

Activate Research

we deliver big talent
in a small package



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

our proficiency and skills manifest in our extensive experience with data analysis and report publication using large-scale sample survey data collected by the u.s. department of education and census bureau. from the initial proposal to rigorous statistical analyses to informative and concise text, we successfully develop and manage both ad hoc and annual publications through all facets of the federal publication process.



woman-owned
small business



low overhead
high impact



proven ability
strong partnerships



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 to 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

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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



GSA Federal Supply Group:

professional services schedule (PSS) [MOBIS 874]
contract number: GS-00F-428GA
contract period: 9/25/2017 through 9/24/2022

NAICS: 541720, 541611, 541618, 611710

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

partner with us

info@activateresearch.net

202.830.1671



1001 connecticut ave., nw, suite 515
washington, d.c. 20036