

ACADEMIC & STUDENT SERVICES EVALUATION (8.2.C) TEMPLATE

Department/Unit: W&M Washington Center

Expectation Name – Choose from the dropdown list: 1. Efficient & Effective Operations or 2. Quality of Academic & Student Services.

Efficient & Effective Operations: The unit establishes and maintains efficient and effective operations, optimizing processes and resources (budgetary, human, technological, physical) to achieve targets.

Expectation Description – What is your unit/department trying to accomplish? Please describe: 1) one measurable aspect/outcome relating to this expectation that is appropriate for your unit to evaluate this year; 2) why this aspect/outcome is important to evaluate; and 3) how this aspect/outcome relates to W&M's strategic plan, Vision 2026.

1) Measurable aspect/outcome relating to this expectation that is appropriate for your unit to evaluate this year:
The Washington Center Study in D.C. student-facing marketing reaches all students.

2) Why this aspect/outcome is important to evaluate:

The Center spends significant time and resources to run academic and applied learning programs that are intended for all students because they are career enhancing and potentially life changing. The Center invests in marketing to ensure all students are aware of the Study in DC opportunities and how they might take advantage of them. Marketing strategies evolve and expand annually, but as the audience changes, it can be difficult to know what strategies are effective and which are outdated. Since resources (money, people, and time) are spent on marketing, evaluating the efficiency and effectiveness of our marketing process is critical.

3) How this aspect/outcome relates to W&M's strategic plan, Vision 2026:

Considering the effectiveness of the Center's marketing relates directly to the W&M strategic plan's "evolve to excel" goal. Specifically, marketing addresses items 3a, to make sure Study in D.C. programs are equitably accessed, and 3c, to optimize our marketing system for excellence.

Expectation Evaluation Plan

Participants – Describe who is involved in collecting, reviewing, and analyzing your data/information.

PRIMARY PARTICIPANTS:

Roxane Adler Hickey, Center Director

Erin Battle, Center Associate Director

SECONDARY PARTICIPANTS:

Gabe Cancio-Bello, Program Coordinator

Data Sources, Collection, & Review Process – Describe the data/information sources, collection, and review process: 1) what data/information you will collect and from what sources; 2) how/what methods and when you will collect the data/information; 3) when you will review the data/information and report the results.

1) Data/information you will collect and from what sources:

THREE SOURCES:

-Extant quantitative data from past Study in D.C. applications, will use two most recent years

-New all-student survey, including those who did not Study in D.C., about what reaches them and how

-One focus group open to all students.

2) How/methods and when you will collect the data/information:

For the novel data, we will use Qualtrics to design the survey by December 2023. We will push out the survey through email and Student Happenings, in January-February 2024 with raffle incentives for those who complete it. Survey participants will then be invited to a focus group on campus in mid-late February.

3) When you will review the data/information and report the results:

We will analyze the data in March and create the report in April.

Expectation Achievement Target – How will you know that you have met this expectation? Describe the intended qualitative and/or quantitative performance level/outcome of this evaluation.

We will review for a target turnaround of 30 days between request and initial certification (once the student is enrolled). We will seek to obtain a 20% survey completion rate.

Primary Responsible Person – Provide the name and job title of the main individual in charge of this evaluation.

Roxane Adler Hickey, Center Director

Additional Responsible Person(s) – Enter the names(s) and job title(s) of the individual(s) responsible for aspects of this evaluation process.

Erin Battle, Center Associate Director

Evaluation Results and Target Achievement

Summary and Analysis of Evaluation Results – Summarize in this field the results of your evaluation for this expectation as outlined in your plan above. Include a description of what you evaluated. You may attach full results in Planning.

Three pieces of data were gathered and analyzed for this assessment. The details are outlined here:

EXTANT SURVEY

(Extant quantitative data from past Study in D.C. applications, will use two most recent years)

- Attached please find raw and analyzed data from 2022-2023 and 2023-2024 collected from all of our Study in DC program surveys.
- There were 396 responses to evaluate over two years, which offered a wealth of useful data, as described in the next section.

