UC San Diego

STUDENT VETERANS RESOURCE CENTER

Data Collection, Interpretation, and Use

Assessment and Evaluation Learning Community
March 21, 2018

ABOUT THE SVRC

- Target population includes about 1600 military-connected students on campus (including freshmen, transfers, and grad students)

- SVRC hosts about 17% of this population with about 35 visits per day

- Some of the ways we use data:

  - ✓ Program development

  - ✓ Peer mentorship

  - ✓ Identify barriers to success

  - ✓ Population infographics

  - ✓ Center usage statistics

  - ✓ Fundraising and development

  - ✓ Institutional reporting

COLLECTING DATA FOR PEER MENTORSHIP

Mentor: Chris

Name: ████

Gender Pronouns: He/him/his

Email: ████

Phone: ████   Preferred contact: Email

UCSD College:	Thurgood Marshall College	Discipline: Social Sciences
Major:	International Business	
Start Term:	Fall Quarter 2017	

Relocating to San Diego? **No**   From:

Prior college attended: San Diego Miramar

Military Branch: Navy

Military Status: Prior military service or inactive reserve (IRR) status

VA Benefits: Post-9/11 GI Bill - CH33 (my own benefits)

Financial Aid:

Planning to go to grad school? Maybe

Career Goal: Human Resource Director

Success Goal: Graduating with in 2 to here years with possibly 2 separate degrees(if GI Bill will cover both)

Biggest Concerns Right Now: remaining Post9-11//GI Bill will not cover the time at UCSD

More info requested about: Commuter services, parking, and alternate transportation, Cal Fresh or food bank services, Gyms and pools, athletic clubs, and sports facilities, Campus health insurance (your GI bill will pay for this!), Degree planning / help with your Ed Plan / academic advice, Career planning or professional development, Time management, study skills, or test-taking strategies, Tutoring, refresher classes, or study groups, Summer research or internship programs, Student organizations and clubs (including the Student Veterans Organization), Cultural, ethnic, or gender resource centers (please specify below)

Other questions/comments: never thought I would make it this far academically, literally any help I can get I will be happy to receive.
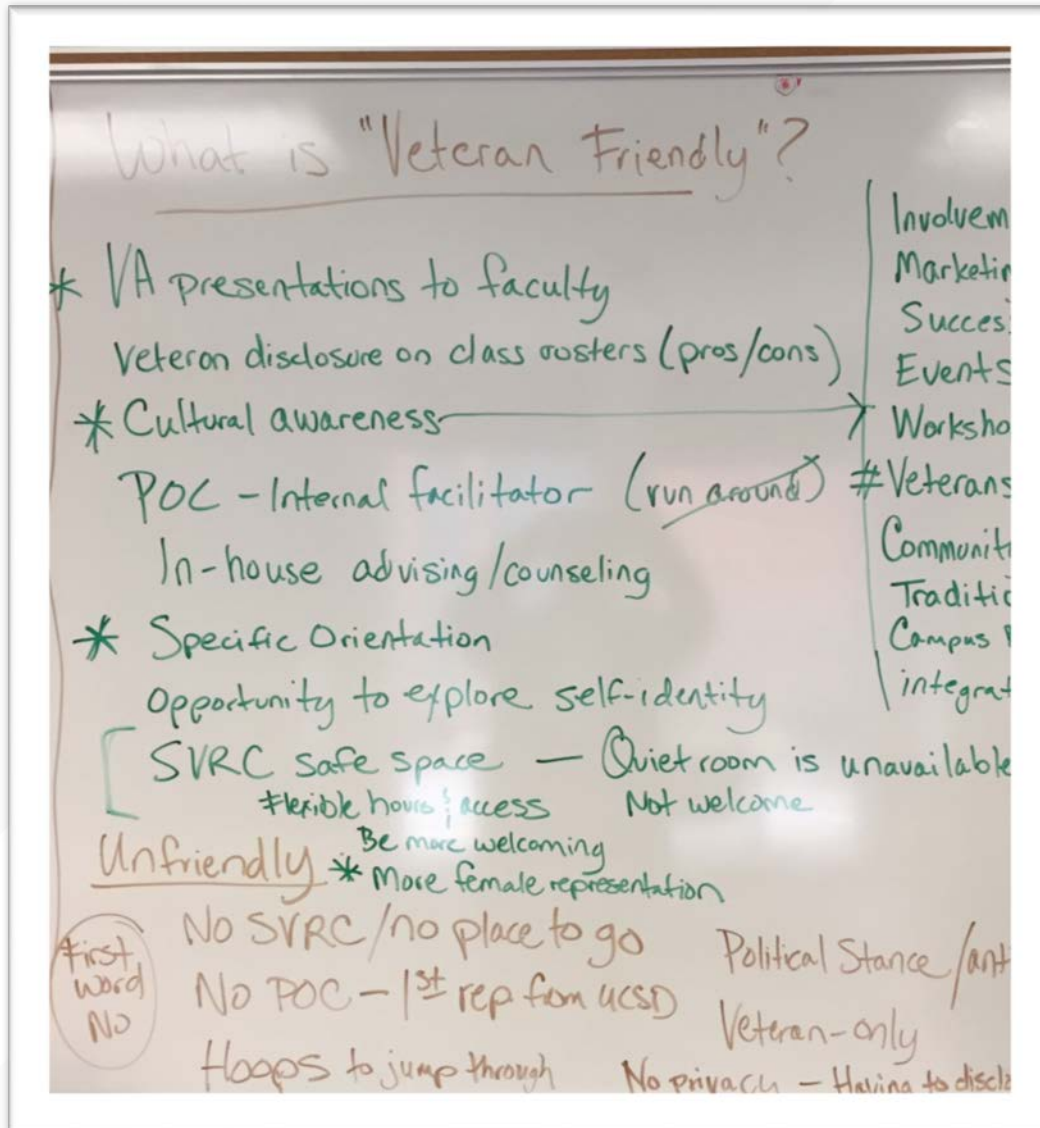
Follow-up Notes:

