

# 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



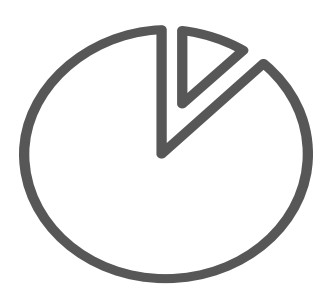
54 staff publications



100 percent on-time deliverables



woman-owned  
small business



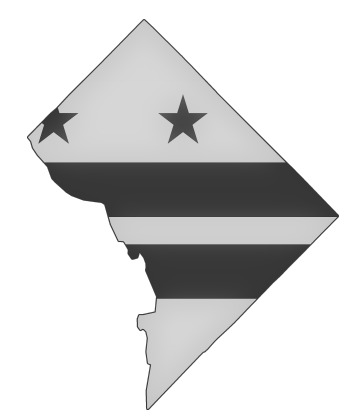
low overhead  
high impact



proven ability  
strong partnerships



smart team  
happy people



d.c. headquarters  
policy nerds

## our certifications



**GSA Federal Supply Group**

PSS [MOBIS] 874-1, 874-7

**NAICS:**

541720 541611

541618 611710



## our clients



DISTRICT OF COLUMBIA  
PUBLIC SCHOOLS

## partner with us



info@activateresearch.net

202.830.1671

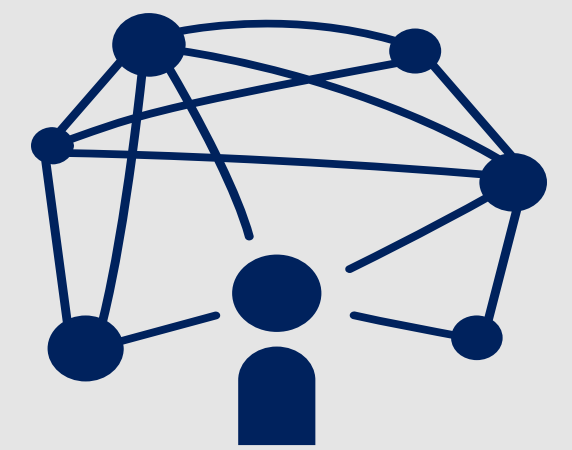
1001 connecticut ave., nw, suite 515  
washington, d.c. 20036

# 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.

