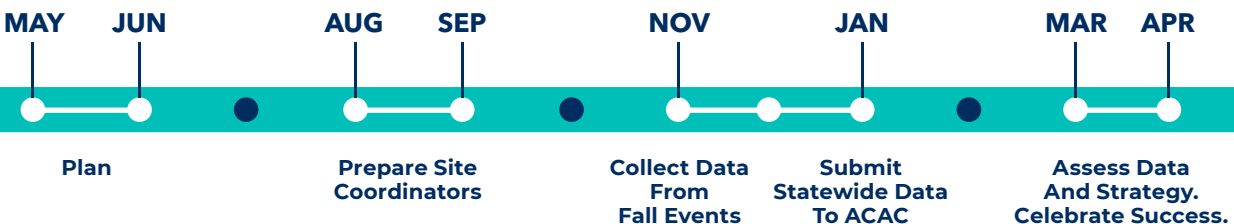


TIMELINE: DATA COLLECTION AND ANALYSIS

➔ STATE COORDINATOR DATA COLLECTION TIMELINE

Don't wait until the final weeks before your campaign to think about data collection. The state campaign steering committee/planning committee, with guidance from the state coordinator, should consider the best way to collect and analyze data during early planning months. As you plan and build your college application programs and events, it's important to remember to set goals and measure your effects among first-generation college students, students of color, immigrant students, English learners, individuals with economic challenges, and exceptional and diverse learners. Equally important is to acknowledge milestones and celebrate progress along the way.

Below, you will find a recommended timeline for your state's data collection and analysis process. The timeline may need to shift based on the dates selected for your state's Campaign program and other nuances of your state's initiative. Most of these tasks will need to be reviewed and re-implemented annually as your College Application Campaign program is scaled.



➔ APRIL - JUNE PRIOR TO CAMPAIGN EVENTS

- Complete the Data Collection Worksheet found on the ACAC Network SharePoint under State Coordinator Resources.
- Review your state's data collection process and determine if changes are needed.
- Identify the data variables that you will collect during your program and the tools and sources (surveys, web portal, etc.) you will use to collect the data. Reduce the burden on site coordinators by considering how you will use the data and only collecting data for which you have a plan. Consider what is "need to know" over "neat to know."
- Investigate new data collection options. Confirm current process is still valid.

→ AUGUST - SEPTEMBER PRIOR TO CAMPAIGN EVENTS

- Provide a training for host sites explaining the data collection process and requirements. Include the rationale for collecting data and tell them how you will use it.
- Post data collection materials to campaign website.
- Email coordinators at host sites to let them know data collection materials are available, remind them of deadlines, and provide the point of contact for any questions they may have.

→ WEEK PRIOR TO CAMPAIGN EVENTS

Follow-up with participating schools to confirm participation, answer any questions they have regarding implementation, and remind them of data collection requirements. Provide schools with the phone number and email they can use if they have issues during the program.

→ DURING YOUR CAMPAIGN EVENTS

- Do a final check-in with host sites to emphasize the importance of data collection and to thank them for their efforts.

→ WITHIN MONTH FOLLOWING CAMPAIGN EVENTS

- Follow up with host sites for data collection and feedback.
- Convene your Steering Committee to discuss the strengths and areas of improvement for your Campaign event, including an update on data collection to-date and any feedback received from host sites.
- Tease early results data on social media and website.

→ JANUARY FOLLOWING CAMPAIGN EVENTS

- Submit data to ACAC national office via annual survey.
- Select School of Excellence award recipient and submit to ACAC national office.
- If you are hosting spring events, determine how you will collect key data points: number of student participants and number of applications completed.

→ MARCH - APRIL FOLLOWING CAMPAIGN EVENTS

- Announce final data of campaign. Share via newsletters, websites, social media, and/or a formal report. If you host spring events, collect data from host site coordinators. Watch for ACAC's national campaign results announcement and share via newsletters and social media.

→ MAY - JUNE FOLLOWING CAMPAIGN EVENTS

- If you host spring college application events, submit data to ACAC national office via spring data survey.
- Announce final data of spring efforts. Share via newsletters, websites, social media and/or a formal report.
- Assess your data collection process and plan for next year.

