Validation of Data Used in Performance Measures – FY 2014

Name of indicator:	**Presentations by Advocacy economists**
Name of office/program:	**Office of Advocacy**
Performance goal indicator header (title):	**Presentations by Advocacy economists**
Indicator overview/summary. Briefly answer the following four questions:	
1. Why was this indicator chosen?	Best available measure.
2. Relevance of this indicator for measuring program success.	Measure is an indicator of productivity in outreach efforts by Advocacy's professional economists. Advocacy's statutory charter (see 15 U.S.C. 634a *et seq.*) requires the dissemination of information useful to its stakeholders, and the office strives to promote awareness of its work.
3. Any limitations on relevance to measure program success?	None.
4. How is this indicator used or will be used to manage the program?	Measure is used to assess Advocacy economists' outreach efforts.
Is this indicator intended for internal use only?	No
Section I: Indicator definition and relevance	
Identify the Strategic Goal and Objective, and Priority Goal if any, that the indicator measures.	Strategic Goal: 2 Objective: 2.2
Indicator type: Select the indicator measure as a Contextual, Customer Service, Efficiency, Input, Outcome, Output, Priority Goal or Process (result).	Output. Although this is an output measure, outreach efforts broaden knowledge of Advocacy's work, alert stakeholders to regulatory or policy issues that could affect them, and solicit input from these stakeholders for consideration by Advocacy. Advocacy economists are encouraged to share Advocacy's work and their own research with other professionals, policymakers and opinion leaders, with the outcome that such two-way communication between Advocacy and its stakeholders can improve decision-making by both.
Priority Goal indicator category.	N/A
Actual direction.	This indicator is new beginning in FY 2013, and there is no past performance data for reporting a direction in the FY 2012 Annual Performance Report accompanying the FY 2014 Congressional Budget Justification.
Unit of Measurement: Indicate unit in dollar, number or percentage and indicate what you are measuring.	The unit of measure is a presentation by an Advocacy economist to an academic, media, or policy audience at an organized event such as an academic conference, trade association meeting, policy symposium, government-sponsored event, etc.

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Origination Date: (MM-DD-YYYY) (As applicable)	N/A
End Date: (MM-DD-YYYY) (As applicable)	N/A
Calculation Method: Explanation of how the measure is calculated.	Each qualifying presentation is counted towards goal.
Timeliness: Identify the reporting lag time between an event/action and the availability of data reporting	Although data on all presentations are available immediately in real time, formal reports to management are done quarterly.
Section II: Data quality	
Describe the data collection process for the indicator: • Identify how the data record is captured. • What is the data source?	• The number of presentations by Advocacy economists is captured in an internal database. • Advocacy's Office of Economic Research.
Identify the frequency of data capture:	The data are captured immediately upon completion of a qualifying presentation by an Advocacy economist. They also appear in a quarterly report to Advocacy management.
Describe any limitations to accuracy, measuring program success, or completeness of data (records without data, wrong data, double counting, etc.). Include OIG/GAO findings.	No limitations to accuracy, measurement or completeness. No OIG or GAO findings pending in FY 2014.
Describe plans to address limitations to accuracy or completeness of data. Provide Internal Control, OIG/GAO recommendations.	N/A. No OIG or GAO recommendations pending in FY 2014.
If this indicator was used in the prior year reporting cycle, then: (1) describe any changes affecting data quality, and (2) identify any changes that would impact comparability with the prior year's data.	N/A. This indicator is new beginning in FY 2013, and no changes have occurred affecting data quality or comparability with prior years' data.
Data Quality Assessment: HIGH – No known weaknesses and accurately represents the results of the program. MEDIUM – Some risks or weaknesses exist but the data is of sufficient quality to manage the program. LOW – Shows significant weakness and cannot be used to manage or represent the results of the program. Data rated as "low" will not be used for reporting.	High

Certification

I hereby certify that actions were taken to provide reasonable assurance that the data supplied above is accurate and reliable. I also confirm the data/targets being reported for SBA's Congressional Budget Submission.

/s/ Claudia Rodgers, Deputy Chief Counsel for Advocacy