

ACTIVATE *your* approach to success

COMPANY SUMMARY

ACTIVATE RESEARCH, INC is a certified HUBZone, woman-owned small business located in the District of Columbia (DC) metropolitan area. We deliver value-added consulting services for federal, state, and local government agencies as well as nonprofit and for-profit organizations.



*USWCC certified
woman-owned
small business*

NAICS: 541720, 541611, 541618, 611710

NIGP: 918-12, 32, 38, 85; 920-40; 924-19, 958-16

Certified HUBZone

EXPERTISE SUMMARY

THE EXPERTISE OF ACTIVATE staff allows us to carry out complex survey data analysis and statistical modeling, evaluate programs, provide technical assistance to survey programs, and offer publication support. Our proficiency and skills manifest in our extensive experience with analysis of data and production of reports from large-scale sample survey data collected by the U.S. Department of Education and the Census Bureau. From the initial proposal to rigorous statistical analyses to informative and concise text, we have successfully developed and managed both ad hoc and annual publications through all facets of the federal publication process.

ACTIVATE your decisionmaking

SURVEY DATA ANALYSIS AND MODELING

- Analysis of complex survey data that relies on extensive experience and knowledge of administrative and sample survey data sources (e.g., Common Core of Data, American Community Survey, Current Population Survey, National Assessment of Educational Progress, and Program for International Student Assessment)
- Application of appropriate statistical techniques and models, such as descriptive and inferential analyses, linear and logistic regression modeling, factor analyses, multilevel analyses, propensity score matching, marginal structural models, and structural equation models
- Appropriate and proficient use of statistical software (e.g., SAS, SPSS, STATA, SUDAAN, and HLM) for variance estimation and statistical procedures that take into account the stratification and cluster sampling designs of complex sample survey data
- Employment of established replication and technical review procedures to ensure high quality products

PROGRAM EVALUATION

- Expertise with evaluation including the analysis of program planning, implementation, cost, and effectiveness
- Design of evaluation including defining evaluation goals and objectives, conducting literature reviews, developing conceptual frameworks and matrixes, selecting appropriate evaluation methodology, and designing data collection instruments
- Review of literature through practical and methodological screening criteria
- Sampling and recruitment of sites or participants for data collection
- Analysis of data based on rigorous analytic techniques
- Creation of tabular, graphic, and text-based presentations of data
- Development of formative and summative reports tailored to client and audience needs

TECHNICAL ASSISTANCE TO SURVEY PROGRAMS

- Assessment of data collection processes, including review and evaluation of sample design, survey administration procedures, data collection materials, and survey instruments
- Review of field test and cognitive laboratory test plans for evaluation of new survey items and contact procedures
- Development and testing of survey instruments (e.g., questionnaires, assessments)
- Design of statistical samples and efficient sampling for surveys of special populations
- Development of weighting schemes to accommodate complex sample designs
- Confirmation of technical integrity of data files to be released, including editing and reviewing data for internal consistencies, reviewing imputation procedures, and creating plans for non-response unit and item bias analysis
- Protection of the confidentiality of respondents, including disclosure risk analysis and secure data storage procedures
- Translation of technical and statistical information into clear, reader-friendly documents

PUBLICATION SUPPORT

- Management of publication process through all iterations of client review
- Editing for technical accuracy and clear text
- Development of a communication and dissemination plan for report release
- Production of web-ready report formatting (including 508 compliance)