

We deliver big talent in a small package

COMPANY SUMMARY

ACTIVATE RESEARCH, INC is a certified 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 woman-owned small business

CBE dc small business enterprise

EXPERTISE SUMMARY

OUR EXPERTISE allows us to carry out complex survey data analysis and statistical modeling, collect and analyze qualitative data, evaluate programs, provide technical assistance 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.

NAICS: 541720, 541611, 541618, 611710

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

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SURVEY DATA ANALYSIS AND MODELING

- Assist clients design surveys and identify samples
- Analyze complex survey data (e.g., large-scale federal datasets)
- Apply 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
- Utilize statistical software (e.g., SAS, SPSS, STATA, SUDAAN) for variance estimation and statistical procedures that considers stratifications and cluster sampling designs of complex sample survey data
- Establish replication and technical review procedures to ensure high-quality products

QUALITATIVE DATA COLLECTION AND ANALYSIS

- Design and conduct qualitative research
- Develop and test data collection instruments
- Produce literature reviews and annotated bibliographies
- Convene technical review panels (TRP)
- Conduct field and cognitive laboratory tests

PROGRAM EVALUATION

- Design evaluations to include defining goals and objectives, conducting literature reviews, developing conceptual frameworks and matrixes, selecting appropriate evaluation methodology, and developing data collection instruments
- Conduct analysis of program planning, implementation, cost, and effectiveness
- Sample and recruit sites/participants for data collection
- Analyze data based on rigorous analytic techniques
- Create tabular, graphic, and text-based presentations of data based on rigorous analytic techniques
- Develop formative and summative reports tailored to client and audience needs

TECHNICAL ASSISTANCE

- Provide tailored consultation, training, and quality assurance in a variety of areas such as stakeholder engagement and program sustainability
- Facilitate effective and efficient collaboration among professionals and organizations, as well as share best practices through network meetings and web tools
- Provide analytic support in evaluation and assessment processes
- Develop resources and research products (e.g., impact info-graphic, implementation manual, communication toolkit)
- Translate technical and statistical information into clear, reader-friendly documents

NEEDS ASSESSMENT AND SUSTAINABILITY PLANNING

- Provide expert support for program planning and implementation, including support for logic model development and stakeholder communication
- Consult clients on data collection processes, including review and evaluation of sample design, survey administration procedures, data collection materials, and survey instruments
- Analyze program planning, implementation, cost, and effectiveness through proven research strategies (e.g., cost analysis, feasibility studies, program evaluation)
- Offer analyses and recommendations regarding program sustainability

PUBLICATION SUPPORT

- Manage publication process through all iterations of client review
- Edit for technical accuracy and clear text
- Develop communication and dissemination plans
- Produce web-ready report formatting (including 508 compliance)