

For COMS, DCMS, and paos from under secretary karen hughes

E.O. 12958: N/A

TAGS: PREL, KPAO

SUBJECT: MAT - New PD Evaluation Tool

1. Our recent national strategic communications plan called for significant increase in resources in public diplomacy funding over the coming years, recognizing the critical importance of public diplomacy to America's national security. To make the best case for these resources, we need to develop more effective tools to measure and evaluate our programs.
2. I am pleased to now offer you one such tool. This month, we will be launching a new OpenNet-based evaluation and measurement application that will allow us to more effectively and comprehensively track and analyze our public diplomacy activities in the field. The Mission Activity Tracker (MAT) was developed to document the scope, frequency, and achievements of mission-related public diplomacy activities and better evaluate and report on the impact of our public diplomacy programs. MAT has been developed over the past year with extensive input from posts and the Department's PD community. It will be rolled out over the next few weeks, and it will be used by me and our other key stakeholders, including the Secretary, OMB and Congress, to highlight posts' good work and justify program and budget increases.
3. MAT is one element in a comprehensive strategy for public diplomacy evaluation and measurement. Other parts of this strategy will measure the outcomes and impact of our engagement. I will be telling you about these other initiatives in the near future, but MAT comes first because it will provide the foundation on which many of our other analyses and reports will be built. Details on MAT are available at <http://exchanges.state.gov/PDEO/descriptions.htm>.
4. A number of missions, as well as the public diplomacy offices in the regional bureaus, have participated in the development of MAT. I want to thank those posts - Lima, Seoul, Nouakchott, New Delhi, Cairo, and Alexandria - that have contributed to this process by hosting our MAT teams, participating in DVCs and even beginning to enter data. I emphasize the collaborative aspect of MAT's development

because it is meant to serve the needs of the field, to reflect the realities of public diplomacy work around the world, and to place the fewest possible demands on busy posts. And, I am pleased that we have received very positive responses from these posts and from regional bureau Public Diplomacy Office Directors with whom we have also worked closely.

5. What is MAT and what will it do? MAT is designed to capture comprehensive, timely and transparent data regarding our PD field activities. MAT will:

- Systematically gather PD "outputs;" (*i.e. audiences reached through mission PD activities*)
- Summarize information on audiences, activities, themes and other key factors;
- Support performance measurement, evaluation, strategic management and knowledge sharing;
- Minimize the reporting burden by allowing single entry of data and retrieval in a variety of formats and reports;
- Link PD activities to the Mission Strategic Plan.

6. MAT will be phased in throughout the remainder of FY 2007. You will be receiving additional messages with specific details on the MAT rollout schedule, guidance on MAT, and how MAT will impact the RESULTS database.

7. We believe that MAT is a powerful tool that will help all of us - in Washington and overseas - by collecting comprehensive and timely information. It will strengthen the Department's ability to demonstrate the excellent and vital public diplomacy work that all of you are conducting every day in every part of globe. Its success depends on the field's input, and I need all of our participating missions to begin using MAT in a timely and thorough manner as soon as it becomes operational.

8. Minimize considered.