



ACAC
American College Application Campaign

ACE® American Council on Education®

TIMELINE: DATA COLLECTION AND ANALYSIS

STATE COORDINATOR CAMPAIGN EVENT TIMELINE

Don't wait until the final weeks before your campaign to think about data collection. The Steering Committee should be considering the best way to collect and analyze data during early planning months. Below, you will find a recommended timeline for your state's data collection and analysis process. The timeline may need to be shifted 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 implemented annually as your College Application Campaign program is scaled.



STATE COORDINATOR CAMPAIGN DATA COLLECTION TIMELINE

JUNE - AUGUST PRIOR TO CAMPAIGN EVENT

- Complete the data collection worksheet. Review your state's data collection process and determine if changes are needed.
- Identify the data variables that you want collected during your program and the tools and sources (surveys, web-portal, etc.) from which you will collect the data.
- Investigate new data collection options. Confirm current process is still valid.

SEPTEMBER PRIOR TO CAMPAIGN EVENT

- Provide a training for host sites explaining the data collection process and requirements.
- 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 EVENT

- 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 EVENT

- 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 EVENT

- 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 EVENT

- Announce final data of campaign. Share via newsletters, websites, social media, and/or a formal report.



Additional resources including a complete College Application Campaign timeline are available on the ACAC website at www.acenet.edu/news-room/pages/acac-resources.aspx