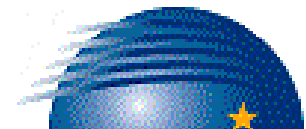
Author
Compensation
Commission

General
Public

Cdn Authors
Association

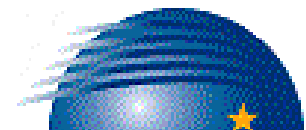
Industry
players

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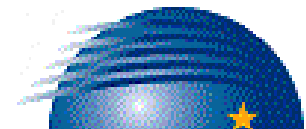
Evaluation Design

- Literature Review: Other governments, book sales data
- Document Review
- Quantitative Methods
 - Stratified Random Sample Survey of Authors (CATI)
 - Participants and non-participants (eligible and ineligible)
 - Random sample survey of eligible libraries across Canada
 - Random sample survey of general public across Canada
- Qualitative Methods
 - Key informant interviews
 - Program Manager of ACC, Chair of CAA, Head of Writers' Union
 - Focus groups with selected members
 - ACC, CAA, Writers' Union of Canada, Administrators of Surveyed Libraries



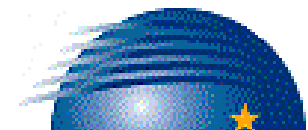
Indicators

<u>Relevance</u>	Methods	Target Groups
<ul style="list-style-type: none">•Percentage of authors affected by the program•Perceptions of authors about the program	Interviews Surveys Focus Groups	Program Manager Authors
<u>Progress and Results</u>	Methods	Target Groups
<ul style="list-style-type: none">•Financial impact on each author•Awareness of general public of authors' works	Surveys	Authors General Public



Indicators

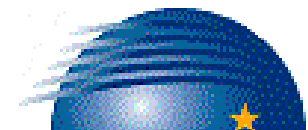
<u>Design</u>	Methods	Target Groups
<ul style="list-style-type: none"> •Ratio of author collections to author allocations •Changes in output between participants and non-participants 	Admin Data Surveys	Authors Libraries
<u>Cost Effectiveness</u>	Methods	Target Groups
<ul style="list-style-type: none"> •Comparison with methods used by governments in other countries 	Secondary research Survey Data Focus Groups	Other Governments Authors ACC CAA



Workplan

Task	Finish Date
Project Design Project Initiation Methodology development	July 2
Project Implementation Document and Literature Review Data Collection and Analysis	Sept 3
Reporting Phase Draft Report and Presentation Final Report and Presentation	Oct 31

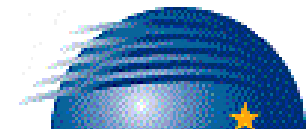
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Budget

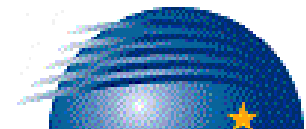
Phase	Budget
Project Design	\$7,000
Project Implementation	\$30,000
Reporting Phase (includes all travel and administrative expenses)	\$13,000
Total	\$50,000

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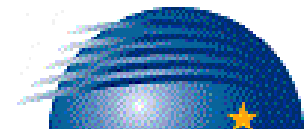
Issues and Challenges

- Budgetary Constraints
- Lack of information of activities, particularly communications activities to different stakeholders
- Sample design (15 of 3000+ libraries)
- Measurement Issues
 - Linking program with Canadian cultural identity
- Changes in technology
 - Internet, online publishing, alternative media
- Transfer of responsibility to a not-for-profit agency
- International Trade Agreements (NAFTA, WTO)
 - Intellectual property issues, preferential treatment of citizens



Summary

- Commission has examine the match between goals and original need
- Many changes in the environment since program inception
- Evaluation scope may need to be revised by area of importance to the Commission to work within budgetary provisions



Acknowledgements



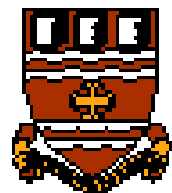
**Canadian Evaluation Society
Newfoundland & Labrador Chapter**



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Research Council of Canada**



**Canadian Evaluation Society
National Capital Chapter**



Memorial
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Faculty of Business Administration