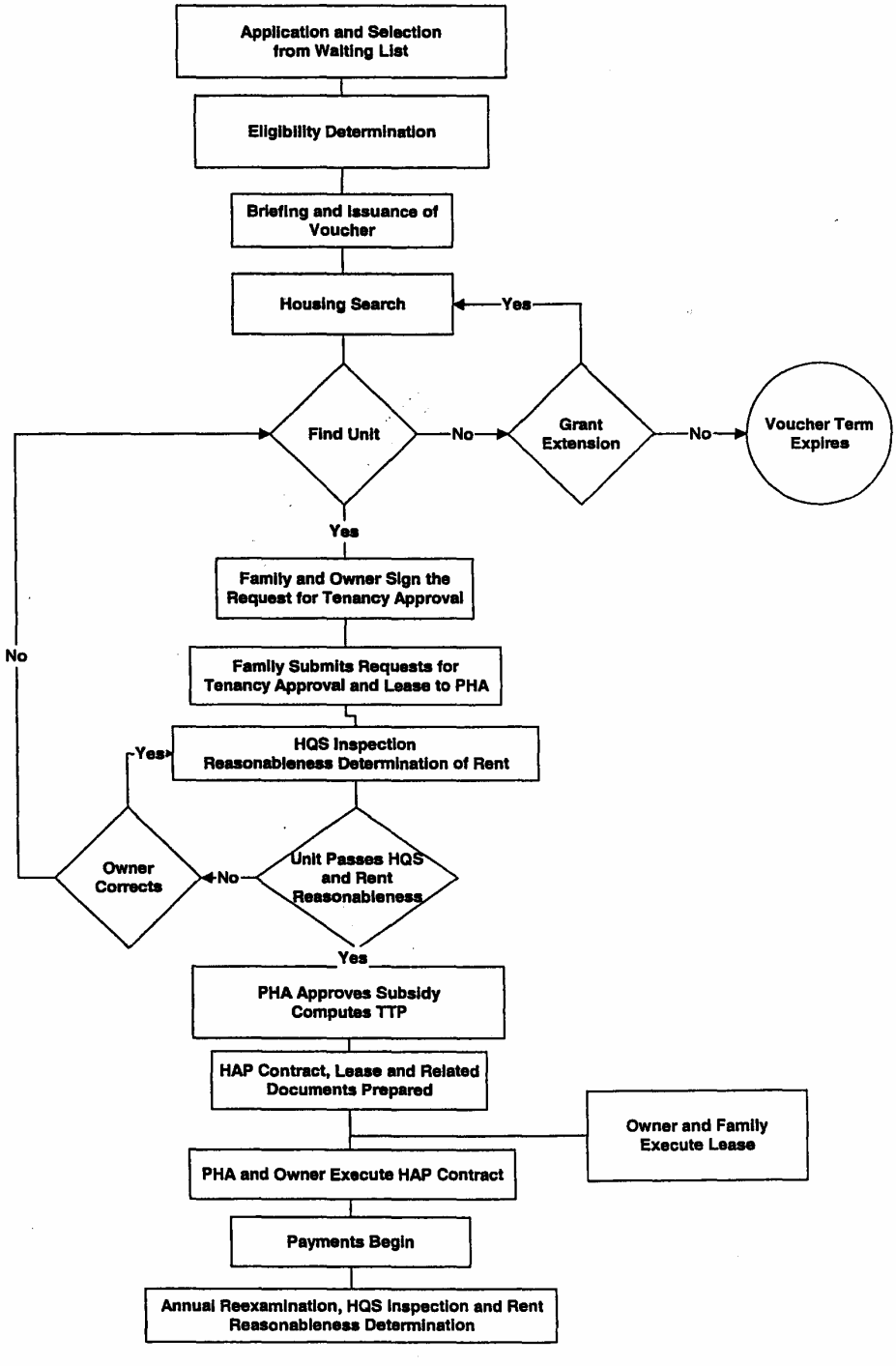KEY ACTIVITIES IN PROGRAM ADMINISTRATION