Welcome email 6/31/2027
update 8/4/17

- Incoming students complete an "intake form" (Google form)

- Data from the intake form is collected in an Excel spreadsheet

- Targeted emails and referrals based on form responses

- Mail merge creates single-page info sheets for peer mentors

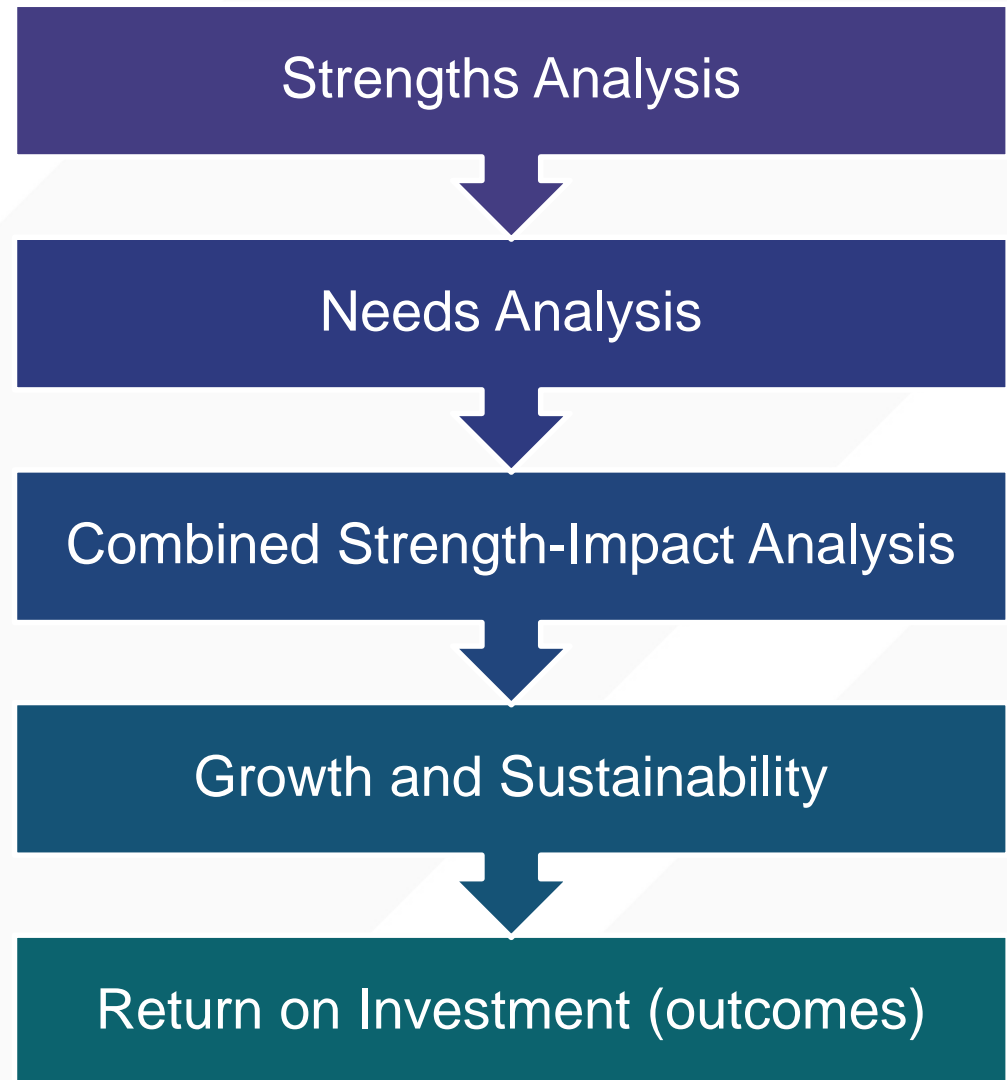# INFOGRAPHICS AND STATISTICS
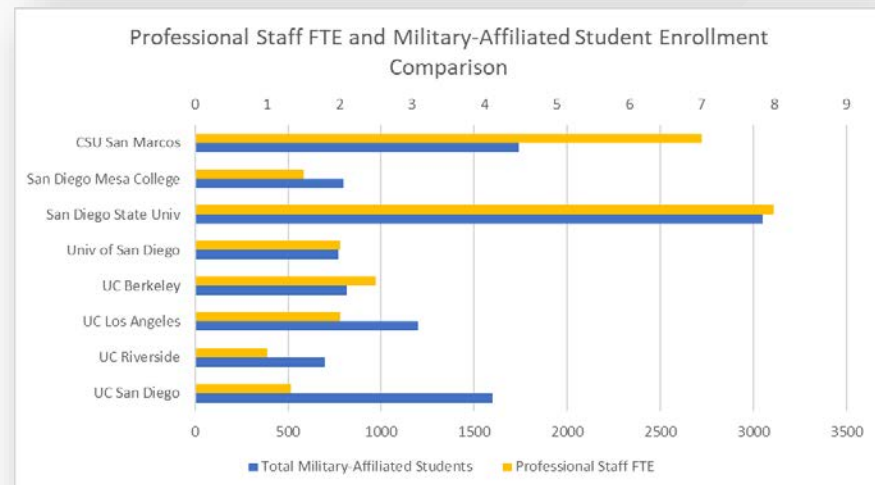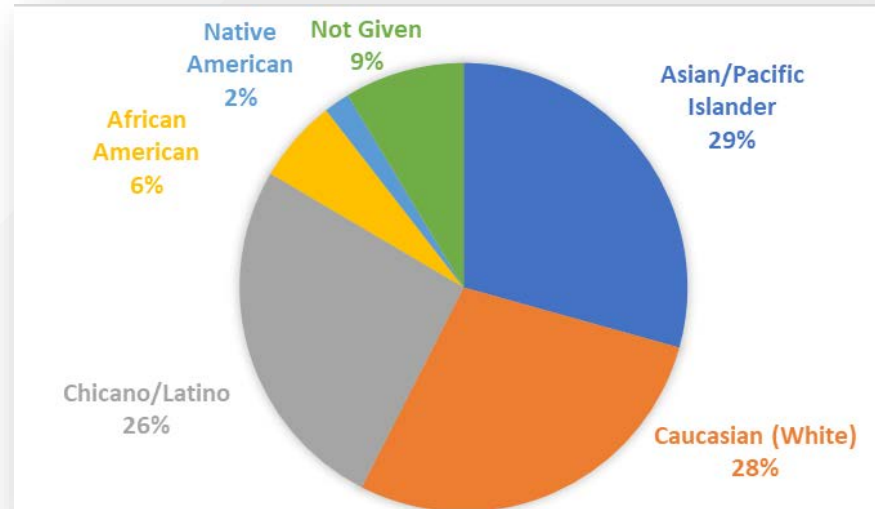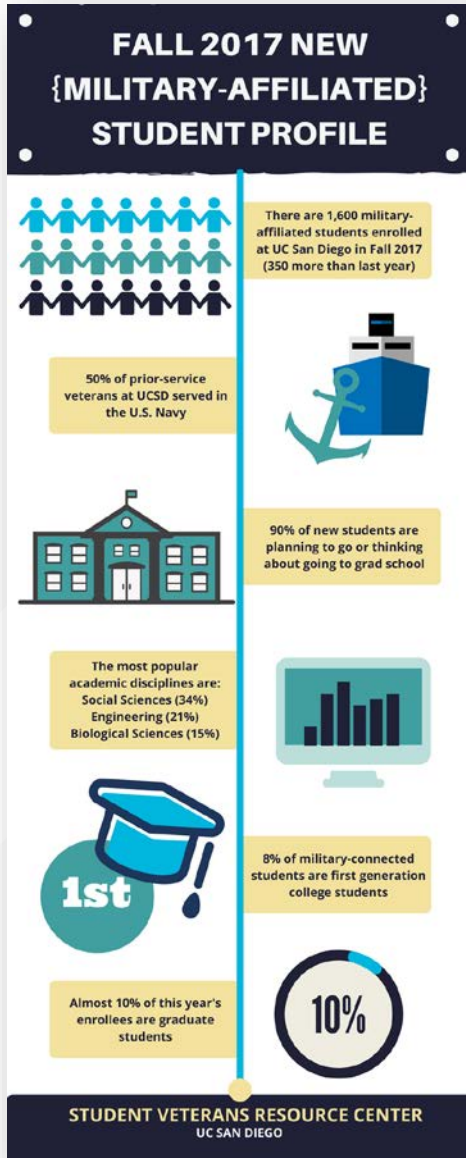
FOCUS GROUPS

