

Dear

## **RE: PDAP DEV ED NEEDS ASSESSMENT SURVEY**

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The Philippine Development Assistance Programme (PDAP), initiated in 1986, is a development partnership of Philippine and Canadian nongovernmental organizations (NGOs) striving to assist disadvantaged Filipinos engaged in long-term community development. To date, Canadian NGOs have formed development partnerships with ninety Philippine NGOs. The primary principle of partnership is that PDAP structures, procedures and approaches promote mutual planning, action, decision-making and evaluation at every step and level of the PDAP process.

Under PDAP's second phase, an expanded development education programme is planned in Canada. Like PDAP's programme in the Philippines, the development education programme is to be developed using a partnership model. Thus cognizant of the learner centres' efforts in increasing the Canadian public's awareness and understanding of global development issues, PDAP seeks stronger linkages with learner centres in developing its education programme in Canada. As a first step, the PDAP Development Education Advisory Committee is doing a needs assessment survey of all its member agencies, selected learner centres and Philippine Canadian associations. The needs assessment is being conducted by Development Workshop, a nonprofit technical assistance and research organization.

The specific objectives of the study are to: (1) determine the existing capacities and resources of the different groups to participate in a PDAP Development Education Programme, (2) explore members' willingness to commit resources and preferences for involvement in the programme, and (3) determine the level of awareness of the situation in the Philippines and the groups' sources of information. Through the needs assessment we aim to have an information base and recommendations that can assist the Committee in planning programme activities for Phase II. Your input will be a critical element in shaping future actions that PDAP will take. The results of the needs assessment will be the focus of discussion at the next Committee meeting scheduled for August 9, 1990 in Ottawa.

This letter is to kindly request you to answer the attached questionnaire. You appreciate that we are operating under tight time constraints we would therefore be grateful if you would return your questionnaire by **JUNE 29, 1990** to:

DEVELOPMENT WORKSHOP  
58 Merion St.  
Guelph, Ontario N1H 2L8

For your convenience, we enclose a postage paid (SPECIAL DELIVERY) envelope. If you wish, you may fax your reply to us at **(519) 821-3438**.

The undersigned will be calling you on the week of the 25-29 June, 1990 to arrange for follow up phone interviews. If you have any questions, please call (519) 763-3978.

Thank you for your cooperation, your input will be essential in developing the recommendations to the committee.

Yours sincerely,  
DEVELOPMENT WORKSHOP:

Maribel Gonzales  
Principal Researcher

**PDAP DEV ED NEEDS ASSESSMENT  
SURVEY OF MEMBER AGENCIES**

**A. AGENCY INFORMATION**

1. Name of Agency: \_\_\_\_\_

2. Name(s)/Designation(s) of Respondent(s):  
\_\_\_\_\_  
\_\_\_\_\_

**B. DEVELOPMENT ASSISTANCE IN THE PHILIPPINES**

1. When did your agency first start supporting projects in the Philippines? \_\_\_\_\_

2. Do you now have non-PDAP projects in the Philippines?

Yes       No, PLEASE SKIP TO QS. 3

IF YES, for the current year, please state the following:

2.1 Number of non-PDAP projects supported: \_\_\_\_\_

2.2 Total Approximate value: \_\_\_\_\_

2.3 Sectors supported: CHECK AS MANY AS APPLICABLE

- |  |   |
|--|---|
| <input type="checkbox"/> Agriculture                               | <input type="checkbox"/> Communications & Transport           |
| <input type="checkbox"/> Education                                 | <input type="checkbox"/> Water and Sanitation                 |
| <input type="checkbox"/> Energy                                    | <input type="checkbox"/> Industry (large-scale)               |
| <input type="checkbox"/> Fisheries                                 | <input type="checkbox"/> Micro-enterprises, informal sector   |
| <input type="checkbox"/> Forestry                                  | <input type="checkbox"/> Institutional Strengthening/Training |
| <input type="checkbox"/> Health & Nutrition                        | <input type="checkbox"/> Others _____                         |
| <input type="checkbox"/> Population, Human Settlements,<br>Housing | _____   |
| <input type="checkbox"/> Mining & Metallurgy                       | _____   |

2.4 Please list the Philippine organizations you currently support in your non-PDAP projects:

| Name of Organization | Type* (see below) |
|----------------------|-------------------|
| _____                | _____             |
| _____                | _____             |
| _____                | _____             |
| _____                | _____             |
| _____                | _____             |
| _____                | _____             |

\* Types of Organizations: 1 = religious or church based; 2 = training/research organization group; 3 = professional group (e.g. home economist's association); 4 = labour/trade group; 5 = agricultural/ fisheries group; 6 = educational institution; 7 = cooperative; 8 = community organization; 9 = private development foundation; 10 = women's group; 11 = government agency; others, please specify.

