Programs, Policy, and Place:
Multi-level Strategies To Improve Food Access On Campus Through Research and Evaluation

UCSB Evaluations:
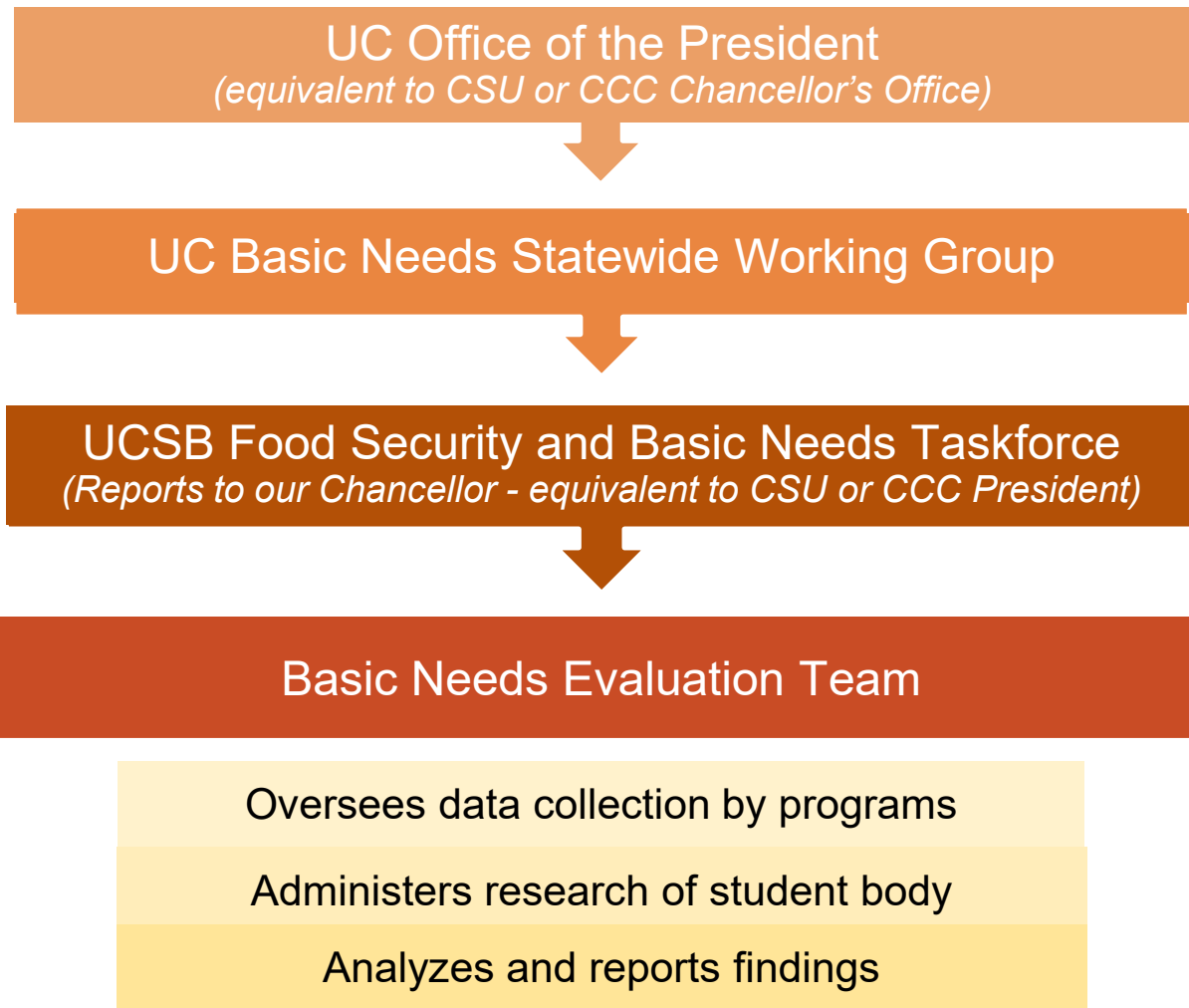## Monitoring the Progress
of Basic Needs Programs

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Evaluations-Who Does It?

Basic Needs Oversight

UC Office of the President
(equivalent to CSU or CCC Chancellor's Office)

UC Basic Needs Statewide Working Group

UCSB Food Security and Basic Needs Taskforce
(Reports to our Chancellor - equivalent to CSU or CCC President)

Basic Needs Evaluation Team

Oversees data collection by programs

Administers research of student body

Analyzes and reports findings

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.
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 loosing 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

