

Programs, Policy, and Place:

Multi-level Strategies To Improve Food Access On Campus Through Research and Evaluation

UCSB Evaluations: Monitoring the Progress of Basic Needs Programs

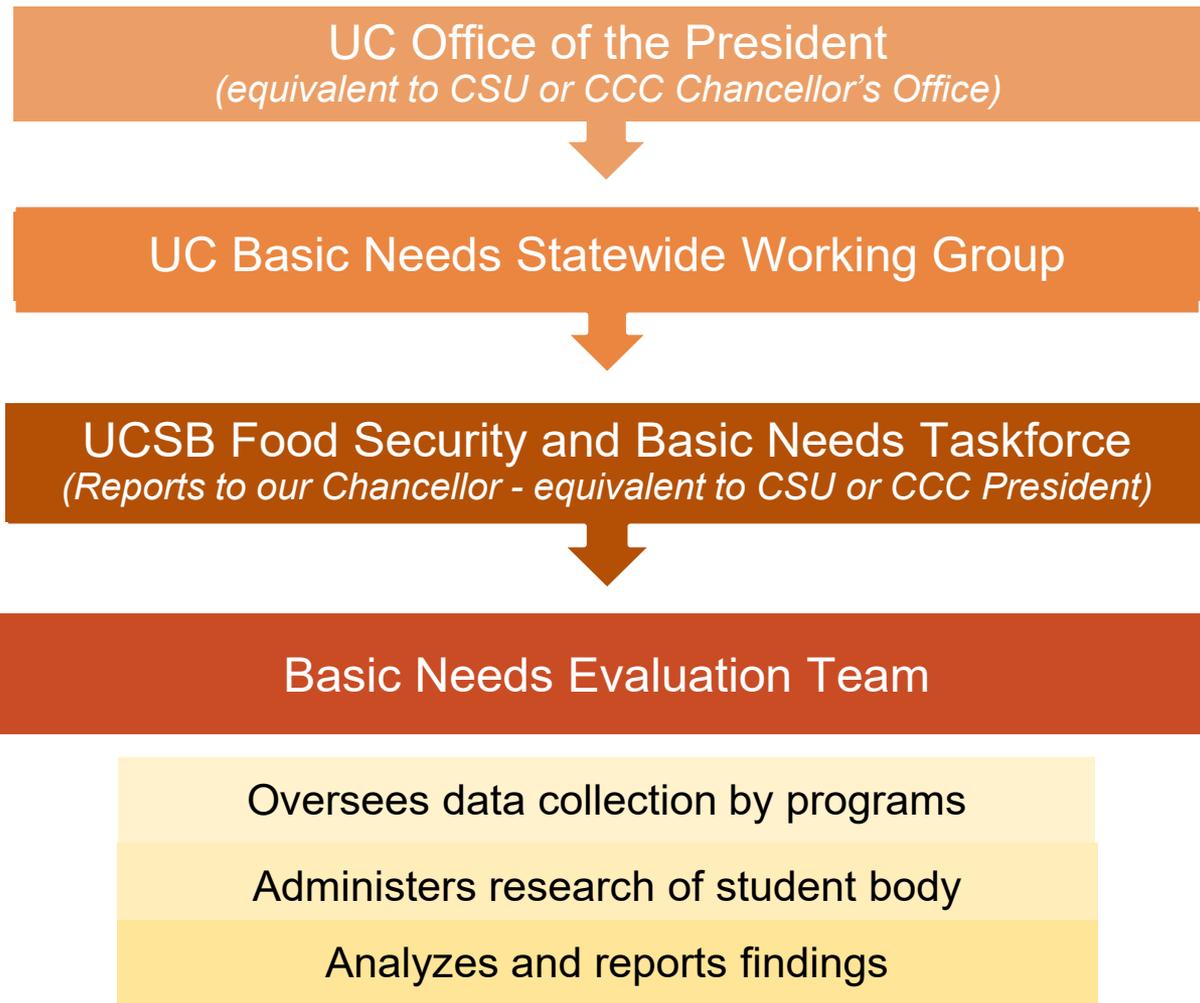
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Evaluations-Who Does It?



