

U.S. DEPARTMENT OF STATE
THIRD ANNUAL CONFERENCE ON PROGRAM EVALUATION:
NEW PARADIGMS FOR EVALUATING
DIPLOMACY IN THE 21ST CENTURY
June 8-9, 2010

Science/Technology/Trade Track

PowerPoint presentation from workshop on Trade Capacity
Building Since the Launch of Doha Negotiations - Cross-Country Cluster
Evaluation of Trade Capacity Building Programs: Evaluation
Questions and Methodology

Session transcript:

<http://www.state.gov/s/d/rm/rls/rm/2010/148048.htm>



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Cross-Country Cluster Evaluation of Trade Capacity Building Programs

Evaluation Questions & Methodology

Molly Hageboeck
Management Systems International (MSI)
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TCB Evaluation Questions

Impact

To what extent have USAID programs of this type contributed in a measurable way to improved trade capacity in the target countries?

What impact has USAID TCB projects had on the firms, individuals, associations, sectors, economies and government agencies targeted by the interventions?

Stated Objectives

Which activities have been more successful in achieving their objectives, and what were the primary factors for their relative success?

What combinations of activities or interventions were more successful and sustainable than others, and what were the primary synergies that contributed to that success?

To what extent have the interventions funded by USAID since 2002 succeeded in accomplishing the program's objectives?

M&E

How can USAID integrate monitoring and evaluation into the design and implementation of TCB programs more systematically?



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Research Criteria in RFP

- **Retrospective – from 2002**
- **Cluster approach – examine key segments of TCB program**
- **Represent and capture geographic variations**
- **Representative of range of projects in terms of size and scope**
- **Inclusive of both successful and unsuccessful implementation**
- **Rely on quantitative approaches to extent possible**
- **Explanatory as well as descriptive – factors affecting success/impact**



MACRO

- **Clusters** – started with topics (in U.S. TCB Database) but shifted to Results Framework – a stronger approach in hypothesis testing terms
- **Scale of research effort** – started with all agencies; narrowed to USAID, narrowed again to “directly trade related” projects – searched for all cases; captured 70% in value terms, including most large, multi-year projects (n = 256)

MICRO

- **Methods on a Question by Question basis** – MSI “Getting to Answers” table forces question specific approaches
- **Challenges:**
 - Recovering the past
 - Counterfactual



“Getting to Answers”

Evaluation Questions	Type of Answer/ Evidence Needed (description; comparison (to what); cause and effect (and notes on any special requirements or sources of data)	Methods for Data Collection, e.g., Records, Structured Observation, Key Informant Interviews, Mini-Survey		Sampling or Selection Approach, (if one is needed)	Data Analysis Methods, e.g., Frequency Distributions, Trend Analysis, Cross- Tabulations, Content Analysis
		Method	Data Source		
1.					
2.					
3.					
4.					
5.					
6.					



