Activate Research

we deliver big talent in a small package

activate research, inc. is an SBA-certified, woman-owned small business located in Washington, D.C. that delivers social science research and consulting services to federal, state, and local government agencies and private sector enterprises.

our expertise enables us to carry out complex quantitative data analysis, collect and analyze qualitative data, evaluate programs, provide technical assistance, and create publications targeted to a wide range of audiences.

our proven capabilities stem from our staff members, who average more than 15 years of experience with quantitative and qualitative research and client-based project management.

we are experts in social science research. Activate team members are knowledgeable with regard to conceptualizing research projects, developing and revising research instruments (including surveys and interview protocols), data collection, analysis, and reporting. Activate specializes in producing high-quality, section 508-compliant, reader-friendly federal publications that report statistically significant findings reviewed for technical rigor, clarity, and accuracy.

our business at a glance

- **1** company
- **16** talented people
- **25** national data sets analyzed
- **54** staff publications
- **100** percent on-time deliverables

woman-owned **small business**
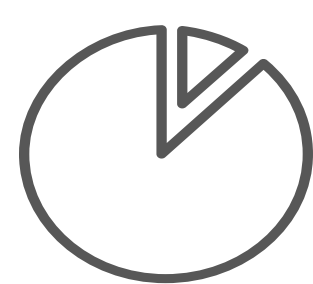
low overhead **high impact**

proven ability **strong partnerships**

smart team **happy people**

d.c. headquarters **policy nerds**

our certifications

GSA

U.S. Small Business Administration
SBA
Your Small Business Resource

GSA MAS: 541611

NAICS:
541611
541618
541720
541910
611710

certified **WBENC**
WOMEN'S BUSINESS ENTERPRISE

CBE
Certified Business Enterprise Program

our clients

ies INSTITUTE OF EDUCATION SCIENCES

Ed

Pearson

THE SCHOOL DISTRICT OF LEE COUNTY

UNIVERSITY OF MARYLAND 1856

ART WORKS.

National Endowment for the Arts
arts.gov

DISTRICT OF COLUMBIA PUBLIC SCHOOLS

partner with us

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quantitative data analysis

- develop data collection instruments and implement sample designs
- analyze complex survey data (e.g., large-scale federal data sets)
- apply appropriate statistical techniques and models, such as descriptive and inferential analyses, linear and logistic regression modeling, factor analyses, and multilevel analyses
- establish replication, technical review, and quality assurance procedures that ensure high-quality products

qualitative data collection & analysis
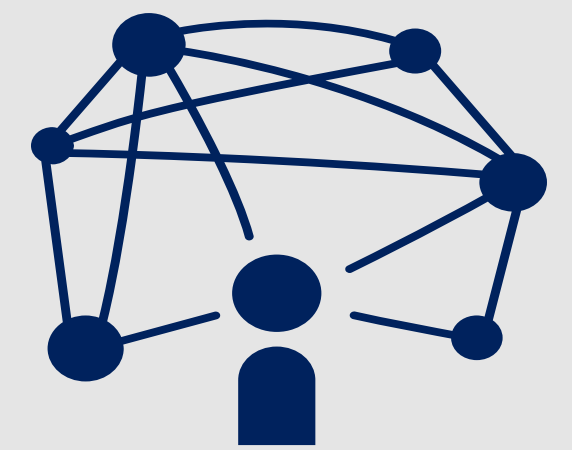
- design and conduct qualitative studies
- develop and test data collection instruments
- conduct literature reviews and create annotated bibliographies
- convene expert panels, including technical review panels (TRPs)
- conduct individual interviews, focus groups, and cognitive laboratory interviews

program evaluation

- conceptualize evaluation processes and tools to achieve client goals and objectives
- sample and recruit sites/participants for data collection
- create tabular, graphic, and text-based presentations of data
- analyze program data to inform implementation and to examine program outcomes
- develop formative and summative feedback tools tailored to client and audience needs

technical assistance

- conduct needs assessments
- provide tailored consultation and training (e.g., stakeholder engagement and program sustainability)
- identify appropriate evidence-based resources, tools, and products to meet client needs
- provide program planning and implementation services, including support for logic model development and stakeholder communication
- analyze program planning, implementation, cost, and effectiveness through proven research strategies (e.g., cost analysis, feasibility studies, and program evaluation)
- offer analyses and recommendations regarding sustainability

publication development & support

- translate technical and statistical information into clear and concise documents
- create reader-friendly, visually appealing publications tailored to specific audiences
- manage publication process through all iterations of client review
- edit for internal logic, technical accuracy, and clarity
- develop research products aimed at a variety of stakeholder groups (e.g., impact info-graphics and implementation manuals)
- produce section 508-compliant documents

partner with activate research, inc.