

- (a) The first alternative is to do the same as in the recommended approach, except to carry out process observations in six to eight posts. This would likely increase the cost by about \$3500 for the consultant and \$8,000 for travel. This alternative was rejected because it was doubtful whether the additional information gains would warrant the additional costs.
- (b) The second alternative consists of extending the first stage evaluation to include the two additional issues, grouped under program effectiveness. The methods are developed in some detail and are presented in the following paragraphs. They have been identified as alternatives, however, for several reasons. The principal reason is that more important issues may arise from the first stage conceptual evaluation, and if so, it is these which should be the subject of the second stage. In addition, the cost of extending the study to include the program effectiveness issues would add \$25,000 - \$30,000 to the cost. Finally, the capability of

management to take action must be demonstrated prior to data collection, if the information obtained is to have any utility.

The methodology to be applied to the program effectiveness issue of level of service and "client" expectations would incorporate information gained from the previous study of program design. Client satisfaction will be addressed partly by an analysis of letters of complaint and appreciation, and partly through a survey. The aim of the analysis would be to identify any patterns in the complaints. Where appropriate, follow-up with the letter writers and consular officers would be carried out in order to corroborate the information in the letters and to determine if more recent experience has altered the views presented.

This analysis would be followed by a sample survey of recipients of consular services. About five to ten representative consulates would be selected and on a small number of preselected days all Canadian visitors would be asked to provide their name and address. Then, about a month later, a self-administered questionnaire would be sent to each of the visitors. Persons would be asked such