



WHY DO DATA MATTER?

IAC TRAINING

**WHY SHOULD WE BE PAYING
ATTENTION TO DATA?**

**These students get an hour's
less sleep on average. They
also listen to more hipster
music.**

New York University

The Ohio State University

University of Colorado

Cornell University

These students listen to the most classical music.

Penn State University

Northeastern University

Brigham Young University

The Ohio State University

**These students appear to
enjoy metal, jazz and
Christian music.**

Texas A&M

Brigham Young University

Northeastern University

Iowa State

These students listen to the happiest songs.

Iowa State

Cornell University

University of Colorado

Penn State University

WHAT DO WE MEASURE?

JEWISH STUDENT OUTCOME AREAS

IDENTITY

Students understand the role Judaism plays in their **identity**.

Formerly Known As:
Appreciate Judaism's Centrality in Life

VALUES

NEW!

Students integrate Jewish **values** into their life choices.

ACTION

Students take **action** to incorporate Jewish tradition into their lives.

Formerly Known As:
Growing Knowledge and Connection to Jewish Life

COMMUNITY

Students engage with their **community** of Jewish peers.

Formerly Known As:
Have a Strong Jewish Social Network

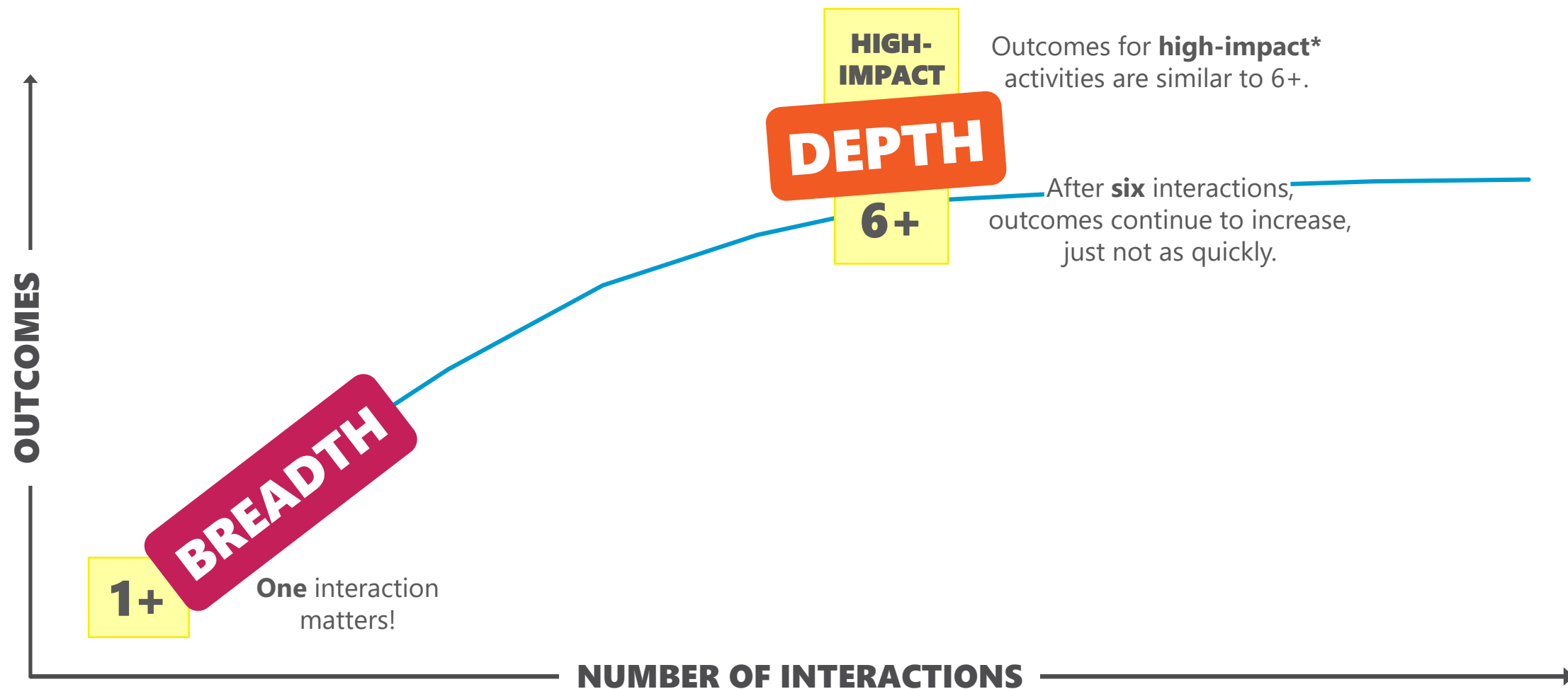
ISRAEL

Students actively explore their relationship with **Israel**.

