



OUTLIER CONSULTING GROUP

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PROGRAM OVERVIEW

- Olympic Torch Relay Initiative (OTR)
- 90% of population and 1,000 communities
- Centerpiece of 2010 Winter Games outreach activities
- Facilitate Canadians' participation

PROGRAM LOGIC MODEL

Inputs	Outputs		Outcomes		
	Activities	Participants	Short-term	Intermediate	Long-term
Staff Venues Equipment Funding	Celebration/ Commem- oration program Youth Participation Initiative Olympic Torch Relay	Canadian public Not-for- profit organizations Educational institutions	Awareness Artist exposure	Community involvement Pride	Unite Canadians Domestic tourism



EVALUATION OBJECTIVES

- Assess OTR initiative implementation
- Assess OTR initiative outcomes
- Assess contribution to goals of the Vancouver Olympic Games
- Assess return on investment



THEORETICAL APPROACH

- Process/outcome formative evaluation
- Utilization-focused model
- Evaluation steering committee



ETHICS

- We will follow the Canadian Evaluation Society's Guidelines for Ethical Conduct:
 - Competence
 - Integrity
 - Accountability

METHODOLOGICAL FRAMEWORK

ACTIVITIES		
Evaluation Questions	Indicators	Method
1. Were diverse Canadian communities involved?	<ul style="list-style-type: none"> • Torch route • Minority group attendance • Youth attendance 	<ul style="list-style-type: none"> • Records review • Community survey
2. Was the application procedure implemented as intended?	<ul style="list-style-type: none"> • # of applications received & processed • Degree of criteria adherence • Perceptions 	<ul style="list-style-type: none"> • Records review • Focus group w program officers • Survey of applicants (funded & non-funded)
3. Did the funded applicants use the funds appropriately?	<ul style="list-style-type: none"> • Suitability of fund use • Perceptions 	<ul style="list-style-type: none"> • Records review • Community survey

METHODOLOGICAL FRAMEWORK

OUTCOMES		
Evaluation Questions	Indicators	Method
4. Has domestic tourism increased?	<ul style="list-style-type: none"> • Increased domestic tourism revenue • Self-report 	<ul style="list-style-type: none"> • Records review (pre-post) • Community survey
5. Have community involvement and pride increased?	<ul style="list-style-type: none"> • Community activities attendance (e.g., Canada Day) • Perceptions 	<ul style="list-style-type: none"> • Records review • Focus groups w community members • Community survey (community cohesion scale)
6. Have awareness and artist exposure increased?	<ul style="list-style-type: none"> • Perceptions • Relay viewership 	<ul style="list-style-type: none"> • Interviews w artists • Community survey • Records review



RETURN ON INVESTMENT

Value of Olympic Torch Relay for funds invested
assessed via benchmark achievements in:

- Community involvement
- Awareness
- Pride
- Tourism

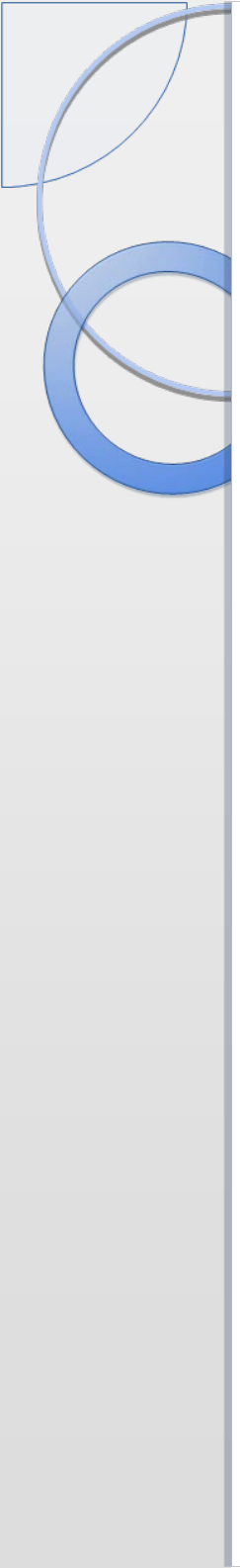
Benchmarks to be established with steering committee.

GOAL ACHEIVEMENT

Vancouver Olympic Games Goals	Evidence
Hope	<ul style="list-style-type: none">• Youth involvement
Friendship	<ul style="list-style-type: none">• Community involvement
Brotherhood	<ul style="list-style-type: none">• Inclusion of diverse communities• Canadian pride

METHODOLOGICAL JUSTIFICATIONS

Method	Limitations	Justifications
Records review	<ul style="list-style-type: none">• May be incomplete• Takes time	<ul style="list-style-type: none">• Data already collected• Comprehensive historical data (Baseline)• Few biases about the information
Survey	<ul style="list-style-type: none">• Self-report• Item wording	<ul style="list-style-type: none">• Inexpensive• Validated measures• Easy to analyze• Reach a large # of people
Focus Group	<ul style="list-style-type: none">• Difficult to analyze• Scheduling	<ul style="list-style-type: none">• Efficient• In depth• Common perceptions
Key informant interviews	<ul style="list-style-type: none">• Costly• Scheduling	<ul style="list-style-type: none">• Flexible• Range of information• Perceptions



CHALLENGES & SOLUTIONS

















- Retrospective
 - Pre-post when possible
- Cannot establish causality
 - Different methodologies
- Diversity
 - Sampling from different communities
 - Translation when necessary
- Potentially unstandardized records
 - Survey self-identification



ETHICAL CONSIDERATIONS

- Surveying minority groups
- Surveying youth

TIMELINE & BUDGET

Evaluation Tasks	Timeline				Budget Daily rate: \$ 1000	
	I	II	III	IV	# of days	Total in \$
Development of measures					10	10000
Focus groups					12	12000
Interviews					7	7000
Records review					23	23000
Community survey					8	8000
Analysis of collected data					25	25000
Final report writing					9	9000
Data dissemination					7	7000
Evaluation team's costs						45 000
					Total cost	146 000

DISSEMINATION PLAN

Stakeholder Group	Information to be Provided	Format of Dissemination	Time Frame
Steering Committee	Progress & challenges Findings & conclusions	Video-conferences Final report	Monthly May 2011
Canadian Heritage (PCH) & VANOC	Findings for each inquiry Findings & conclusions	Technical reports Draft report Final report	April 2011 April 2011 May 2011
Program Officers	Findings & conclusions	Final report	May 2011
Applicants	Findings & conclusions	Final report	May 2011
Public	Findings & conclusions	Brief final report (press releases)	May/June 2011



RECOMMENDATIONS & CONCLUSIONS

- Process & outcome evaluation
- Include all stakeholders
- Collecting data from various methods
- Conducting a nation-wide survey and records review
- Using utilization-focused approach
- Following ethics



THANK YOU!

- University of Saskatchewan
- Canadian Evaluation Society
- Canadian Evaluation Society
Saskatchewan Chapter
- SSHRC
- Dr. Karen Lawson