

(i) Level of Service

One of the important determinants of program effectiveness, for a program directed toward the public, is "client" satisfaction. This is one of the considerations normally taken into account in setting desired levels of service, or standards. Satisfaction, in turn, is at least partly determined by expectations.

What then are the expectations of Canadians abroad as to what consular services should be provided, and how they should be provided? What are the reasons for these expectations, and could they be modified? One concern is that these expectations, if uniformly held, may make it difficult for External Affairs to reduce or even alter existing services. Similarly, to what extent are actual clients of the program satisfied with the level of service provided? What indicators of satisfaction are available, and what might be developed?

(ii) Consular Awareness Program

This program is carried out by the Bureau of Consular Services. Although it is a relatively inexpensive program component (\$80,000 in fiscal year 1979/80), it may have a significant impact on the number of visitors to the posts. It is intended to make the Consular Services program known to Canadians who may be travelling or living abroad, and to give them advance warning of problems they may encounter so that they might take appropriate precautions. The issue here relates to the actual impact of the awareness program. What are the precise objectives of the Consular Awareness Program? What are the intended, realized and unintended effects of the program? Does it increase or reduce the number of visits to consular posts?

4.4 Methodology

A two-stage evaluation appears to be most appropriate for this component. The first stage would be a conceptual evaluation focussing on the clarification of mandate and objectives, and program design issues. This would include a subjective evaluation of the