

EAMIP PROJECT NO. CC07

TITLE Trade Programs: Methods of Monitoring and
Measuring Effectiveness

RESPONSIBILITY Project Manager: CME: I.N. Dawson
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PRESENT SITUATION

In his March 1982 report, the Auditor General criticized the Department for having "no procedures in place to assess, measure or monitor the effectiveness of the Trade Development Program", and recommended that the Evaluation Division take steps to rectify this. CME has developed the outline of a project to improve trade program effectiveness measurement; the work plan is currently being discussed with TED.

OBJECTIVE

The purpose of this project would be to recommend what information, analytical methods, and systems would be required to monitor and measure the effects of the Department's trade programs and services.

GOAL

At present, it is intended to have a report for consideration by TED by March 31, 1984. The report should lead to a decision on a process and system to implement trade programs effectiveness measurement.

DESCRIPTION

It is anticipated that this project will involve the following activities:

- identification of the needs of managers for effectiveness information;
- identification of information currently available in the following areas: program activities, outputs, results; macroeconomic trends; trade policies and priorities; resources deployed and required;
- review methods and system for assembling, analysing and reporting relevant information;
- make recommendations on how to implement a trade programs effectiveness monitoring and measurement system.

IMPLEMENTATION CONSIDERATIONS

The work will involve consultation with all divisions responsible for trade programs and services, and with selected central agencies. Co-ordination with management information systems activities will be carried out. The experience of other departments in this area will be drawn upon through their Evaluation Divisions.