



Social Dynamics, a small business with offices in Potomac and Derwood, MD, is a social research, evaluation, performance measurement, technology and training firm, which specializes in program evaluation, pilot and feasibility studies, statistical and analytical services, large-scale data system utilization and improvement, websites for data collection and dissemination, and performance and outcome measurement development, logic modeling and social/behavioral research and evaluation capacity building. Social Dynamics also develops state-of-the-art information technology products to support data collection, data management and data quality activities associated with social and behavioral research and evaluation studies

Founded in 2003, Social Dynamics provides high quality products and services on time and within budget for government and commercial agencies. In June 2006, the company was certified as a “Top Performer” by a GSA/Open Ratings Past Performance Evaluation Survey scoring 97 out of 100 points, and in July 2006, Social Dynamics was highlighted in the Business Section of the Washington Post as an emerging small business.

Organization of the Company

Social Dynamics currently consists of two divisions that correspond to its primary business areas: Research and Survey Services (RSS) and Program Evaluation and Performance Measurement Services (PEPMS). The RSS division provides a diverse range of services to conduct and support the complete life-cycle of research and survey studies. One of our specialties is the combination of qualitative and quantitative techniques to conduct studies of health, education and social programs through a combination of case study, survey methodology, large-scale data systems and carefully designed and executed statistical analyses. PEPMS provides expert evaluation design and implementation services, technical assistance in the areas of evaluation capacity building, web-enabled database systems, statistical analysis and database management. Both RSS and PEPMS have the capability to conduct national studies of government programs.

Leadership

Dr. Douglas Klayman, President and founder of Social Dynamics, is an Applied Sociologist. He holds a Doctorate degree in Sociology with emphases in Applied Sociology and Evaluation. He is an experienced evaluation consultant and is expert in the design and implementation of national and community-based evaluation studies. During the past 17 years, Dr. Klayman has conducted evaluations and analyses of numerous health, education and social programs and has been Project Manager or Project Director on more than eighteen studies. More recently under his direction, Social Dynamics completed evaluations of the Montgomery County (Maryland) System of Care Youth Wraparound Mental Health Program and the National Infant and Toddler Child Care Initiative, funded by the Substance Abuse and Mental Health Services Administration and Child Care Bureau, respectively. As a national DHHS, Administration on Children, Youth and Families (ACYF) consultant, Dr. Klayman designs and conducts

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comprehensive evaluation capacity building trainings for ACYF administrators at federal national and regional conferences. Other similar trainings are provided to state government and non-profit agency administrators. In addition to directing the work of Social Dynamics, Dr. Klayman is Sociologist-In-Residence at American University where he directs the graduate program in Public Sociology. Dr. Klayman began his career as a Counselor at the Fairfax County Juvenile Detention Center (FCJDC). His experience at FCJDC led to the publication of the article: "Social Support Systems: A Vital Element in Juvenile Detention." Corrections Today Magazine (1989).

Staff and Consultants

Since its founding in 2003, Social Dynamics has built a reputation for high quality products and deliverables, prompt and courteous service and diverse project teams that often exceed the expectations of government clients. Our staff and consultants include social and behavioral researchers, information technology professionals, senior public health, education and strategic planning consultants, and technical assistance providers that have experience managing contracts for government and commercial agencies, speaking at national conferences and task force meetings, publishing in leading peer-reviewed journals, preparing technical and non-technical reports for a variety of stakeholder groups, and designing and directing the implementation of complex information technology products.

One of Social Dynamics' strengths is the use of large-scale data collection and survey systems and using the collected information to design and conduct studies that guide policy decision making activities, strategic planning and performance measurement design and implementation. Social Dynamics staff members have supported the design and implementation of several national data collection systems for the Head Start Bureau (Program Information Report), Child Care Bureau (Child Care Information System), Family and Youth Services Bureau (Runaway and Homeless Youth Management Information System), Substance Abuse and Mental Health Services Administration (Local System of Care National Evaluation System in Montgomery County Maryland) and Children's Bureau (Adoption and Foster Care Reporting System), in addition to numerous management information systems that supported long-term evaluation studies. Our team members have provided technical assistance to grantees and central office staff in the areas of data use, statistical analysis, interpretation of findings and data presentation. At Social Dynamics, we believe that carefully developed and monitored data systems can expedite data collection, reporting and analytical capabilities, as well as conserve resources. Social Dynamics promotes streamlined information technology systems that improve efficiency, monitor compliance and support strategic planning activities.

We recognize that a solid understanding of the theoretical, conceptual and technical aspects of any project is vital to accurately advising clients. Therefore, Social Dynamics employs social scientists that understand the causes and consequences of social problems as well as the organizational dynamics of programs designed to alleviate the tribulations that affect target populations. In addition, the Social Dynamics' team includes statisticians and economists with the knowledge to develop econometric and socio-metric

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models that predict outcomes, identify program strengths and limitations, and assess program efficacy. Our information technology professionals also have a strong understanding of the mission of our clients, which allows them to understand why the data is needed, how analytical and programmatic professionals will use the data and how our clients may benefit from our work.

Social Dynamics firmly believes that our well-rounded approach to project staffing is unique and that it exemplifies our commitment to meeting and exceeding client expectations. Whether it is the design of an innovative pilot study or program evaluation, statistical analysis of existing data, the collection of data via on-line technology, data warehousing and automated retrieval processes and/or policy analysis services, **Social Dynamics applies creative, cost-effective solutions that lead to positive changes in programs and policies.**

For more information about Social Dynamics, LLC, please visit our website at:

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