- Define what "success" means to student veterans

- Define what "Veteran Friendly" means, and what kinds of practices are friendly vs. unfriendly

- Identify barriers to success

- Identify priorities

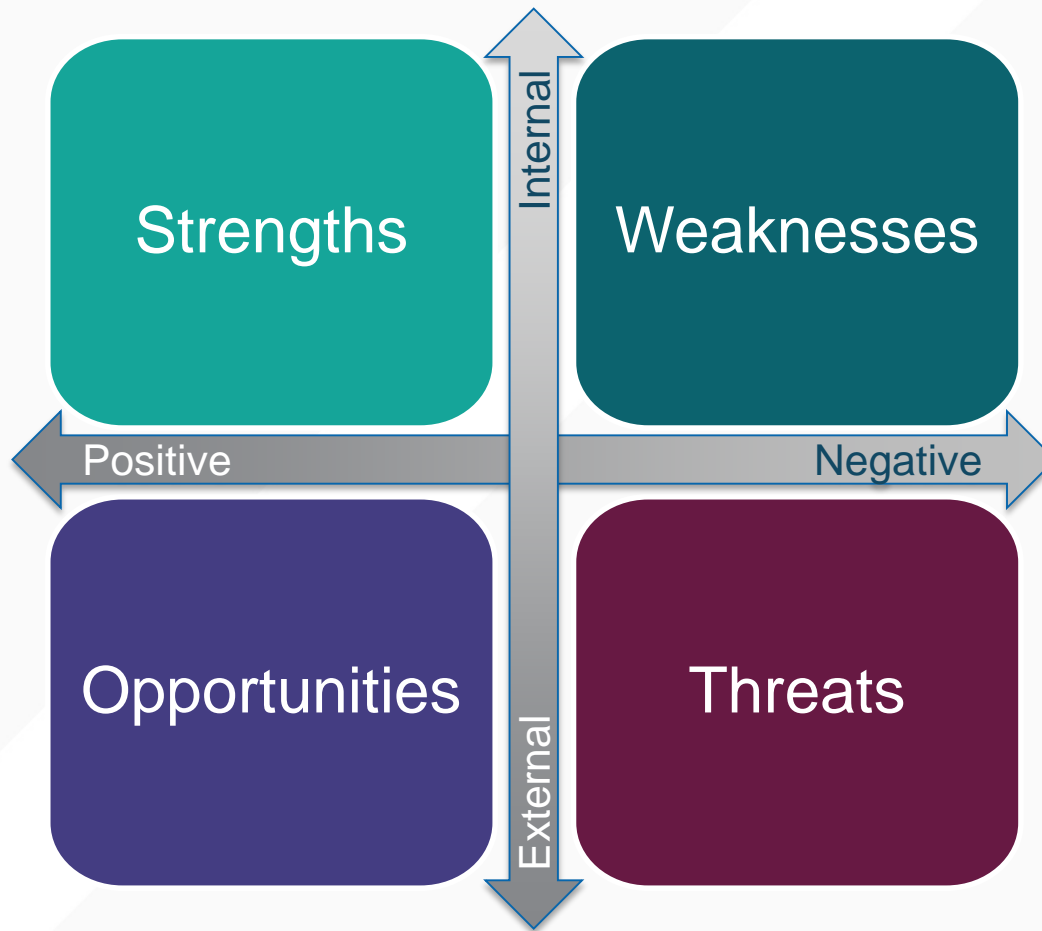# USING DATA FOR PROGRAM DEVELOPMENT

Given limited resources, which programs will have the biggest impact?