Question

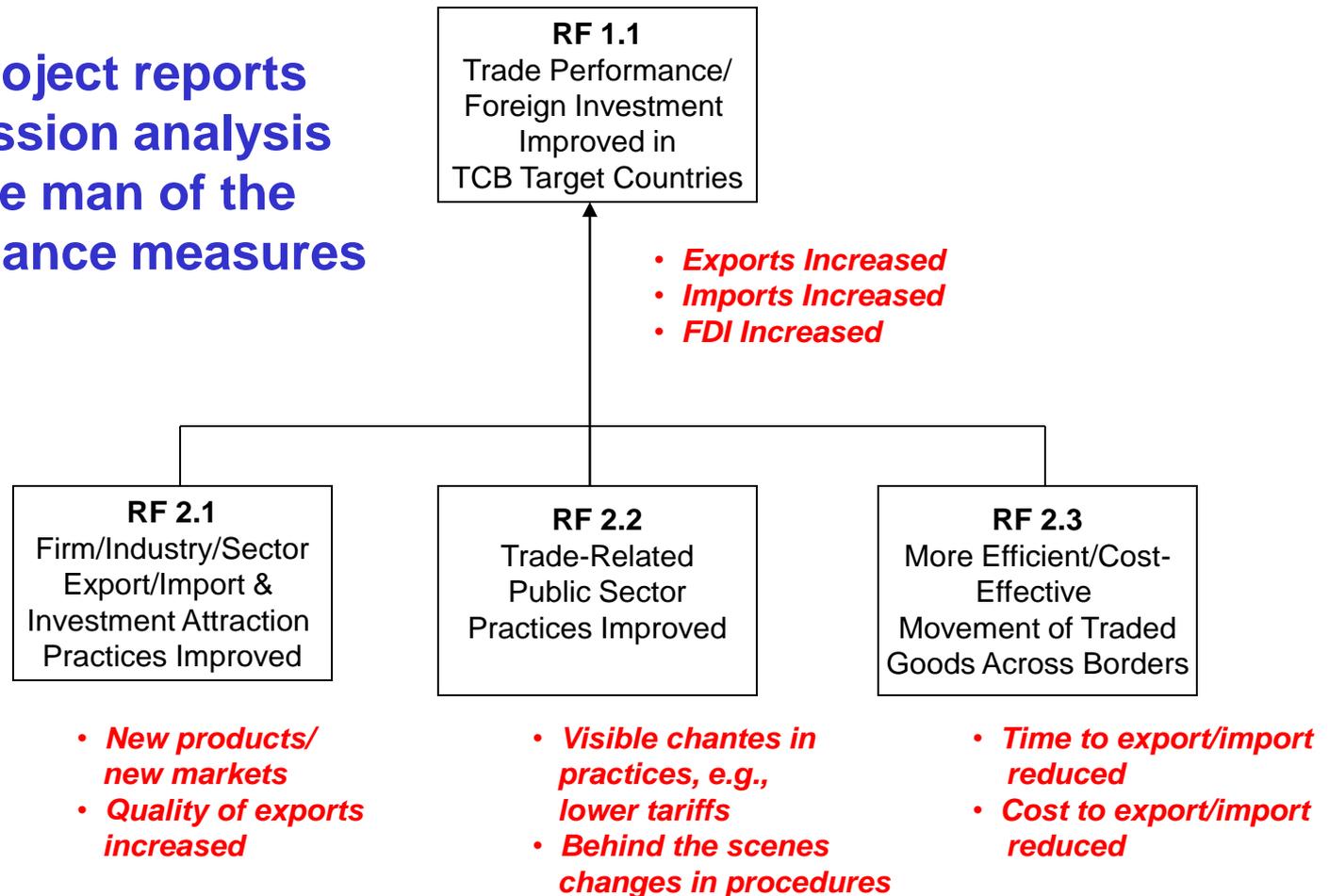
To what extent have USAID programs of this type contributed in a measurable way to improved trade capacity in the target countries?

Methods

- Evidence from projects – contemporaneous reporting on results at multiple levels of the Results Framework (Phase II); follow-up with participant/observers (Phase III)
- Independent regression analysis of impact of TCB funding on key trade performance measure at four levels of the Results Framework.
- Separate analysis of matrix of recipients of TCB assistance from USAID (high, low, none (*counterfactual*)) by their export performance (high, low) – identify factors associated with high exports.
- Traceback in high export countries (regardless of TCB funding level) to projects



**Analysis of project reports
and the regression analysis
focused on the man of the
same performance measures**





Question

What impact has USAID TCB projects had on the firms, individuals, associations, sectors, economies and government agencies targeted by the interventions?

Methods

- Evidence from projects at program Goal level
- Evidence from projects about firms and associations at lower levels of RF
 - *Jobs added*
 - *Incomes increased*
- Analysis of existing data series and information gathered for the previous question at the sector level and for economies as a whole.

