

College Application Campaign Data Collection Workbook



ACAC
American College Application Campaign

ACT[®] Center for Impact
and Learning

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Why Data Matter

Importance of Data Collection and Analysis

As with evaluating the impact of any initiative, it is important to identify the goals of your state's College Application Campaign program and what your state will define as a successful implementation. In doing so, each state will need to develop a data collection plan and identify data analyses needed in order to evaluate the impact of the College Application Campaign program. This document, along with additional state coordinator resources available on the ACAC website, include some suggested data variables as well as a worksheet that your state can use as you consider the complex issues of data collection and analysis.

Setting Goals

The goal of ACAC is to increase the number of first-generation college students and students from low-income families pursuing a college degree or other higher education credential by assisting high school seniors as they navigate the college admissions process and ensuring each participating student submits at least one admissions application.

At a minimum, your state will need to collect data on the following three variables:

1. The number of high schools participating in your state's College Application program.
2. The number of seniors who applied to at least one college during your state's College Application program.
3. The number of college applications that were submitted during your state's College Application program.

Resources for collecting this information vary by state and include data downloads from web portals, surveys of site coordinators, and surveys of participating students. Download ACAC's Data Collection Worksheet to identify how your state will access this important information.

Identify Your Event's Goals

In addition to collecting information on these variables, your state may have specific goals for your College Application Campaign program. For instance, your goal may be that all participating high schools will have at least a 50% free-or-reduced lunch rate. Another goal could be that 60% of students who apply during your College Application Campaign program will enroll in postsecondary education the fall immediately following graduation. You might focus on new research suggesting that all students should apply to at least one local college or university and set a goal that each participating student does so. Or you could work with the postsecondary institutions in your state to set a goal that 100% of them waive application fees during your event or commit to accepting the ACT/College Board/NACAC or other fee waiver forms from students who are financially in need.

Use the space below to identify up to three goals for your state's College Application Campaign event. These may evolve and change as your state expands the initiative annually. It is important to ensure that your goals are specific and measurable. For instance, a specific goal to serve low-income communities could be 75% of participating schools will have a free-or-reduced lunch rate of 50% or higher.

GOAL 1:

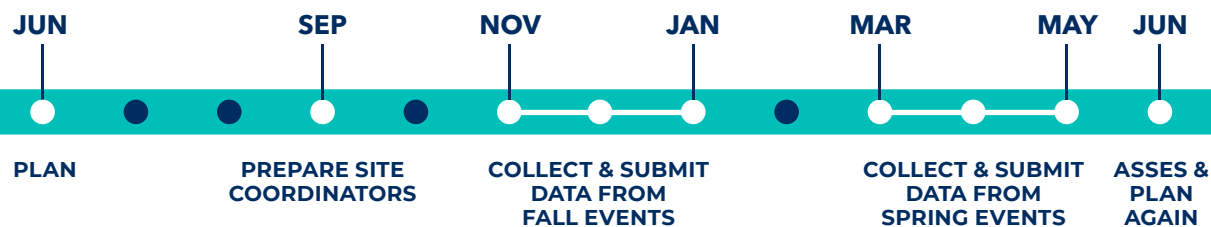
GOAL 2:

GOAL 3:

State Coordinator Data Collection Timeline

Don't wait until the final weeks before your campaign to think about data collection. The Steering Committee 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.



June - August Prior to Campaign Events

- Complete the Data Collection Worksheet found on the ACAC website 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.

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.
- Submit data to ACAC national office via annual survey.

January Following Campaign Events

Announce final data of campaign. Share via newsletters, websites, social media, and/or a formal report. Select School of Excellence award recipient and submit to ACAC national office.

March - May Following Campaign 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.

June Following Campaign Events

- If you are hosting spring events, determine how you will collect key data points: number of student participants and number of applications completed.
- Collect data from host site coordinators.
Watch for ACAC's national campaign results announcement and share via newsletters and social media.



Data Collection Worksheet

This worksheet details some of the common data elements that participating ACAC states **may want to consider** collecting for their annual college application program including FAFSA completion variables. Space has been provided at the bottom of the table to add additional variables associated with your state's outlined goals.

