

UNC Gender-Based Violence Prevention Advisory Group

Monday, September 28, 2020

Evaluation, Metrics, and Dashboard

Present:

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Notes

A subgroup of the UNC Gender-Based Violence Prevention Advisory Group met to discuss our fourth theme for our final report: evaluations, metrics, and establishing a dashboard.

A key theme of the discussion was the importance of establishing a centralized hub for prevention that included evaluation results, metrics, and a dashboard that would be updated at regular intervals (e.g., bimonthly). We discussed process and outcome evaluation, the need for transparency with stakeholders, funding for evaluation, and recommendations for our advisory group's report. Further details are included below along with next steps.

Process

- Staff
- Budget
- Student workers
- Courses taught with gender-based violence content
- Student reached with prevention programming
 - For everyone (required)
 - For specific groups (required and targeted)
 - For interested students (voluntary)
 - For students seeking more capacity building/leadership (voluntary)
- Attendance at prevention programming
 - Conversion from large-scale awareness events to engagement
- Partnerships with departments and organizations
- Include timers for key metrics (e.g., this recommendations report should be updated in xx days)

Outcome

- Prevalence through surveillance such as AAU
- Changes in knowledge, attitudes, beliefs, and behavior
- Retention
- Help-seeking

Stakeholders should see updates on a regular basis:

- Updated bimonthly – September, November, January, March, May, July
- Reports should be in one place and progress should also be charted biannually (July and January).
- These updates should be built into the Strategic Prevention Strategy Officer's job description and performance reviews.

Funding for evaluation

- Faculty are often not compensated for doing evaluation and so there should be funds allocated or equivalent (e.g., course buyout).
- Importance of external collaborations around assessment (North Carolina Coalition Against Domestic Violence)
- Can think creatively about smaller assessments through partnerships with academic units, practica, and coursework. Providing stipends or honoraria for smaller projects would be useful.

Report recommendations:

- Include a draft of a dashboard
- Provide timing recommendations for regular updates to the dashboard (bimonthly)
- Logic model

Next Steps

- LB will draft materials and will share with interested individuals along with a summary at our all-group meeting in October.
- LB will reach out to the Campus Advocacy and Prevention Professionals Association list to learn more about
- LB and Audrey will reach out to Desiree Rickenberg and Abigail Panter re: retention statistics