

This would depend to some extent on how many tasks were conducted in parallel, and possible delays in data collection.

The total resource requirements to complete the proposed evaluation are as follows:

- a) one experienced program evaluation manager for design assistance and technical supervision - 8 person-weeks;
- b) one full-time experienced program evaluation consultant to lead the study - 28 person-weeks;
- c) one full-time EAP staff member to assist in conducting the study - 32 person-weeks;
- d) travel funds to cover anticipated brief trips to roughly five posts abroad (two persons) and a limited number of domestic trips (one person) - \$12,000.

The estimated cost of contracting the evaluation expertise not currently available within EAP (items (a) and (b) above) is in the order of \$65,000. Total non-salary costs of the proposed evaluation would thus be approximately \$77,000. Actual costs for professional services would to some extent depend on the proportion of the evaluation workplan that could be assumed by EAP staff.*

4.6 Alternatives Considered

Some of the alternatives considered and the reasons for not recommending them are summarized below:

a) Measuring the Effectiveness of Information Programs:

The direct way of measuring the attitudinal change in foreign countries would be by survey(s) of a sample of people in these countries. This was rejected out-of-hand as inordinately expensive, administratively awkward, and of dubious utility, since the links between program outputs and the ultimate change in public attitudes is rather tenuous.

* Significant changes in the proposed evaluation design (eg. eliminating or adding major tasks, or changing methodology) would also affect these estimated costs.