

Public Diplomacy Assessment: ECA Program Evaluation and Performance Measurement

Evaluation Division

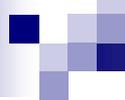
April 2010

**Bureau of Educational and Cultural Affairs (ECA)
Office of Policy and Evaluation
U.S. Department of State**



Session Overview

- **Introduction to the Bureau of Educational and Cultural Affairs**
- **ECA Evaluation Division:
Program Outcome Evaluation**
- **ECA Evaluation Division:
Performance Measurement Initiative**



ECA Bureau Overview

- Through its Fulbright-Hayes Act Mandate, ECA administers a range of exchange programs to promote mutual understanding and linkages between citizens and institutions in the US and overseas
- Integral Part of Public Diplomacy

ECA Exchange Program Portfolio

- Range of educational, cultural, and professional programs
- 90+ programs
- Range of program activities
- Programs across many sectors and disciplines
- Participants vary

Why Conduct Evaluations and Performance Measurement at ECA?

- **Ensures programs are effective** in achieving State Department, ECA, and program goals
- **Accountability:** ECA meets Congressional, OMB, other mandates for evaluation, PM, and results reporting
- **Actionable:** ECA Division provides data for use by program managers and grantees
- **Contributes** to body of knowledge for practitioners and scholars across sectors

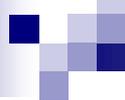
Evaluation Division: Purview 10+ Years

- The Evaluation Division is responsible for designing and implementing outcome evaluations of ECA's educational and cultural exchange programs
 - Fifty-four evaluations and reports have either been completed or are on-going

- The Evaluation Division collects and analyzes ECA performance measurement data from program exchange participants
 - Number of programs and exchanges assessed: 90+
 - Measuring progress towards Bureau outcomes: changes in learning, behavior, actions and institutions.

Outcome Evaluations

- Systematic objective assessments of ECA exchange program
- Effectiveness in achieving State, Bureau and Program goals
- Sustainability mechanisms
- Program Design, Changes



Outcome Evaluation Designs

- Unique programs
- Crossing-cutting, thematic, or sectoral
- Retrospective – several years after program initiation
- Multi-year, multi-country evaluations
- Mixed methods- qual. and quant. data
- Document Review, Surveys, Fieldwork
- Conducted by independent evaluation firms

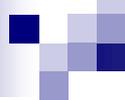
Outcome Evaluations: Bureau and Program Goals Assessed

- Mutual Understanding
- Linkages (btwn citizens, institutions, countries)
- Attitudinal Changes



More Bureau and Program Goals Assessed

- Knowledge and Skill Development
- Professional Development
- Application of New Learning
- Sharing/ Communicating new learning/Networking
- Communities and Community Service
- Organizational and Institutional Development



Performance Measurement Initiative

- Decision to undertake comprehensive ECA Bureau performance measurement

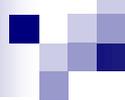
- Process
 - Developing Bureau Outcomes

 - Developing indicators for each outcome

 - Collecting and aggregating indicator data

Performance Measurement Initiative

- Performance measurement surveys gather data on ECA Bureau Outcome [Indicators](#) and program performance data at three points in time:
 - **Pre- program surveys** collect data from program participants @ program start
 - **Post- program surveys** collect indicator data and performance data @ end of program
 - **Follow-up surveys** collect indicator data and performance data o/a 1 year after program completion



Evaluation Division Performance Measurement Data Collection Tool

E- GOALS, the Bureau's online performance measurement system:

- Delivers surveys links to participants
- Surveys contain questions that pertain to indicator and indicator data.
- System aggregates all Indicator performance data.
 - Number of [surveys](#) launched: [560](#)
 - Number of [respondents](#) to surveys: [27,762](#)

Bureau Outcomes and Indicators

- **Outcome 1:** Participants are satisfied with the exchange experience.
 - **Indicator 1:** % of participants who express satisfaction with the exchange experience based on an average of several program factors.

- **Outcome 2:** Increased understanding of U.S. institutions, fundamental norms, and values.
 - **Indicator 2:** % of participants who improved their understanding of political and economic processes, norms, and values.

- **Outcome 3:** Increased trust of U.S. government.
 - **Indicator 3:** % of participants who agree that the U.S. government is a trustworthy partner for their country.

Bureau Outcomes and Indicators

- **Outcome 4:** More favorable views of the U.S. government and the American people.
 - **Indicator 4a:** % of participants who report more favorable views of the U.S. government
 - **Indicator 4b:** % of participants who report more favorable views of the American people.

- **Outcome 5:** Increased participation and/or responsibility (leadership role) in work, community, or civil society.
 - **Indicator 5:** % of participants who increase their participation or level of responsibility.

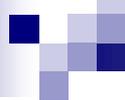
Bureau Outcomes and Indicators

- **Outcome 6:** Concrete actions taken to apply knowledge gained in institutions, community groups, government, or civil society organizations.
 - **Indicator 6:** % of participants who initiate or implement a positive change in their organization or community

- **Outcome 7:** Participants explain or interpret their experience for others.
 - **Indicator 7:** % of participants who explain or share their (new) knowledge and exchange program experiences.

Bureau Outcomes and Indicators

- **Outcome 8:** Increased collaboration and linkages. (“Institutional collaboration” includes building coalitions, formal networks, federations, exchanges, and joint ventures.)
 - **Indicator 8a:** % of participants with continued personal contacts (contacts made during the program experience).
 - **Indicator 8b:** % of participants who establish or continue professional collaborations.
 - **Indicator 8c:** % of participants who establish or continue formal, sustainable institutional relationships (relationships would continue if participants left institutions).



ECA Evaluation and Performance Measurement Data Reporting

Formal (as official performance assessments and reports, planning processes, testimony, budget justification):

- State Department
- Under/Secretary for Public Diplomacy & Public Affairs
- Bureau of Educational and Cultural Affairs
- OMB
- Congress

Dissemination to other USG agencies, Media, Grantees, Professionals, Academics, Scholars, Students, Alumni

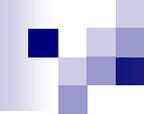
Evaluation Division Websites

ECA Bureau:

<http://exchanges.state.gov/>

ECA, Office of Policy and Evaluation/Evaluation
Division

<http://exchanges.state.gov/programevaluations/program-evaluations.html>



For more information contact

ECAEvaluation@state.gov