

Data Quality Record FY 2016 Congressional Budget Justification	
Section 1: Measure Metadata	
1. Name of Indicator	Outreach Events by Regional Advocates
2. Name of Office/Program	Office of Advocacy
3. Performance Indicator Statement, if applicable (for PREP)	
4. Indicator Overview or Summary (measure description & relevance)	Measure is an indicator of productivity in outreach efforts by Advocacy's regional advocates, the office's representatives outside of Washington, D.C. Advocacy's statutory charter (see 15 U.S.C. 634a et seq.) requires two-way communication between the office and its stakeholders. Although this is an output measure, regional advocate outreach efforts broaden knowledge of and access to Advocacy data and research products, alert stakeholders to regulatory or policy issues that could affect them, and solicit input from these stakeholders for consideration by Advocacy. Regional advocates also maintain contact with state and local governments, state and regional trade associations and business organizations, and they assist the National Ombudsman and the ten regional Regulatory Fairness Boards. This two-way communication is necessary for Advocacy to act as the voice for small business in government.
5. Strategic Goal/Objective	2.2
6. GPRA Type	Performance Indicator
7. Internal Use?	No
Section 2: Data Definitions and Source Reporting	
8. Logic Model Type	Output
9. Term Definitions	An outreach event for the purposes of this indicator is a meeting attended by five or more small business stakeholders where Advocacy research or data products, or regulatory or policy issues affecting small business, are discussed.
10. Direction of Measure	Increase
11. Unit of Measurement	The unit of measure is a qualifying outreach meeting.
12. Origination Fiscal Year	2013
13. Data Collection Process	The number of qualifying meetings in which regional advocates participate is captured in an internal database.
14. Data Source	Advocacy's Office of Regional Affairs
15. Data Quality Procedures	A simple meeting count requires no special data quality procedures.
16. Calculation Methodology	Each qualifying meeting is counted towards goal.
Section 3: Reporting, Oversight, and Certification	
17. Lag Time	Although data on all meetings are available immediately in real time, formal reports to management are done quarterly.
18. Frequency of Data Collection	The data are captured immediately upon completion of a qualifying meeting attended by an Advocacy regional advocate. They also appear in a quarterly report to Advocacy management.
19. Data Limitations	No limitations to accuracy, measurement or completeness.
20. Indicator Quality	High
21. Third-Party Auditors	