

EXHIBIT 2: EVALUATION ISSUES, INDICATORS AND DATA COLLECTION METHODS

Evaluation Issues	Measurable Indicators	Data Collection Methods
1. What economic and commercial information do client groups need from DEA? Client groups are: - business - academics, media & trade associations - provincial government agencies	. Identification of business needs for DEA communication services in area of: - promotion of Canadian trade and investment overseas. . As above but for academics, media, provincial agencies and trade associations in areas of: - promotion of Canadian trade and investment - foreign policy issues related to trade and investment - multilateral and bilateral negotiations.	. business survey . survey of foreign audiences . interviews with: - academics - media - trade associations - provincial agencies involved in trade
2. Is DEA effective in meeting the needs identified above?	. Opinion of different client groups as to how informed they are about DEA messages and how useful the information is.	. business survey . survey of other clients (i.e. govt., trade associations, academics and media)