



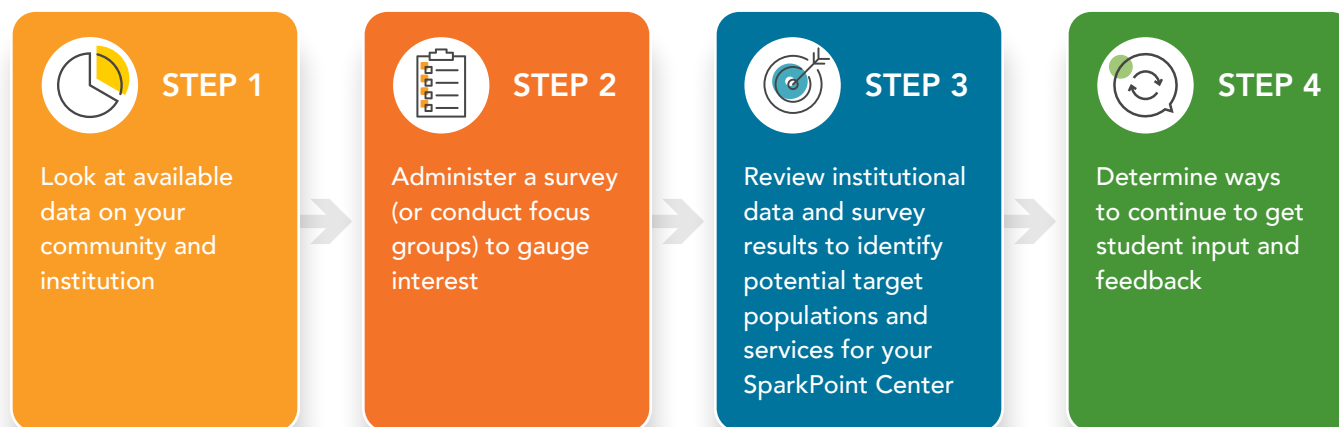
NEEDS ASSESSMENT

Goals for this section:

- Understand the main financial and economic challenges that students face
- Identify potential target populations, services, recruitment strategies, and operational considerations
- Brainstorm ways to continue to solicit student feedback and input

The next step in planning your SparkPoint center on campus is to gather information about student needs and interest. Understanding the main financial and economic challenges that students are facing will help you plan your service offerings and partnerships. This step can also be an opportunity to hear directly from students on important operational aspects of the new center, such as timing of services offered, location, and other amenities.

NEEDS ASSESSMENT PROCESS



1 STEP 1: Look at available data on your community and institution

Guiding Questions:

- What are the key economic characteristics of your campus and broader community?
- What are the racial demographics of your institution?
- Is the existing data disaggregated by race or other demographic characteristics?
- What data does your institution have on student needs? What does the data tell you?
- What do you already know about financial and economic challenges that your students face? (e.g. housing, transportation, paying rent, access to food)

Tools to consider:

- **Census:** Community-wide data, including racial demographics, area incomes, family statistics, housing trends, and more data that can help build your understanding of the needs of your target community. [Learn More](#)

- **California Community Colleges Chancellors Office's DataMart:** A wide range of data specific to community colleges. [Learn More](#)
- **Federal Department of Education's College Scorecard:** Quick information on whether your institution is a designated Minority Serving Institution and the racial make-up of the student body. [Learn More](#)
- **California Community Colleges #RealCollege Survey Report:** Part of the nation's largest annual assessment of basic needs security among college students. The report describes the results of the #RealCollege survey administered at nearly half of the schools in the California Community College system in the fall semesters of 2016 and 2018. [Learn More](#)
- **The National Student Clearinghouse Research Center:** Provides educational reporting, verification, and research services. Utilize their StudentTracker to access nationwide postsecondary enrollment and graduation data. [Learn More](#)

- **Real Cost Measure:** Unlike the official poverty measure which primarily accounts for the cost of food, the Real Cost Measure factors the costs of housing, health care, child care, transportation and other basic needs to reveal what it really costs for households to meet basic needs in California. [Learn More](#)
- **The California State University's Study of Student Service Access and Basic Needs:** This resource provides findings from survey, interview, and focus group data at CSU campuses that show a need to provide resources serving students' basic needs. [Learn More](#)

2 STEP 2: Administer a survey (or conduct focus groups) to gauge student interest and identify operational considerations.

Guiding Questions:

- What services would you be interested in?
- How do you find out about programs on campus?
- What days and times should the center be open?
- What aspects would attract students to the center (or hinder students from coming)? (e.g. availability of childcare at the center, proximity to student center, language)
- What do your students think of existing services?
- What languages need to be represented to facilitate equitable student feedback?

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[Click here to see what a sample survey looks like.](#)

How to Administer Survey

Be intentional about administering the survey to certain groups of students. There are several options for getting this survey out to students and community members:



Have staff of existing on-campus programs administer the survey

Extended Opportunity Programs and Services (EOPS), CalWorks, Food Pantry, other special programs



Incorporate survey questions in a new student orientation or survey

Administer the survey during new student orientation



Send the survey out to all students

If there is an all-student email group, send out a link to gauge interest



Post a link to the survey on social media

Post a link to the survey on the school's social media sites, including social media sites for special programs on campus



Engage the support of faculty

Ask faculty or instructors to include a link to the survey in their syllabus or during a class presentation

3 STEP 3: Review institutional data and survey results to identify potential target populations and services for your SparkPoint center.

Based on data and survey results, complete the worksheet. [Click here.](#)



4 STEP 4: Brainstorm ways to continue to solicit student input throughout the planning and implementation process.

[Use this worksheet to support the brainstorming activity.](#)

[View the client satisfaction survey UWBA uses to capture client feedback here.](#)

Guiding Questions:

- How will your SparkPoint center continue to look at data and get input from students?
- Do you have students on your planning committee?
- Will you administer a student survey every semester?
- Will there be an anonymous feedback box at your center for suggestions?

