

2. Is DEA effective in meeting these needs?
3. Are DEA's communications tools supporting departmental program objectives?
4. Are there cost-effective alternatives to current communications tools and existing delivery channels?

The approaches to data collection and the subsequent analyses were designed to address each of these evaluation issues.

1.3 Evaluation Methodology

1.3.1 Phase I: Evaluation Planning

The evaluation proceeded in two phases. Phase I was essentially a planning stage. Its objectives were to identify existing commercial and economic communications tools, to obtain a preliminary idea of who the target audiences are and their needs, to refine the research issues, and to propose an appropriate survey approach. This phase involved two preliminary data collection activities:

- . The development of an inventory of the communications tools used by DEA headquarters in 1985/86, as well as the instruments used for similar purposes by other government departments; and
- . Five focus groups in Montreal and Toronto to obtain reactions to the content, format and delivery of economic and commercial communications produced by DEA.