3. Please list your staff members who are responsible for your overseas Philippine programme (both PDAP and nonPDAP). Please include those who are based in the Philippines (please mark overseas staff with an \*), if any.

| Name  | Position | Professional/Academic Background |
|-------|----------|----------------------------------|
| _____ | _____    | _____                            |
| _____ | _____    | _____                            |
| _____ | _____    | _____                            |
| _____ | _____    | _____                            |
| _____ | _____    | _____                            |
| _____ | _____    | _____                            |

4. Have any of your present staff in Canada worked in the Philippines?  Yes  No, SKIP TO QS.5

4.1 If YES, please describe briefly their work experience and length of stay in the Philippines. \_\_\_\_\_

5. How many of your present staff in Canada have visited the Philippines? \_\_\_\_\_

6. On average, how often does your agency staff visit the Philippines? \_\_\_\_\_

**C. DEVELOPMENT EDUCATION ACTIVITIES**

1. Please state briefly the objectives of your agency's development education programme? (Or if you have documents describing your programme please attach a copy).

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2. Approximately, what percentage of your agency's total funding is spent for development education? \_\_\_\_\_

3. Are there Third World related public events (e.g. World Food Day, Development Day) or campaigns (e.g. fund raisers) regularly sponsored by your agency every year ?

Yes       No, PLEASE SKIP TO QS.4

Please list these events in TABLE 1, for each please indicate:

- 3.1 Name of event or campaign
- 3.2 When it occurs (date or approximate time of the year).
- 3.3 Specific purpose
- 3.4 Target Audience(s)
- 3.5 What are major issues are focused on in the activity, if any?

4. Apart from regular public events or campaigns, what are the other major activities in your agency's education programme for this year? Please list these in TABLE 2, for each please indicate:

- 4.1 Types of activities, e.g., school programmes, thematic workshops, teacher training, North-South linkage projects, solidarity campaigns, lobbying, radio broadcasts, etc.
- 4.2 Specific purpose
- 4.3 Target Audience(s)
- 4.4 What major issues are focused on in the activity?
- 4.5 Will the activity have any content related to the Philippines? Check off Yes or No.

5. Has your agency sponsored any development education activities related to the Philippines in the previous two years?  Yes       No

6. Does your agency produce regular publications such as a newsletter for your public education activities?  Yes       No, PLEASE SKIP TO QS.7

For each publication, please give details in TABLE 3:

- 6.1 Title and type of material (e.g. newsletter, annual report, pamphlets)
- 6.2 Language (E = English; F =French; others, please specify)
- 6.3 Frequency of publication
- 6.4 Brief description of content
- 6.5 Target audience (church members, youth, general public etc.)
- 6.6 Size of Target Audience (number of copies distributed per issue)

7. Apart from your regular publications, what other education material (both print and audio visual) have been produced by your agency over the last two years? Please attach a list, if available.

- |  |   |
|--|---|
| <input type="checkbox"/> Curriculum kit      | <input type="checkbox"/> Books                          |
| <input type="checkbox"/> Documentaries       | <input type="checkbox"/> Catalogues of dev ed resources |
| <input type="checkbox"/> Slide tape          | <input type="checkbox"/> Media handbooks                |
| <input type="checkbox"/> Educational posters | <input type="checkbox"/> Others _____                   |
| <input type="checkbox"/> Photo exhibit       |   |
| <input type="checkbox"/> Reports             |   |

8. Has your agency produced any educational materials that focus on the Philippines?  
 Yes       No, PLEASE SKIP TO QS.9

If YES, please list these in TABLE 4, for each material produced, please state:

- 8.1 Title of material
- 8.2 Type of material
- 8.3 Brief description of content
- 8.4 Type of Target audience (please give size of audience, if available)

9. Please describe how your agency prepares its development education programme, giving particular attention to the following points:

- 9.1 How are objectives and priorities set?
- 9.2 Who are involved in the decision making?
- 9.3 Is an annual plan prepared for the programme or does it tend to be linked to specific development assistance projects?