Formerly Known As:
Israel Engagement and Connection

**WHAT HAVE WE
LEARNED?**

WHY WE MEASURE WHAT WE DO

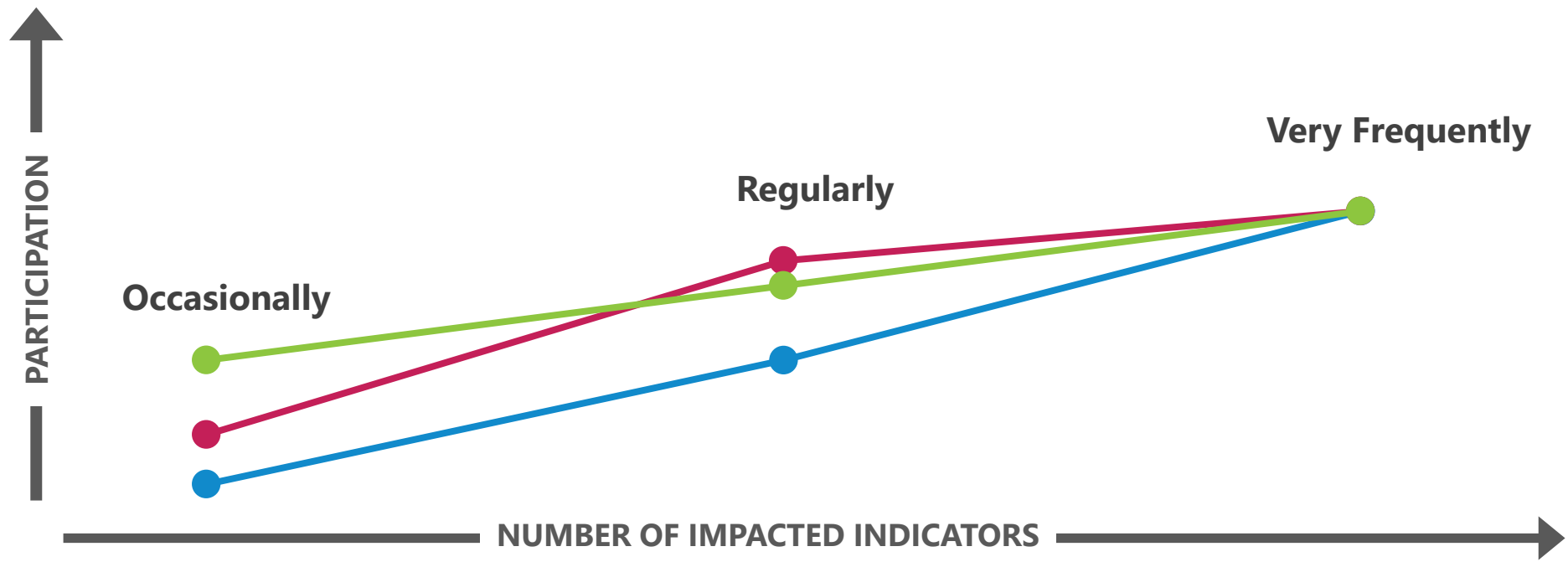


*High-impact is defined as an **ongoing or sustained activity** with **Jewish-rich content** that meets two of the following three criteria:
(1) Students are producers, (2) The experience is reflective and/or (3) The experience builds community.

FREQUENCY MATTERS

FOR ALUMNI FROM **ALL** BACKGROUNDS

More participation during college means a **stronger post-college impact**,
AND participating **very frequently** impacts ALL indicators!



THERE IS SOMETHING ABOUT AN IACT

STUDENT ENGAGEMENT



Have a Senior Jewish Educator on staff



Have low student to staff ratios



Send higher rates of students on Birthright Israel



Increase Program Investment per Student

STUDENT OUTCOMES



Have an IACT



Participate in the Jewish Learning Fellowship

BOTH



Use Hillel as the trip organizer for Birthright Israel

**HOW ARE YOU
TRACKING?**

GROUP ACTIVITY

Divide into groups based on the Student Engagement Tracking System you use.

Group A - Little Green Light

Group B - HEART

Group C - Other

Group D - Not Sure

Think through the following questions together:

1. What is your strategy for collecting and tracking your engagements with students?
2. What challenges with tracking data have you run into in the past? Or do you anticipate running into? How have you or could you overcome those challenges?
3. How are you going to know how you are doing relative to your goals? Which reports are you going to run and how often?