


Canadian Evaluation Society
Case Competition Finals 2004

Proposal for Evaluation of the Canadian Author Compensation Program

Saskatoon, Saskatchewan
May 16th, 2004



Overview

- Review of Task(s)
 - Review of Program
 - Proposed Work Plan
 - Evaluation Issues
 - Methodology
 - Timeline & Budget
 - Issues to be Resolved
 - Conclusions
- 

Review of Task(s)

- Evaluation goals (Author Compensation Program)
 - Effectiveness of program
 - Efficiency of program's administration
- Potential evaluator requirements
 - Request for proposal
 - Research methodology
 - Phasing/timeline
 - Quotation

Review of Program

- Author Compensation program
 - Compensates Canadian authors for presence of works in Canadian libraries
- Developed to:
 - Increase income of Canadian authors
 - Safeguard cultural identity

Stakeholders

Representatives From:

- Author Compensation Program Commission
- Translators Association of Canada
- Canadian Association of Photographers & Illustrators
- Canadian Recording Industry Association
- Book Publishers Association (by Province)
- Canadian Newspaper Association
- Federal Government
- Provincial Government

Work Plan

Effectiveness
re: stated objectives


Efficiency
re: program administration

**Outcome
Evaluation**

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graph TD; A[Effectiveness re: stated objectives] --> C[Outcome Evaluation]; B[Efficiency re: program administration] --> C;
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The diagram illustrates the relationship between a Work Plan and Outcome Evaluation. At the top, the title 'Work Plan' is centered. Below it, two boxes are positioned side-by-side: 'Effectiveness re: stated objectives' on the left and 'Efficiency re: program administration' on the right. White arrows from both boxes point downwards to a central box at the bottom labeled 'Outcome Evaluation'. The background is blue with faint, light-blue concentric circles resembling ripples in water.

Evaluation Issues

- Program Relevance
 - Progress, results & projected future impacts
 - Design, governance & funding
 - Cost-effectiveness & alternatives
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Methods

- One-on-one structured interviews
- Online focus group
- Online survey
- Document review (library records)

Methodology: Structured Interviews

What is it?

- Predetermined question protocol
- Systematically administered

• Why use it?

- To determine program effectiveness
- Cost
- Easily accessible for participants

Methodology: Structured Interviews

Evaluation Issue

- Gov't Strategic Objectives
- Commission Strategic Objectives
- Target Objectives
- Division of Responsibility
- Administrative & Use of Funds
- Appropriateness of System
- Funding Alternatives
- Objective Achievement

Sample

Program Mgr.
Project Mgr.
Commission Chair
Gov't Rep.

Methodology: Online Focus Group

- **What is it?**
 - Text-based
 - Synchronous chat system
 - Duplicates traditional face to face focus groups
- **Why use it?**
 - Dynamic
 - Encourages interaction and debate
 - Accessibility
 - Cost

Methodology: On-line Focus Groups

Evaluation Issue

- Target Objectives
- Expectations of Cultural Sector
- Impact of New Technologies
- Off-set loss of income
- Ability and Desire to Continue Writing
- Effect of organization of ACP
- Unforeseen Effects
- Funding Alternatives
- Awareness of Program
- Role of Librarians & Publishers

Sample

Association Rep.
(e.g. authors,
publishers, librarians,
etc.)
Non-participants

Methodology: Online Survey

- **What is it?**
 - Administered & completed on-line
- **Why use it?**
 - Accessibility
 - Cost

Methodology: On-line Survey

Evaluation Issue

- Impact of New Technologies
- Off-set loss of income
- Ability and Desire to Continue Writing
- Appropriateness of System
- Level of Funding
- Awareness of Program
- Communication Strategy

Sample

Association Rep.
(e.g. authors,
publishers, librarians,
etc.)
Non-participants

Methodology: Document Review

- **What is it?**
 - Previously collected information
 - Stored in database & files
- **Why use it?**
 - No client participation required
 - Cost

Methodology: Document Review

Evaluation Issue

- Appropriateness of System
- Administration of Funds to System and Users
- Eligibility Criteria
- Achievement of Objectives

Sample

- Loans
- Title Searches
- Proportion of Canadian Books vs. Total Books
- Costs Allotted vs. Costs paid out to authors
- Number of authors eligible & compensated vs. eligible & not compensated

Proposed Timeline



Date	Deliverable
June 11-18, 2004	<ul style="list-style-type: none"> - Start of Contract - Meeting with Project Mgr of ACP and Program Mgr. - Set agenda for first meeting
June 18-July 2, 2004	<ul style="list-style-type: none"> - Preliminary mtg. of working team (June 18, 2004) - Collection and analysis of essential documentation and identified missing information - Submission of data collection plan to the working group for approval (June 18, 2004)
July 2-18, 2004	<ul style="list-style-type: none"> - Approval granted by working group of data collection plan (July 2, 2004) - Development of data collection instruments and webpage
July 18-August 2, 2004	<ul style="list-style-type: none"> - Communication with potential evaluation participants via associations (authors, publishers, librarians, etc). - Recruitment of participants to focus groups and interviews - Pilot testing of data collection instruments (i.e.. Online survey)

Date	Deliverable
August 2-16, 2004	<ul style="list-style-type: none"> - Conduct of online surveys and focus groups - Travel to Montreal, Toronto and Ottawa for meetings and interviews with Project Manager and government and association reps.
August 16-September 3, 2004	<ul style="list-style-type: none"> - Member checking of focus group and interview transcripts - Qualitative and Quantitative data analysis - Compilation of preliminary findings - Collection and compilation of library records - Oral presentation to working group on progress to date (September 2, 2004)
September 3-October 1, 2004	<ul style="list-style-type: none"> - Draft report of findings of all data and recommendations prepared
October 1- 15, 2004	<ul style="list-style-type: none"> - Circulation of report to working group for feedback
October 15-31, 2004	<ul style="list-style-type: none"> -Preparation of final report - Oral presentation to working group (October 31, 2004) - Meeting with working group to determine next steps

Proposed Budget

Issue	Approximate Cost
Communication (Telephone & On-line & Mailing)	\$11,500
Office Materials	\$500
Online Focus Groups	\$3,000
Air Travel	\$4,000
Ground Travel	\$500
Consulting Fee <ul style="list-style-type: none">• website management• Tool development• Progress reports• Final report• Meeting coordination• Data Collection	\$30,000
Miscellaneous	\$500
Total	\$50,000

Issues to be Resolved

- Objectives
 - Government vs. Commission
- Library sample
 - Criteria for representativeness
- Title search
 - Selection of books to purchase

Conclusions

- Mixed methods approach
 - Comprehensive
 - Geographic
 - Stakeholders
 - Accountable
 - Monetary
 - Collaborative
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