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10. Has your agency made an attempt to directly link your development assistance projects in the Philippines with your public education work in Canada?

- Yes       No, PLEASE SKIP QS. TO 10.2

10.1 If YES, what methods has your agency used to make these links?

- Visits by Filipino project partners to Canada
- Visits by Canadian constituency to the Philippines
- Media (print and electronic) features on Philippine projects
- Others, please specify \_\_\_\_\_
- Media Tours
- Twinning

10.2 What in your opinion can be done to improve linkages between your projects in the Philippines and your public education work in Canada?

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11. Have you made any attempts to do a formal evaluation of your development education activities?  Yes  No

**D. DEV ED RESOURCES**

1. Please list your staff members primarily responsible for planning your development education activities. If volunteers are primarily in-charge, please list them as well (please mark with a "V" after their name).

| Name  | Position/# Yrs in Dev Ed | Professional Background |
|-------|--------------------------|-------------------------|
| _____ | _____                    | _____                   |
| _____ | _____                    | _____                   |
| _____ | _____                    | _____                   |
| _____ | _____                    | _____                   |
| _____ | _____                    | _____                   |
| _____ | _____                    | _____                   |
| _____ | _____                    | _____                   |

2. Does your agency utilize a volunteer network in carrying your development education activities?  Yes  No

2.1 Approximately how many volunteers are involved? \_\_\_\_\_

2.2 What are the typical functions that they perform in your education activities?

3. Which of the following resources are available in-house in your agency?

- |  |  |
|--|--|
| <input type="checkbox"/> Desk Top Publishing Software  | <input type="checkbox"/> Photo scanner                       |
| <input type="checkbox"/> Laser Printer                 | <input type="checkbox"/> Books for sale                      |
| <input type="checkbox"/> Video Camera Equipment        | <input type="checkbox"/> Resource Centre/library             |
| <input type="checkbox"/> Video editing facilities      | <input type="checkbox"/> Translation, specify language _____ |
| <input type="checkbox"/> Photo/slide bank              | <input type="checkbox"/> Speakers Bureau                     |
| <input type="checkbox"/> Videos for hire to the public | <input type="checkbox"/> Others, please specify _____        |

4. Does your agency have at its disposal any film, video or other audio-visual materials (not produced by your agency) on the Philippines?  Yes  No

5. What sources of information do you rely on to assist your agency in programming its work in the Philippines? Please rank these sources' importance **1 = most important**.

- |  |  |
|--|--|
| <input type="checkbox"/> In-country staff or branch offices      | <input type="checkbox"/> PDAP Philippines    |
| <input type="checkbox"/> Field visits by Canadian Staff          | <input type="checkbox"/> Mass Media          |
| <input type="checkbox"/> Philippine NGO partners/Project reports | <input type="checkbox"/> Books/other reports |
| <input type="checkbox"/> CIDA                                    | <input type="checkbox"/> Others _____        |
| <input type="checkbox"/> PDAP Canada                             |  |

6. Does your agency subscribe to periodicals that feature news/articles on the Philippines?  Yes, how many titles? \_\_\_\_\_  No

7. Listed below are different sectors of the Canadian public, please identify three sectors with whom your agency has the **most well developed contacts** in terms of your public education work, PLEASE MARK WITH A CHECK [ ]. Please identify three sectors with whom your agency has the **least developed contacts** and with whom you would **wish to develop better contacts** in your education work, PLEASE MARK WITH AN [ X ].

- |  |   |
|--|---|
| <input type="checkbox"/> Churches or church based groups | <input type="checkbox"/> Universities/Colleges                    |
| <input type="checkbox"/> Solidarity groups               | <input type="checkbox"/> Schools                                  |
| <input type="checkbox"/> Women's groups                  | <input type="checkbox"/> Research institutions                    |
| <input type="checkbox"/> Filipino-Canadian groups        | <input type="checkbox"/> Alternative media                        |
| <input type="checkbox"/> Other ethnic minority groups    | <input type="checkbox"/> Government agencies                      |
| <input type="checkbox"/> Youth/student movements         | <input type="checkbox"/> Print Mass media (list cont'd next page) |
| <input type="checkbox"/> Environmental groups            | <input type="checkbox"/> Audio-visual media                       |
| <input type="checkbox"/> Trade unions                    | <input type="checkbox"/> Others, please specify _____             |
| <input type="checkbox"/> Individual politicians          |   |
| <input type="checkbox"/> Learner Centres                 |   |
| <input type="checkbox"/> Political parties               |   |

#### E. NEEDS

1. What information does your agency need to assess your current work in the Philippines

and to plan for future development assistance and education activities? Please rate each type of information relative to your agency's **extent of need** for it using the following scale.

