

## Validation of Data Used in Performance Measures – FY 2014

<b>Name of indicator:</b>	<b>Outreach events by regional advocates</b>
<b>Name of office/program:</b>	<b>Office of Advocacy</b>
<b>Performance goal indicator header (title):</b>	<b>Outreach events by regional advocates</b>
<b>Indicator overview/summary.</b> 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 regional advocates, the office's representatives outside of Washington, D.C. Advocacy's statutory charter (see 15 U.S.C. 634a <i>et seq.</i> ) requires two-way communication between the office and its stakeholders.
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 the productivity of the regional advocates' outreach efforts.
Is this indicator intended for internal use only?	No
<b>Section I: Indicator definition and relevance</b>	
Identify the Strategic Goal and Objective, and Priority Goal if any, that the indicator measures.	Strategic Goal: 2 Objective: 2.3
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, 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.
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 an outreach meeting at which five or more small businesses are represented where Advocacy research or data products, or regulatory or policy issues affecting small business, are discussed.

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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 meeting is counted towards goal.
Timeliness: Identify the reporting lag time between an event/action and the availability of data reporting	Although data on all meetings are available immediately in real time, formal reports to management are done quarterly.
<b>Section II: Data quality</b>	
Describe the data collection process for the indicator: <ul style="list-style-type: none"> <li>• Identify how the data record is captured.</li> <li>• What is the data source?</li> </ul>	<ul style="list-style-type: none"> <li>• The number of qualifying meetings in which regional advocates participate is captured in an internal database.</li> <li>• Advocacy’s Office of Regional Affairs.</li> </ul>
Identify the frequency of data capture:	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.
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
<b>Certification</b>  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/ <b>Claudia Rodgers, Deputy Chief Counsel for Advocacy</b>	