RF 0.0

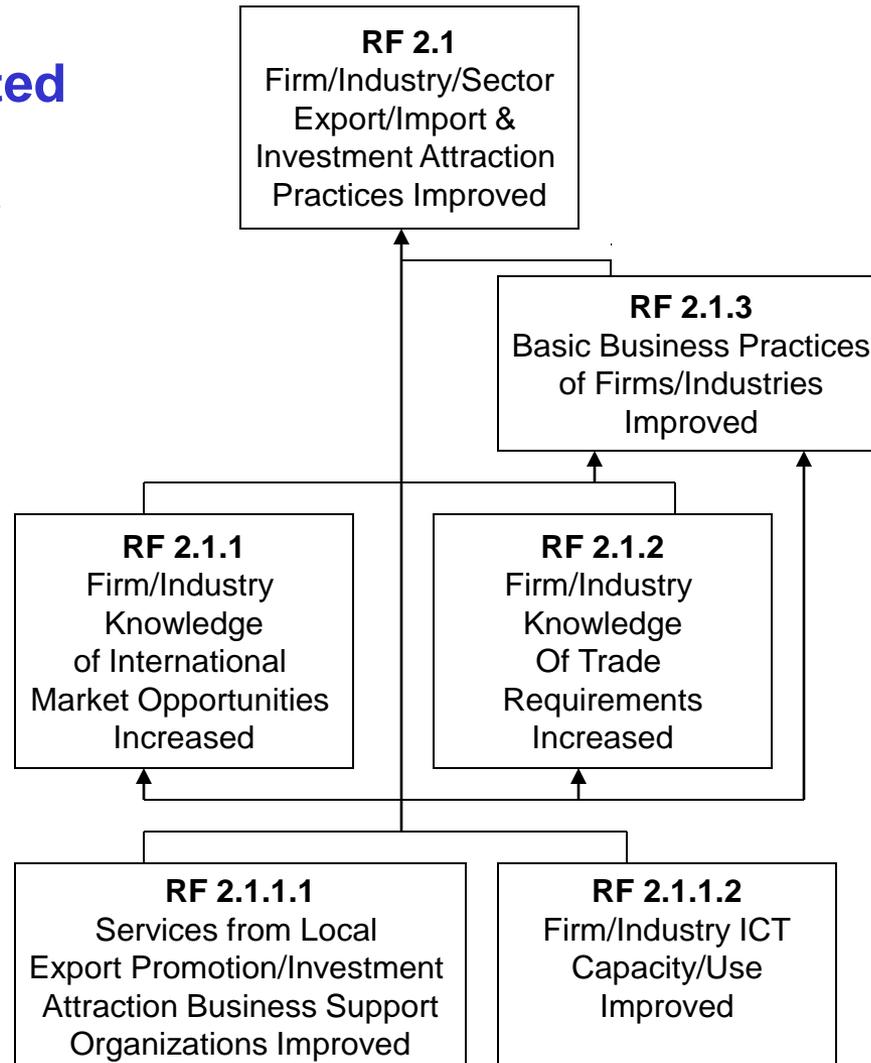
Rapid, Sustained, Broad-Based Economic Growth
In TCB Target Countries



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Evaluation Methods

Data on firms were reported at several levels for the *Private Sectors Practices* segment off the Results Framework





Question

Which activities have been more successful in achieving their objectives, and what were the primary factors for their relative success?

Methods

- Requires a success measure. Evaluation adopted existing USAID system and made it quantitative to facilitate comparisons between projects at RF levels, by geographic location, by sector, etc.



**Did Not
Meet**

(1)

**Improved, but
Did Not Meet**

(2)

**Met/
Exceeded**

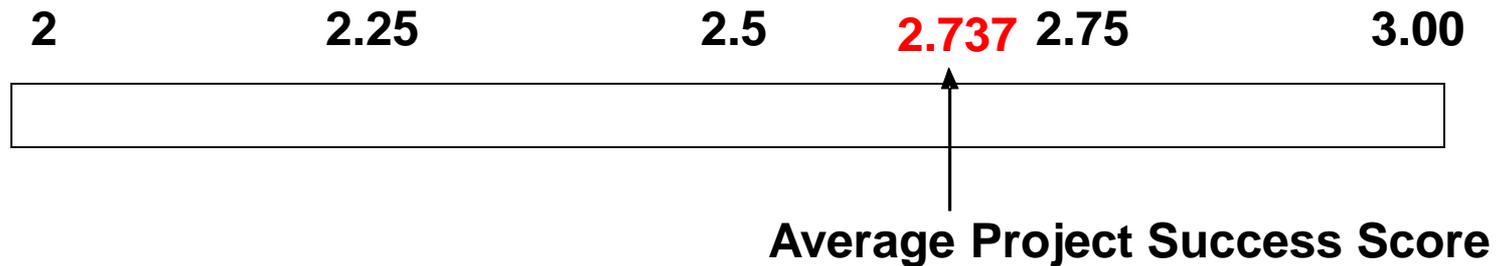
(3)

- Projects scored at every RF level where they indicated intent; overall project rating was an average of scores at all RF levels for a project.



Evaluation Methods

- 231 of the 256 projects could be scored using success scale.
- Once an average was constructed, subsets of the population were compared to each other, and to the overall average.