Basic Needs Oversight



Reporting Responsibilities

State Funds & UCOP

- Constantly evolving and often with quick deadlines (may be starting to normalize).
 - Responsive to legislative and regental inquiries.
 - Highest level of scrutiny.
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CalFresh Sub-Contract & Other Grants

- CalFresh - Detailed reporting requirements with submittals every three months.
 - Each funder/grant has their own reporting needs/protocols.
-

Internal Partners & Ourselves

- Guidance for campus Taskforce on investment of funds.
- Improvement of service
- Analysis of efficiency (sites/hours that work best)
- Engagement with senior administration
- Public relations
- Data to drive fundraising

UCSB Programs

Fully Funded

- Food Recovery from Portola Dining Commons
- Kosher-Halal Food Program
- BN Evaluation Team (Us!)
- Rapid Rehousing Outreach
- Centralized Research Team

Partially Funded

- Grocery Vouchers for Undocumented Students
- Associated Students Food Bank
- Financial Crisis Response Team
- CalFresh & Food Security Advocate Team
- EBT at the Arbor & Tenaya

Not Funded

- Social Work Team
- Miramar Food Pantry
- Career Clothing Closet
- Sustainable Technology Repair Resource
- Gaucho Family Fund

Approaching Data Collection

Fully Funded Programs

Most responsive, must abide Taskforce funding agreements
Opportunistic, but also variable

Partially Funded Programs

Very responsive, forefeights losing some funds
Can require baseline data, but resources needed for optional data

Unfunded Programs

Moderately responsive, no financial or administrative obligation
Approach with ease, offer assistance

Why Collect Data?

Mandatory Reports

- UC GFI Annual Report, FS & BN Taskforce briefing
- Numbers speak louder than words, sometimes

Better Services

- Student input/behavior
 - i.e. identifying peak hours/locations for CalFresh Advocacy tabling

Lower Costs

- Smarter inventory/staffing/case management
 - i.e. centralized case-management systems

The Baseline: Required Information

Student Identification Numbers

- Required for every students that registers for a program and at any point of resource delivery
- Used to calculate unique vs. total counts, overlap in programs, demographics, income, etc

Inventory/Resources Delivered

- Foods, materials, referrals, vouchers, or any other form of service received and provided
- i.e. pounds & containers of food delivered, programs referred to

Time & Placed Delivered/Received

- Date, time, and location of workshops, tabling, direct services, advising, etc
- i.e. food recovery source, advocate tabling place/time, etc

Optional Data of Interest

Student Registration Data

- Information that can't be extrapolated from identification numbers
 - i.e. CalFresh status, employment, "How did you hear about us?", email

Detailed Inventory/Operations Records

- Going beyond BN Evaluation Team requirements for ongoing record keeping
 - i.e. workshop summaries, outreach methods, detailed sourcing logs

Post-Service Evaluation Survey

- Gauging how well the program served its purpose beyond the interaction
 - i.e. long-term housing security from one-time housing voucher

Data Logs Formatting

Shared Excel Workbook or Google Sheets

- Dropbox or Google Drive data sharing
 - If privacy is a concern, regularly emailed documents with alterations

Automating Workbooks

- Drop-down menus
- Data Formatting
- Conditional Formatting
- Functions
 - Cross-sheet analysis

Conditional format rules

Single color Color scale

Apply to range

M2:AV1024

Format rules

Format cells if...

Custom formula is

= \$M2<>"CalFresh Application"

Formatting style

Cancel Done

Data Collection

Example: AS Food Bank

Register with us today, fill out the form below and come in and show us your Access Card. Hope to see you soon!

AS Food Bank Registration

Name *

First Last

Perm # (7-Digit) *

Today's Date *



UCSB email *

Have you used our pantry before?

Yes

No

Source: <https://foodbank.as.ucsb.edu/register-today/>

Registration Page

- WordPress surveys - easy to download and sync csv data
- Easily accessible - QR code printed by front desk
- Efficient - one-time registration allows for frequency and demographic information to be separate
- Privacy - sign-in sheets may violate FERPA regulation

Data Collection

Example: AS Food Bank

Inventory Data

- Invoices and receipts documented for budgeting and analytics
- A legend for container-pound-price conversions, automated cells, and categorization of food items

Costco Winter 19			
(# boxes)	Mac n Cheese	Soup	Chicken cup of noodles
1/15/2019		30	10
1/22/2019		30	10
1/29/2019		20	10
2/5/2019		30	10
2/12/2019		35	10
2/19/2019		30	10
2/26/2019		20	10
3/5/2019		30	10
3/12/2019		30	10
3/19/2019		30	10
Total # Boxes		285	100
Net weight (lbs)		1.53	10
Total Weight (lbs)		436.05	1000
			232.872

Data Collection

Example: AS Food Bank



Visits Log

- Measuring frequency and totals
- Access Cards - everything we need in one swipe
- Output = Input - Excess
- Digitization and sign-in efficiency
time-sensitive