That depends on:

- Strengths
- Opportunities
- Needs
- Program Growth
- Desired outcomes

Strengths Analysis

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Needs Analysis

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Combined Strength-Impact Analysis

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Growth and Sustainability

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Return on Investment (outcomes)

DEPARTMENT STRENGTHS MATRIX

Strengths

Weaknesses

Opportunities

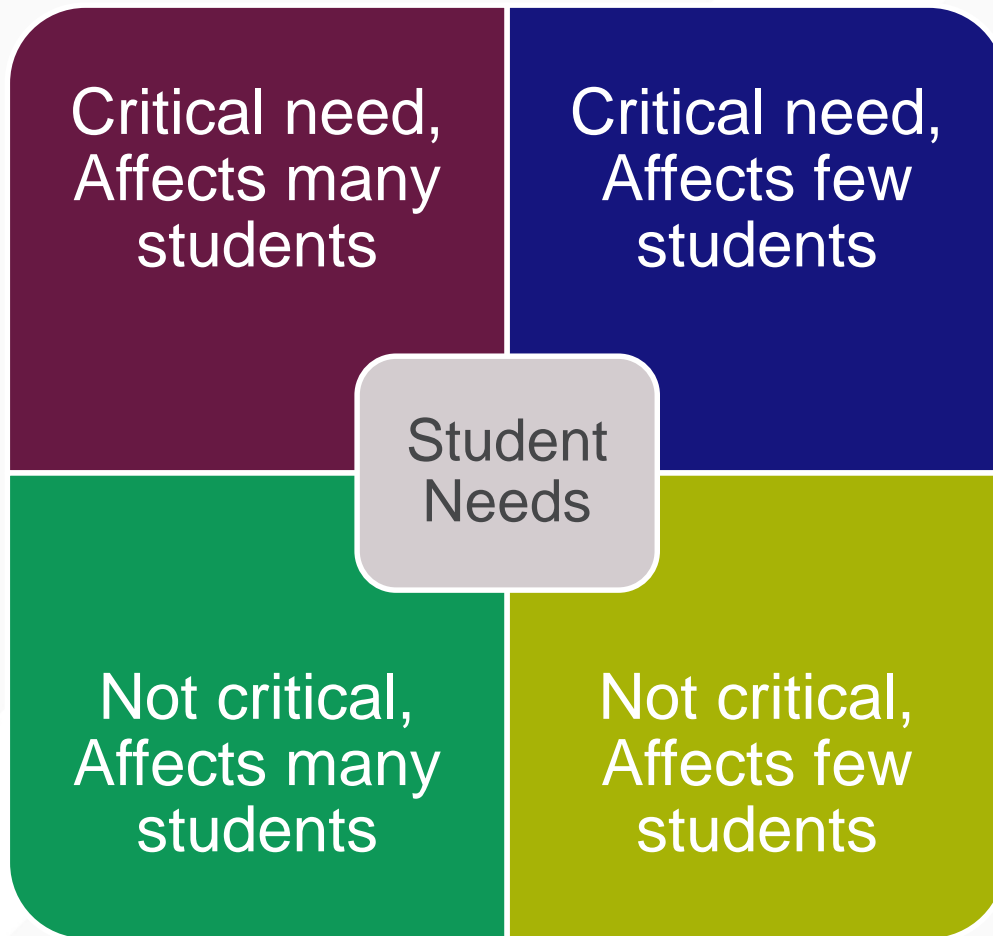**Threats**

Internal

External

Positive

Negative

Some internal factors:

- Staff talents and skills
- Available resources (time, space, staff, and funds)
- Software/technology tools
- Subject matter expertise
- Assessment data

Some external factors:

- Campus/community partnerships
- Duplication of services
- Other demands on students' time/attention
- University processes/timelines
- Funding for staff/programs
- Legislation
- Support of administration

STUDENT NEEDS MATRIX

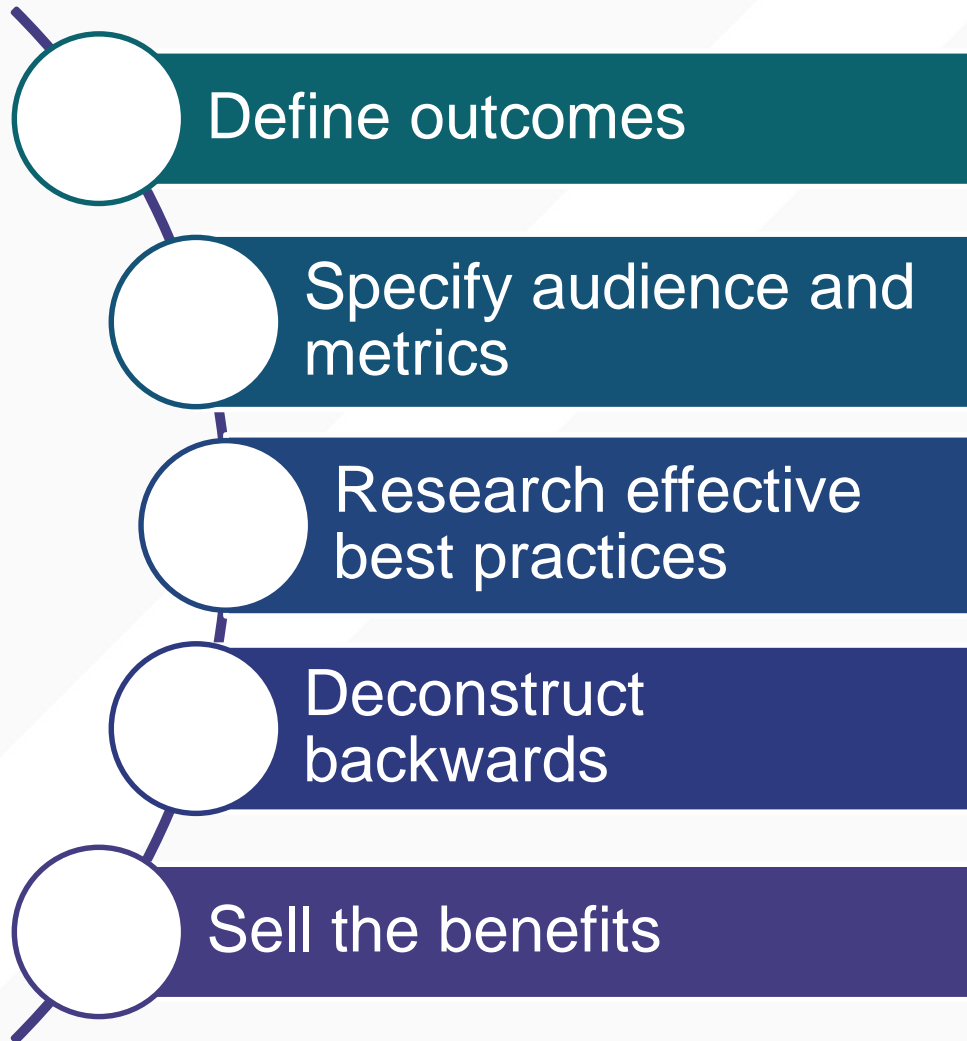|	
Critical need, Affects many students	Critical need, Affects few students
Not critical, Affects many students	Not critical, Affects few students

Student Needs

For each identified need, ask:

- How critical is this need, or what will happen if this need is unmet?

- How many students have the same need?

COMBINED STRENGTH-IMPACT MATRIX

		Organizational Strength		
		Strong	Medium	Weak
Student Impact	High	Core Programs	Invest in developing capacity	Seek ways to collaborate
	Medium	Build selectively	Maintain existing program	Find low-risk partnerships
	Low	Go for low-hanging fruit	Modify program for broader reach	Discontinue program

BUILDING PROGRAMS BACKWARDS

- Define outcomes
- Specify audience and metrics
- Research effective best practices
- Deconstruct backwards
- Sell the benefits

- Start with specific outcomes
- Define who the program will serve and how the outcomes will be measured
- Research and evaluate best practices based on outcome efficacy
- Deconstruct incrementally backward from the outcome to each step that goes before
- One your program is defined, promote the outcomes (sell the benefits)

GOOD LUCK WITH YOUR DATA!