



EVALUATION

The challenge

The Training and Development Agency for Schools (TDA) wanted to undertake a value for money study of their teacher recruitment marketing activities, as part of a commitment to providing best value for its services. TDA's annual budget in this area was over £16 million across advertising, media, direct marketing, public relations, events, contact centre and website.

Quadrant was successful in the tender to carry out a detailed evaluation of all these activities.

What did we do?

We undertook an extensive programme of interviewing, qualitative evaluation, data analysis and econometric modelling, together with our specialist partner, Data2Decisions, including:

- ⊕ In depth reviews across all media and channels
- ⊕ Review of past econometric modelling work carried out for the TDA
- ⊕ Econometrics feasibility study, incorporating a macro economic model to assess budget setting and a micro level awareness planning tool to evaluate media allocation
- ⊕ Benchmarking against other public sector recruitment organisations

What was the breakthrough for TDA?

Previous econometric modelling for the TDA had proved inconclusive. We were able to demonstrate to our client sponsors – the Audit Committee and Board – that the current level of media spend and allocation was delivering good value for money and where, across the overall marketing programme, they should be increasing, maintaining and managing down investment.

'Quadrant tackled our requirements with openness and rigour, and worked well with everyone involved at our end. It was not an easy task, given the complexity of teacher recruitment and the breadth of our marketing activities, but their recommendations and action plan have given us some real opportunities to improve value for money'

Habte Hagos
Finance Director
TDA