Analysis Methods & Display Slide

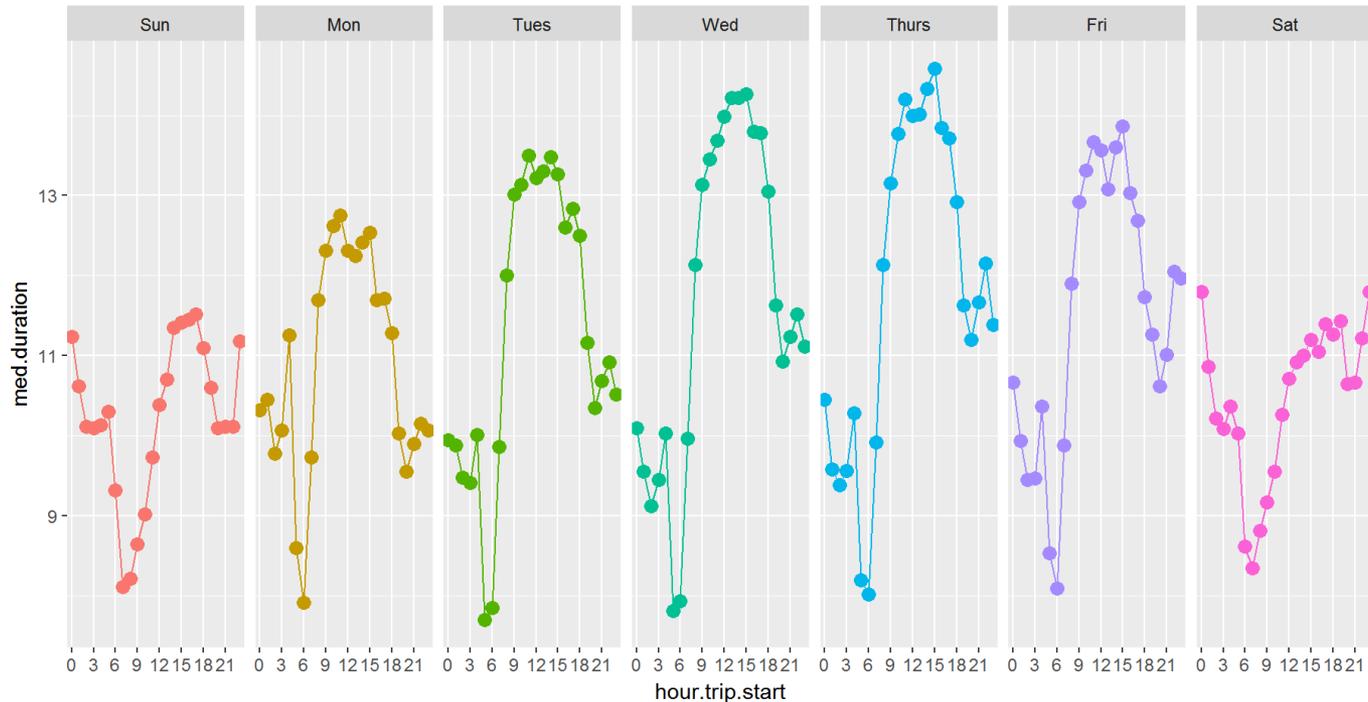
Formerly: Excel & Google Sheet

- Straightforward, but limited
- Individual program analysis ease
- Limited flexibility with visuals



Moving Forward: RStudio

- Regression & time analysis functionality
- Demographic & cross-program data = large
- Improved training and staffing