Scale: 1 = Not needed; 2 = Needed to a slight extent; 3 = Needed to a fair extent; 4 = Needed to a great extent; 0 = Don't know/can't say.

- |   |   |
|---|---|
| <input type="checkbox"/> Current events and news                            | <input type="checkbox"/> Gov't development policies and plans |
| <input type="checkbox"/> Economic analysis, production sectors              | <input type="checkbox"/> Info on NGO structures               |
| <input type="checkbox"/> Political and security situation                   | <input type="checkbox"/> Info on NGO initiatives              |
| <input type="checkbox"/> Social trends: health, education, housing, poverty | <input type="checkbox"/> Social justice/human rights          |
| <input type="checkbox"/> Agrarian reform                                    | <input type="checkbox"/> Others, _____                        |

Comments: \_\_\_\_\_

2. In your view, what are the areas where the PDAP Phase II development education programme can most meet your agency's needs relative to your Philippine programmes (overseas projects and education work in Canada)? Please rank the following areas of activity in their order of importance to your agency starting with **1 = the most important**.

- \_\_\_\_\_ Provision of current, accurate information
- \_\_\_\_\_ Situational analysis of different sectors
- \_\_\_\_\_ Orientation of staff and cooperants on development situation
- \_\_\_\_\_ Production of educational materials
- \_\_\_\_\_ Assistance in fund raising
- \_\_\_\_\_ Support for lobbying and advocacy efforts
- \_\_\_\_\_ Improving access to mass media
- \_\_\_\_\_ Facilitation of linkages
- \_\_\_\_\_ Training of staff in the development and evaluation of education programmes
- \_\_\_\_\_ Others, \_\_\_\_\_

Comments: \_\_\_\_\_

3. What specific education activities/projects do you suggest for the PDAP Phase II programme to undertake in order to achieve the following objectives:

3.1 To improve the information base and increasing expertise on the Philippines in Canada to guide members' programming decisions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3.2 To develop a greater understanding of Philippine development issues among the NGO community and the Canadian public \_\_\_\_\_

3.3 To mobilize NGOs and the Canadian public around major policy issues affecting development in the Philippines \_\_\_\_\_

4. "LANDLESSNESS" and "WATER" are two development issues that have been identified (in consultation with PDAP-Philippines) as the possible focus of the PDAP development education programme. The following sub-themes have been identified under these main themes, for each theme, please indicate on a scale of 1 to 4 the extent of your agency's interest in these issues.

Scale: 1 = Not of Interest; 2 = Interested to a slight extent; 3 = Interested to a fair extent; 4 = Interested to a great extent; 0 = Don't know/can't say.

| INTEREST | ISSUES                                  |
|----------|---|
| [ ]      | Small landless farmers                  |
| [ ]      | Role of women in agriculture            |
| [ ]      | Human rights issues "internal refugees" |
| [ ]      | Environment                             |
| [ ]      | Agrarian Reform                         |
| [ ]      | Food production                         |
| [ ]      | Urban Land Tenure                       |
| [ ]      | Street Children                         |
| [ ]      | Cultural Minorities                     |
| [ ]      | Potable water and Sanitation            |
| [ ]      | Women and water                         |
| [ ]      | Subsistence fisherfolk                  |

- Environment
- Human rights issues
- Fisheries
- Credit, fish processing and marketing

4.1 Please state which issues your agency would be in a good position to contribute to in the development of education programmes. \_\_\_\_\_

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4.2 Are there any other issues you suggest to be included in the PDAP programme/Other Comments: \_\_\_\_\_

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5. Does your agency plan to be actively involved in the education activities of PDAP Phase II?  Yes  No, please explain why not

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6. Is your agency willing to commit resources (material or human) to the PDAP development education programme?  Yes  No

Comments: \_\_\_\_\_

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7. Do you have any specific suggestions on actions that PDAP should take to work towards a developing an education programme based on the partnership model?