USAID TCB projects performed well on this measure.

- Content analysis of project narratives used to extract and characterize keys and barriers to success



Question

What combinations of activities or interventions were more successful and sustainable than others, and what were the primary synergies that contributed to that success?

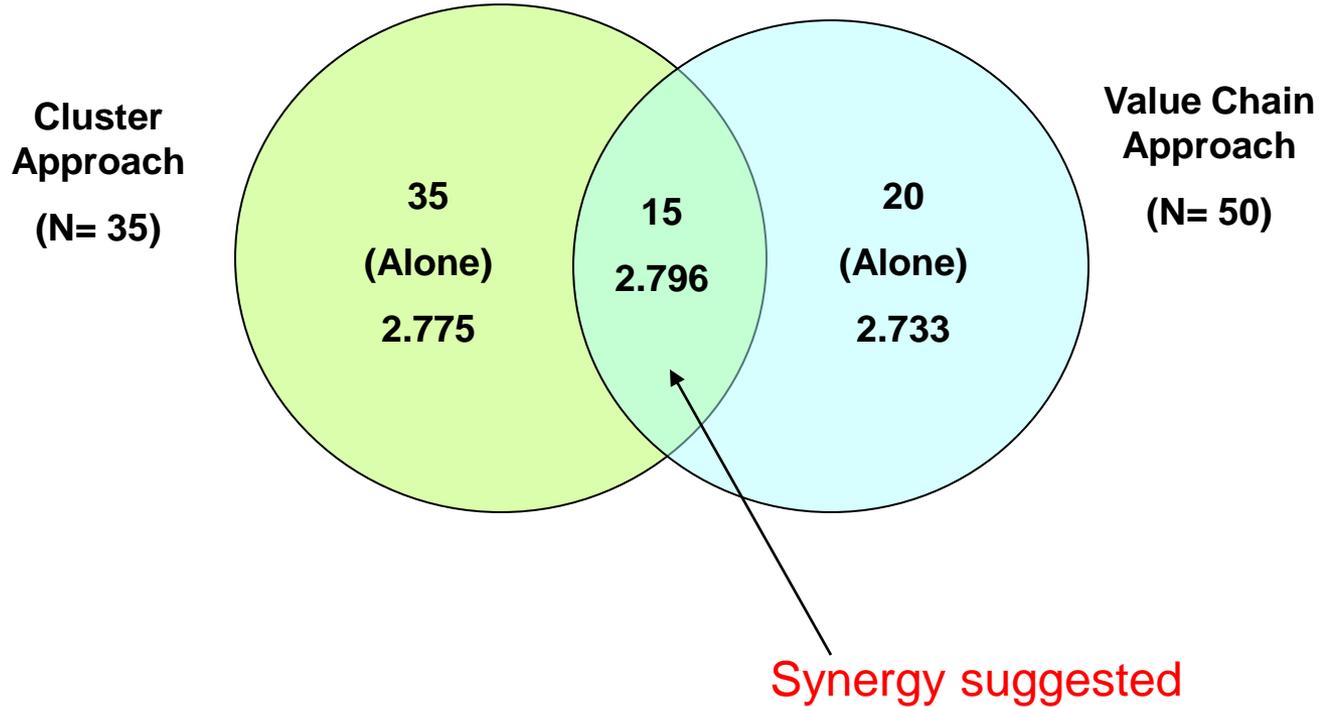
Methods

- Venn diagrams used to identify combinations
- Success scores used to compare combinations and identify synergies
- Content analysis of project narratives used to extract and characterize synergies



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Combination of approaches scored higher than either approach alone.





Question

To what extent have the interventions funded by USAID since 2002 succeeded in accomplishing the program's objectives?

Methods

- Primary comparison was to USAID 2003 TCB Strategy Paper
- Secondary comparisons to:
 - USAID country strategies
 - Broad goals of the Doha Round embedded in the Ministerial Declaration.



Question

How can USAID integrate monitoring and evaluation into the design and implementation of TCB programs more systematically?

Methods

- Phase III focus on current practices. Phase III will focus on approaches for improving TCB M&E.
- Documentation of indicators used at each RF level in real projects including frequency distributions at each RF level – de facto “votes” for indicators field can actually use.
- Project evaluations located and rated using two existing MSI tools:
 - Evaluation Statement of Work Checklist
 - Evaluation Report Checklist