Source:
http://lab.rady.ucsd.edu/sawtooth/business_analytics_in_r/Viz1.html

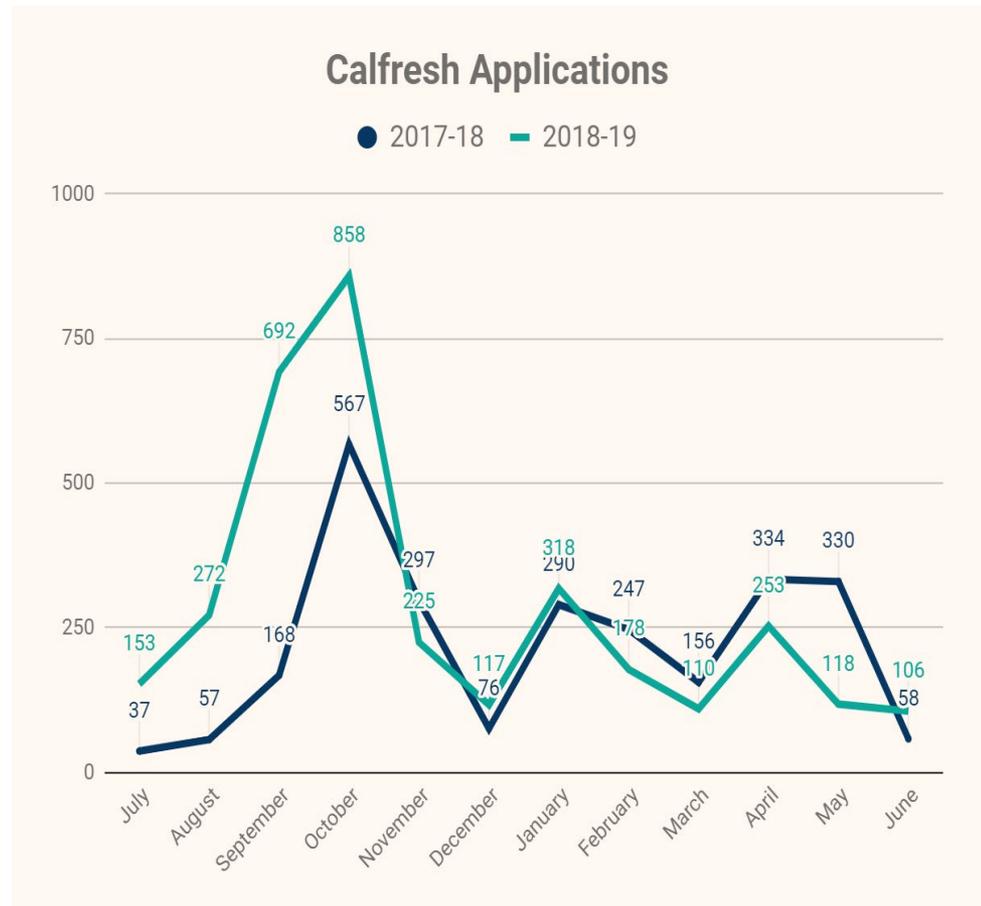
18-19 Campus Assessment

Program	ASFB registered X	ASFB meals X	USS X	Kosher/Halal X	CalFresh X	Career Clothing X	FCRT meals X	Miramar X	FNBS X	Total Unique Count
ASFB registered	N/A	9.78%	0.30%	0.43%	7.76%	5.44%	0.30%	7.54%	1.99%	3967
ASFB meals	41.72%	N/A	1.83%	0.65%	7.31%	0.00%	0.11%	10.65%	1.72%	930
USS X	25.00%	35.42%	N/A	0.00%	4.17%	0.00%	2.08%	16.67%	4.17%	48
Kosher/Hallal	32.08%	11.32%	0.00%	N/A	7.55%	5.66%	0.00%	7.55%	0.00%	53
CalFresh	36.67%	8.10%	0.24%	0.48%	N/A	7.38%	0.12%	10.24%	1.90%	840
Career Clothing	35.18%	0.00%	0.00%	0.49%	10.10%	N/A	0.16%	8.79%	2.12%	614
FCRT meals	1.78%	0.15%	0.15%	0.00%	0.15%	0.15%	N/A	0.30%	0.00%	676
Miramar	32.93%	10.90%	0.88%	0.44%	9.47%	5.95%	0.22%	N/A	2.97%	908
FNBS	35.75%	7.24%	0.90%	0.00%	7.24%	5.88%	0.00%	12.22%	N/A	221

- At least 6,694 **unique** students served (out of 25,976)
- At least 198,336.8 lbs of directly distributed foods to students
- Around 3,400 students applied for CalFresh, 643 were assisted by advocates
- 121,807 total contacts made
- ...only 18 programs were analyzed, 9 of which collected didn't collect perm #'s

18-19 Program Assessment: CalFresh

- Total Applications: 3400
 - Strong start, but plateau?
- Approval rate: 77.3% (for direct applications, does not include indirect app approvals)
- Average benefits: \$120
- Total Advocate Contacts: 1020
- Impact on campus:
 - \$446,589 in EBT spent at the Arbor
 - 67,838 total transactions
- Locations: total visits/hours worked



18-19 Assessment Challenges

Assigning Clear Responsibilities

- Data collection, manual entry, file sorting, analysis, and communication
- Eval team-recognizing assistance need by program ahead of time

Informal/Small Groups and Events

- Small, but they add up
- Program leaders training in data best practices

Beyond a Headcount-What Impact are we having

- Small, but they add up
- Program leaders training in best practices

19-20 Evaluations: Moving Forward

Campus-Wide Programs Survey

- One-stop, uniformed survey for all programs
 - Avoid survey fatigue at critical time of year
 - Better evaluation of program overlaps
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Centralized Research Team

- Graduate Student Researcher
 - Moving beyond counting heads
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Questions

- Effectiveness of programs to meet goals & ROI
- Characterizing student housing insecurity and causes
- Better understanding of how race affects basic needs
- Do students coming to the campus from different parts of the state have different food/housing security issues?
- Where did all the sophomores go?
- Expanded literature review

Unanswered Questions