8. What do you anticipate to be the significant constraints to your agency in developing a partnership relationship for the PDAP Phase II development education component? Please rank constraints **as follow: 1 = most significant**).

Rank  
1-10

- \_\_\_ Reconciling your agency's particular education purposes and goals with that of the PDAP programme
- \_\_\_ Availability of staff and resources to work on partnership relations
- \_\_\_ Convincing your staff/board/constituency of the importance of partnership
- \_\_\_ Involving partners in your agency's decision making process
- \_\_\_ Locating suitable partner(s) with similar goals, mission and values
- \_\_\_ Others, please specify \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**F. PARTNERSHIP**

1. The following are some partnership principles. What do you think are the **three most important** of these principles if PDAP Phase II is to develop its programme based on a partnership model? Add your comments, if you wish.
- [ ] Common understanding of Philippine development problems and strategies to address them
  - [ ] An agreed set of purposes and goals
  - [ ] Agreement to share resources, information and experience
  - [ ] Joint decision-making process between agencies and country committees
  - [ ] Mutual recognition and respect for values, knowledge and skills of members
  - [ ] Integration of overseas project funding with development education
  - [ ] Interdependency
  - [ ] A sense of solidarity in achieving agreed objectives

Comments on partnership principles: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1.1 Are there any other partnership principles you consider important, please list them.

\_\_\_\_\_  
\_\_\_\_\_

1.2 Has your agency developed a policy statement or document on "partnership"?  
 Yes  No. If yes, please attach a copy.

2. What other NGO consortia is your agency involved in this year?

- None
- Partnership Africa Canada  South Asia Partnership
- Cooperation Canada Mozambique  Solidarite Canada Sahel
- Ethiopia Support Programme  Programme Angola
- Philippine Canadian Human Resource Development Programme
- Cross-Border Consortium (Eritrea-Tigray)
- Indonesia Forum
- Inter-Church Fund for Intl Development
- Others, specify \_\_\_\_\_

\_\_\_\_\_

2.1 Among the consortia that you are involved in, please specify those that you are playing an active role in the education component. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. The matrix below lists different levels of partnership for different types of activities. Given your agency's insitutional base, please indicate which **areas of activity** you wish to develop partnership links and your preferred **levels of partnership** for PDAP Phase II? PLEASE MARK WITH AN "X" your preferred activity-partnership level combinations.

| Activities                          | Levels of Partnership * SEE BELOW |   |   |   |   |   |   |   |   |   |  |  |
|-------------------------------------|-----------------------------------|---|---|---|---|---|---|---|---|---|--|--|
|                                     | A                                 | B | C | D | E | F | G | H | I | J |  |  |
| 1. Project Development              |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 2. Project Funding                  |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 3. Human Resource Development (HRD) |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 4. Organizational Development       |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 5. Lobbying/Advocacy                |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 6. Fund Raising                     |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 7. Development Education in Canada  |                                   |   |   |   |   |   |   |   |   |   |  |  |
| 8. Others, specify                  |                                   |   |   |   |   |   |   |   |   |   |  |  |
|                                     |                                   |   |   |   |   |   |   |   |   |   |  |  |
|                                     |                                   |   |   |   |   |   |   |   |   |   |  |  |
|                                     |                                   |   |   |   |   |   |   |   |   |   |  |  |

Notes: HRD refers to measures to impart knowledge and skills that will improve people's motivation and ability to meet their development needs. Organizational development refers to measures to strengthen organization's ability to carry out their functions e.g., financial management systems, creation of networks and support bases.

Levels of Partnership:

- A = Individual NGO (i.e. your agency) partner with other Canadian NGOs
- B = Individual NGO partner with the Philippine Secretariat
- C = Individual NGO partner with Philippine endorsers
- D = Individual NGO partner with Philippine NGOs
- E = Individual NGO partner with People's Organizations in the Philippines
- F = Your agency with other Canadian NGOs partner with the Philippine Secretariat
- G = Your agency with other Canadian NGOs partner with Philippine endorsers
- H = Your agency with other Canadian NGOs partner with Philippine NGOs
- I = Your agency with other Canadian NGOs partner with People's Organizations
- J = Others, please specify

THANK YOU FOR YOUR COOPERATION! Please return the questionnaire by **28 June 1990** to **DEVELOPMENT WORKSHOP**. Address: 58 Merion St.Guelph, Ontario N1H 2L8. Fax: (519) 821-3438.