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 seperate

- 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	6
1/22/2019	30	10	6
1/29/2019	20	10	6
2/5/2019	30	10	6
2/12/2019	35	10	8
2/19/2019	30	10	6
2/26/2019	20	10	6
3/5/2019	30	10	6
3/12/2019	30	10	6
3/19/2019	30	10	6
Total # Boxes	285	100	62
Net weight (lbs)	1.53	10	3.756
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
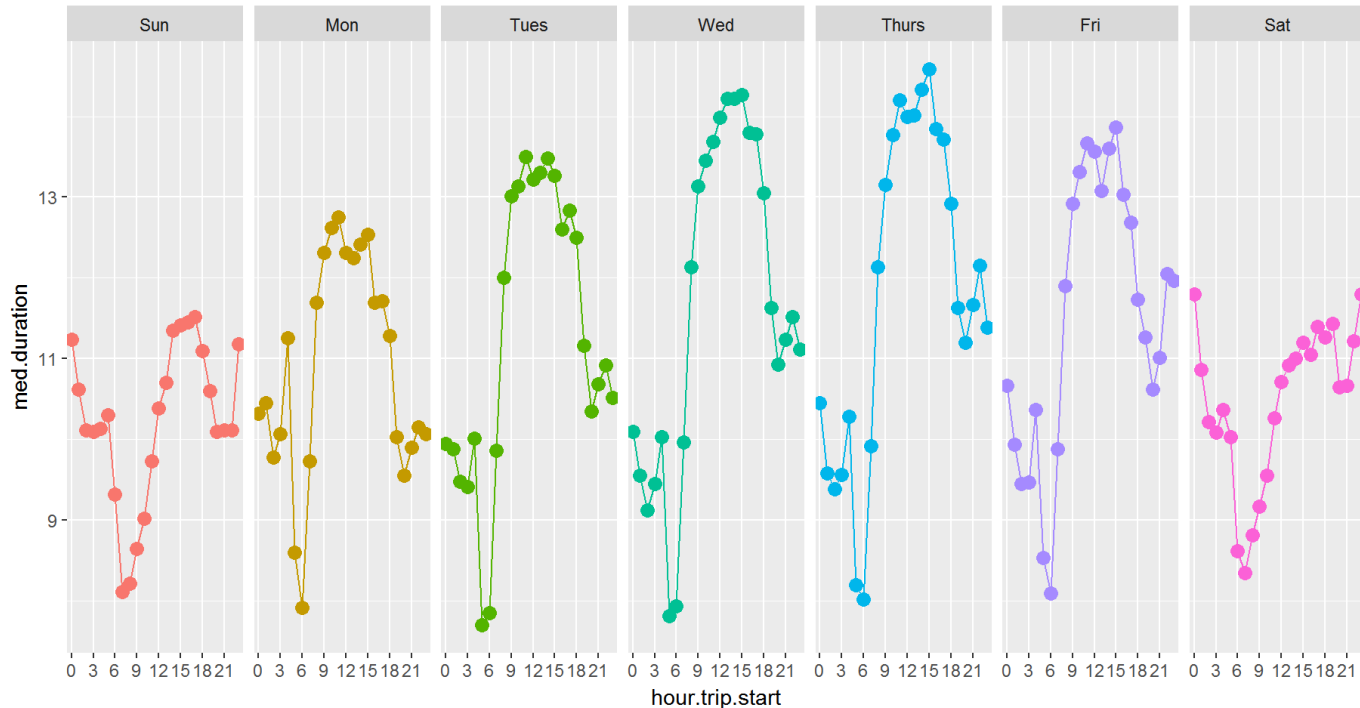
Analysis Methods & Display Slide

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
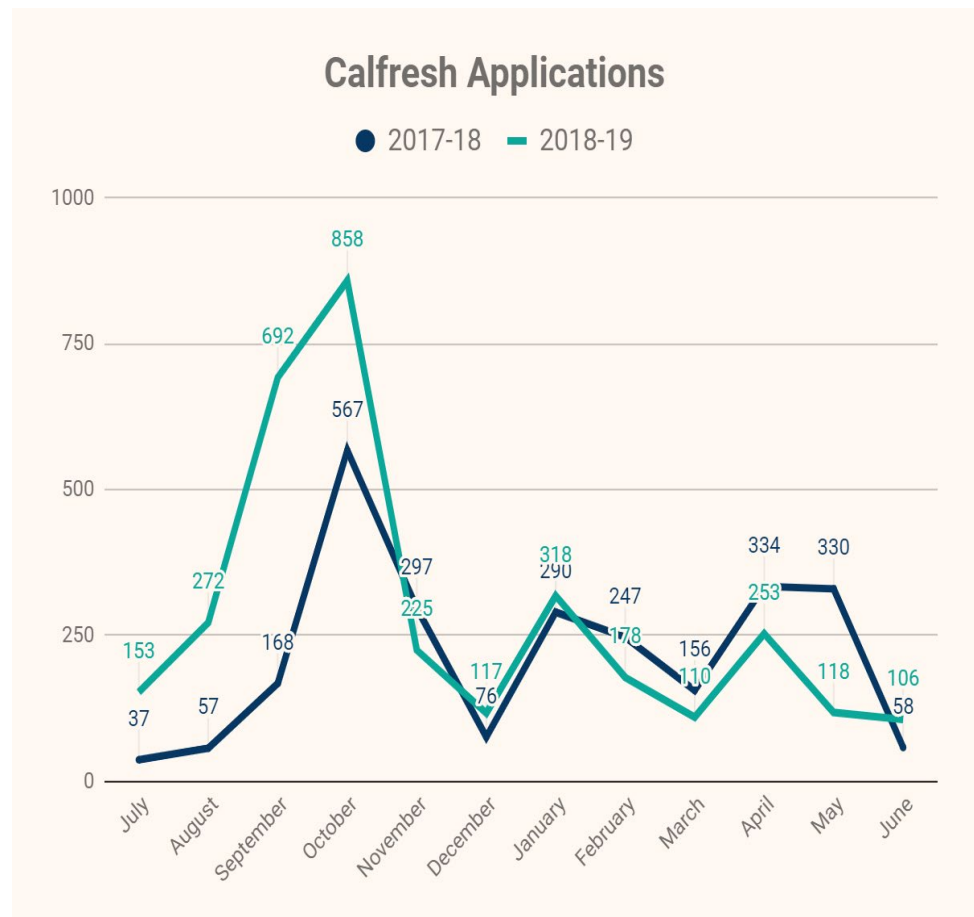
- Improved training and staffing

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

Calfresh Applications

● 2017-18 ─ 2018-19

Month	2017-18	2018-19
July	37	153
August	57	272
September	168	692
October	567	858
November	225	297
December	76	117
January	290	318
February	178	247
March	110	156
April	253	334
May	330	118
June	58	106

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

Centralized Research Team
- Graduate Student Researcher
- Moving beyond counting heads

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