It is important to keep FERPA regulations, security needs, and required agency approvals (IRB), in mind as you develop your state's data collection and analysis plan. Samples of surveys for site coordinators, students, and volunteers are available on the ACAC Network SharePoint for state coordinators.

We recommend updating this worksheet annually. This piece is an excellent way to keep a record of data to support successful transition of the work to a new state coordinator, should that occur in your state.

*Required by ACAC

Data Variable	Source for Data (survey, agency, etc.)	When are data available?	Level of data (student, school, district, state)
Number of high schools participating in ACAC*			
Number of seniors participating in ACAC*			
Number of applications submitted during ACAC*			
Number of applications submitted to: <ul style="list-style-type: none"> • 4-year institutions • 2-year institutions • Public institutions • Private Institutions 			
Number of students indicating this was the first time they applied to college			
High school free-or-reduced lunch rates			
Student demographics – race/ethnicity			

Data Variable	Source for Data (survey, agency, etc.)	When are data available?	Level of data (student, school, district, state)
Student demographics – first generation college going			
Number of in-state postsecondary institutions that accept fee waivers			
Number of middle school and/or elementary schools engaged in activities			
Number of middle school and/or elementary school students participating in activities			
Number of Community-based Organizations (CBOs) engaged in activities			
Site Coordinators experiences with application campaign			
Student experiences with application campaign			
Volunteer experiences with application campaign			
Number of FSA IDs created			
Number of FAFSAs submitted			
Student enrollment data of students who participated in application events			



College Application Event Student Sign-Out Sheet -option 1 of 3

Use the template below for collecting:

- Number of participating students
- Colleges to which applications have been submitted

State Coordinators: The following sign-out sheet is an option that allows host sites to collect student application information in one place before students exit the event. Host sites can modify this form to meet their site needs. You can provide this template as is or make modifications based on state campaign needs.

If your state has a secure online portal, encourage sites to use this as a way to track students' completed applications.

Site Coordinators: The following sign-out sheet is an option that allows you to collect student application information in one place before students exit the event. You can modify this form to meet your event needs, but ensure you collect the two required data points of the campaign: number of students participating and number of applications submitted. Be sure to check with your state campaign coordinator about what data needs to be submitted after your event(s). Make as many copies of this document as you need to ensure enough space for all students to provide their information.



College Application Event Student Sign-Out Sheet -option 2 of 3

Use the template below for collecting:

- Number of participating students
- Number of applications submitted by each student
- Colleges to which applications have been submitted and transcript requests
- Information about student's progress in submitting the FAFSA
- First-generation status

State Coordinators: The following sign-out form is an option that allows host sites to provide the students an individual form to complete. Host sites can modify this form to meet their site needs. You can provide this template as is or make modifications based on state campaign needs.

If your state has a secure online portal, encourage sites to use that as a way to track students' completed applications.

Site Coordinators: The following sign-out sheet is an option that allows you to provide the students an individual form to complete. You can modify this form to meet your event needs, but be sure you collect the two required data points of the national campaign: number of students participating and number of applications submitted. Be sure to check with your state campaign coordinator about what data needs to be submitted after your event(s).

Copies of this document will need to be made in order for each participating student to receive one or build an online form using Google Forms or something similar. Students may be more apt to follow a link or QR code to provide the information needed.



College Application Event Student Sign-Out Sheet -option 3 of 3

Use the template below for collecting:

- Number of participating students
- Number of applications submitted
- Confirmation students have applied to a local college

State Coordinators: The following sign-out sheet is an option that allows host sites to collect student application information in one place before students exit the event. Host sites can modify this form to meet their site needs. You can provide this template as is or make modifications based on state campaign needs.

If your state has a secure online portal, encourage sites to use this as a way to track students' completed applications.

Site Coordinators: The following sign-out sheet is an option that allows you to collect student application information in one place before students exit the event. You can modify this form to meet your event needs, but ensure you collect the two required data points of the campaign: number of students participating and number of applications submitted. Be sure to check with your state campaign coordinator about what data needs to be submitted after your event(s). Make as many copies of this document as you need to ensure enough space for all students to provide their information.



