

SUBJECT: Foreign Market Development Program (FMD) Program Evaluation Requirements

TO: FMD Cooperators

BACKGROUND

The FMD regulations, in paragraph 7 CFR 1484.72(c) and 7 CFR 1484.72(d), specify that FMD Cooperators shall conduct periodic evaluations of their programs and may contract with an independent evaluator to satisfy this requirement. Evaluation results guide the development and scope of a participant's program, contributing to accountability and providing evidence of program effectiveness.

FAS reserves the right to have direct input and control over design, scope and methodology of any program evaluation, including direct contact with and provision of guidance to the independent evaluator.

POLICY

Periodically, an FMD Cooperator shall conduct an evaluation of its program. The program evaluation may be a review of the FMD Cooperator's entire program or any appropriate portion of the program to determine the effectiveness of the strategy in meeting specified goals. An FMD Cooperator shall complete at least one program evaluation each year.

The program evaluation shall contain the following seven elements:

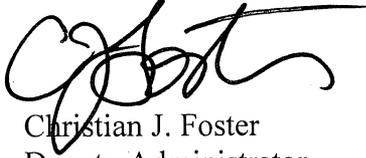
- The name of the party conducting the evaluation;
- The activities covered by the evaluation (including the activity numbers);
- A concise statement of the constraint(s) and the goals specified in the application;
- A description of the evaluation methodology;
- A description of additional export sales achieved;
- A summary of the findings, including an analysis of the strengths and weaknesses of the program(s); and
- Recommendations for future programs.

An FMD Cooperator shall submit, via a cover letter to the Director of the Cooperator Programs Division, an executive summary which provides an assessment of the program evaluation's findings and recommendations and proposed changes in program strategy as a result of the evaluation.

A suggested template is attached to this program notice for use by participants.

EFFECTIVE DATE

This program notice is effective immediately.



Christian J. Foster
Deputy Administrator
Office of Trade Program

MAR 22 2010

FMD PROGRAM EVALUATION

Date of Evaluation _____

Name of Participant _____

Name of Program Evaluator _____

I. Goal(s) specified in application:

- 1)
- 2)
- 3)

II. Constraint(s) to be addressed in application:

- 1)
- 2)
- 3)

III. Activity(ies) covered in this evaluation:

(include activity numbers)

IV. Description of evaluation methodology:

V. Description of progress made in the market, that is a description of additional export sales achieved and a description of other program results:

VI. Description of strengths:

VII. Description of weaknesses:

VIII. Summary of Findings:

IX. Recommendations:

X. Future and/or proposed changes in program strategy: