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

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

That depends on:

- Strengths
- Opportunities
- Needs
- Program Growth
- Desired outcomes
DEPARTMENT STRENGTHS MATRIX

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
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?
<table>
<thead>
<tr>
<th>Student Impact</th>
<th>Organizational Strength</th>
<th>Strong</th>
<th>Medium</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Core Programs</td>
<td>Invest in developing capacity</td>
<td>Seek ways to collaborate</td>
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<tr>
<td>Medium</td>
<td>Build selectively</td>
<td>Maintain existing program</td>
<td>Find low-risk partnerships</td>
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<tr>
<td>Low</td>
<td>Go for low-hanging fruit</td>
<td>Modify program for broader reach</td>
<td>Discontinue program</td>
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</tbody>
</table>
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!