

EXHIBIT 2: EVALUATION ISSUES, INDICATORS AND DATA COLLECTION METHODS

Evaluation Issues	Measurable Indicators	Data Collection Methods
3. Are DEA communications effective in supporting departmental program objectives?	. Each client group's awareness of DEA policies and programs related to: - promotion of Canadian trade and investment - Canadian trade policies - multilateral/bilateral negotiations	. business survey . interviews with other clients
4. Are there cost effective alternatives to current communication tools and delivery channels?	. Opinion of clients as to alternative sources of information, areas of overlap and complementarity . Identification of alternatives available from other government agencies	. business survey . personal agencies - provincial interviews with: - academics - media - trade associations . interviews with other government departments to identify areas of complementarity and overlap . interviews with DEA staff