NEW SURVEY

(New all-student survey, including those who did not Study in D.C., about what reaches them and how)

- Attached please find raw and analyzed data collected from our survey.
- I sent 7,074 personalized emails to current undergrads through Qualtrics, asking them to complete the marketing survey.
 - I sent the first on 3/19/24
 - I sent three follow up reminders to those who had not yet participated on:
 - 4/3/24
 - 4/15/24
 - 4/21/24
- The final respondent count was 151. This represents a 2% response rate, which was clearly the best we were going to get with this approach.

FOCUS GROUP

(One focus group open to all students)

- Since the survey took so long to gather submissions, there was not time to hold an additional focus group before the finals and the end of the semester.
- However on January 11th, we held a focus group of Study in DC students while in DC. In anticipation of our spring focus group, we went ahead and included a question on marketing. Specifically, we asked for participants' thoughts on our presence on campus, how we got their attention and when they decided to participate in a Study in DC program.
- Results were consistent with data from both surveys and has been captured anecdotally.

All results indeed relate right back to W&M strategic plan's "evolve to excel" goal. Our significant marketing efforts seek to address item 3a, as we aim to make Study in D.C. programs accessible by all. We do considerable work around scholarships and fundraising to help all students be able to afford the opportunities. Although this assessment work did not evaluate scholarships, our ability to market the opportunities (with scholarship information) is critically important because our scholarships do no good if students aren't aware of our programs and the funding support available. More specifically even, we aimed to optimize our marketing system for excellence, aligning with item 3c, which this work certainly helps us be able to do.

Achievement Target Status – Did you meet this expectation? Select "Met," "Partially Met," or "Not Met" from the dropdown list.

Met

Interpretation & Use of Results – Discuss the interpretation of your results, for example challenges you faced, best practices determined, things that may have influenced results, conclusions you can draw, etc. How are you planning to use or currently using the data?

The data gathered from this assessment will be incredibly valuable for our Center team, in particular our new Director of Marketing & Communication. Our only challenge was a slow and limited rate of return, which we attribute to a larger university-wide issue based on volume of emails students receive. Our initially estimated 20% return rate was not based in evidence and too high of a bar in reality. 151 respondents still offered what we needed to review our efforts, and in and of itself, demonstrated that emails may reach some students, but will not reach many others, an extremely helpful marketing data point.

Although the response rate for the survey was lower than anticipated and the focus group was shifted, all three sources of data offered a great deal of useful information that we can use as we prepare for the year ahead and especially for our most significant fall recruiting efforts.

Some highlights:

EXTANT SURVEY

- The top three most valuable tactics uncovered, in this order are:
 1. Word of mouth
 2. Email from an administrator (i.e. listserv)
 3. Current/former program participant

NEW SURVEY

- 46% of respondents know "a lot" about Study in DC and a further 34% know at least "a little."
- 39% of respondents learned about Study in DC from an email, followed by 15% from a friend and another 15% from Study in DC Day on campus in the fall
- The written in answers about why the programs are appealing and how we can be marketing differently are helpful and have been discussed in our team meetings.
- Some participants did bring up costs, which we know and are working on through scholarships. Their messages here help us to fundraise.

FOCUS GROUP

- Focus group results were consistent with data from both surveys and the main message from students was that they learned about Study in DC opportunities right from the beginning of their first year and either planned then to participate later, or decided later based on that early information. For us, this is critical information as our first-year efforts are significant and knowing they remain valuable will help us increase efficiency.

Action Plan – *(IF THE ACHIEVEMENT TARGET STATUS IS PARTIALLY OR NOT MET) Describe actions to seek improvements and/or enhance student services/experiences - i.e., updates and changes you plan to implement to meet this expectation's achievement target in future evaluation cycles. Include the evidence used for identifying these changes and when the changes are being implemented. If you have already started to implement actions, state what you have done and what remains to be done.*

1) Actions to seek improvements and/or enhance student services/experiences:

N/A

2) Evidence used for identifying changes and when changes are being implemented:

N/A