

Canada sought membership and was elected, out of turn or without having been invited. The data on Canada would then be compared to similar data from selected countries. The aim of this part of the study would be to obtain a quantitative indication of Canada's image relative to that of other countries.

4.5 Resources

It is proposed to undertake this evaluation using a team approach. Acting under the direction of the Director of Evaluation, the team would be led by an experienced evaluation consultant under contract to EAP. Because of the conceptual nature of the evaluation, however, and the familiarity with both the United Nations and the unique role of the U.N. Affairs program that is obviously desirable, the greater part of the evaluation would be performed by EAP staff. To provide a broader and perhaps more objective perspective, and to enhance the "outside" credibility of the study, a university professor of recognized stature should also be engaged to assist in the evaluation on a part-time basis.

Taking into account the significant overlap that exists among the issues, the resources required to complete the proposed evaluation are estimated as follows:

- (a) one experienced program evaluation manager for design and planning assistance, technical supervision, training, and limited participation in the execution of the study - 10 persons-weeks at roughly \$18,000;
- (b) one full-time and one part-time EAP officer to provide the main thrust of the evaluation - 24 person-weeks;
- (c) one part-time university professor to assist in certain aspects of the study - 5 person-weeks at roughly \$6,500;
- (d) travel funds (one trip, two people to the New York Mission; one trip, one person to the Geneva Mission; one multi-stop domestic trip, one person to interview university professors, etc.) - \$7,000

The total estimated non-salary cost of the evaluation, as proposed, would thus be in the order of \$25,000 for professional services and \$7,000 for travel. This cost