



STUDENT LIFE

EDWARD GINSBERG CENTER
UNIVERSITY OF MICHIGAN

Letter of Understanding

Ginsberg Center's Community Technical Assistance Collaborative (CTAC)

To: The Center for Success

From: CTAC Leadership Team

Date: January 23rd 2025

Purpose of the Document

The purpose of this document is to outline responsibilities and goals for the relationship between the Ginsberg Center's Community Technical Assistance Collaborative (CTAC) and Center for Success for the Winter semester.

The Mission of CTAC

Established in 2016, CTAC is a University-based collaborative supported by the Ginsberg Center, convened to serve a universal need identified by community partners around data and evaluation. Our work is grounded in meaningful community-university partnerships that foster a culture of learning and improvement so that together we have the capability to build thriving, equitable, and just communities. Our lead faculty advisor, Sue Ann Savas, is a faculty member at the School of Social Work.

Ginsberg Center

The Ginsberg Center is a community engagement center at the University of Michigan that seeks to match community identified priorities and needs with the resources of the University of Michigan. If your agency has needs outside the scope of your CTAC project, the Ginsberg Center can work with you to explore other connections on campus. Please, let the Ginsberg Center, Data and Evaluation Specialist know if you'd like to work with our community engagement team to share additional priorities and needs.

The Mission of Center for Success: to unite community and literacy to empower students in their journey of education

Community Partner Contacts:

Adrienne Jackson, adrienne.jackson@center4success.org

CTAC Evaluation TEAM:

Bri Christy, Data and Evaluation Specialist

Shriya, Student Consultant

Goals of the Outlined Partnership

The goal of this partnership is for CTAC to work together with the partner organization to address the need for technical assistance and trusted guidance with data and evaluation as well as to engage a new generation of student leaders in applied learning, teaching, research and practice while increasing the capacity of the partner organization.

CTAC contributes to our community, through meaningful and authentic partnerships. Working together, students, faculty and community partners support a wide range of data and evaluation projects. Together, we foster a culture of learning and improvement for a thriving and equitable community.

Partner Organization's Responsibilities:

We consider our partner organizations to be an integral part of our learning experiences. Our most successful partnerships exist when organizations clearly communicate expectations regarding work and desirable outcomes. Partner organizations will do what they can to help in this process through education and structured projects. We aim for this partnership to be beneficial for both parties, and encourage welcome communication and feedback.

- The organization will identify a main contact to support this project. Organization name's contact is Adrienne and prefers to be reached via (email) at adrienne.jackson@center4success.org
- Throughout the semester, we expect that you would meet with the CTAC student team a minimum of 4 times (monthly).
 - Project is looking back as far back as the platforms will let us, wont need a lot of updates throughout the project since its not real time data
 - Past 2 year focus, here is what works well and what didn't work
- If changes happen to the scope of work or difficulties arise, then partner organizations will inform the Ginsberg Center, Data and Evaluation Specialist quickly and efficiently of these changes or problems.
- If a meeting with our Faculty Advisor, Sue Ann Savas, is needed please inform the Ginsberg Center, Data and Evaluation Specialist so the meeting can be scheduled.
- When sharing materials produced as part of this partnership, organizations will provide acknowledgement that the Ginsberg Center's Community Technical Assistance Collaborative (CTAC) assisted in this project
- At the end of the project, you will receive a CTAC Project Feedback survey that we appreciate you taking the time to complete.

CTAC's Responsibilities:

We understand that we are working with real data concerning real people and will follow all confidentiality policies that your organization utilizes. We value the opportunity to work within the community and strive to provide the highest quality work we are able to.

- The Data and Evaluation Specialist, Bri Christy, is the primary liaison between your organization and The Ginsberg Center. If you have any questions or concerns during this partnership, please contact Bri at bkcl@umich.edu.



- CTAC agrees that when affiliation with CTAC and (Center for Success) ends, students will not take or retain any protected information, and will not reveal any protected information that they had access to as a result of their work with CTAC. CTAC students may use their end deliverables in their professional portfolios after first getting permission from the community partner.
- CTAC is committed to educating its student leaders to engage with your community in a respectful way through the data and evaluation process.
- We will make every effort to notify your organization in a timely fashion if anything changes within UM-CTAC regarding this partnership.
- The Team Lead assigned to your project, Shriya is responsible for all communication between the partner organization and the CTAC Team.

Project Details

Date(s): Start date - January 17th, 2025

Project Purpose:

PARTNERSHIP FOCUS – underline all that apply

- ☐ Capacity-enhancing Technical Training
- ☐ Data Mapping
- ☐ Data Visualization
- ☐ Focus Group Design
- ☐ Focus Group Facilitation
- ☐ Inventory Standardized Scales for Measuring Impact
- ☐ Logic Models
- ☐ Survey Design
- ☐ Survey Administration
- ☐ Story Banking
- ☐ ☐ Other : potential forecasting

Key CTAC Services and Deliverables

- List out here what CTAC is agreeing to provide to the organization within this term
- All final deliverables will be reviewed by the Ginsberg Center, Data and Evaluation Specialist prior to the organization receiving them
- Small comms team, adrienne runs social media and marketing, there isn't a lot of time for data analytics, what are we getting out of this, especially from a funding perspective, when spending money on ads is it worth
- Optimizing social media and constant contact communication



- Facebook, instagram, linkedin, website, constant contact,
- Google ads
- Videos vs posts
- Trends
- What works, what does not work
- Areas for improvement

Phase 1 (Jan and Feb)

The first phase of this evaluation project will consist of:

- Organize and store data such as open click rates, reel views, impressions, website visits, and ad spend success, etc. into a data management system to streamline accessibility of data.
- Clean and manipulate data to prepare for analysis. Ensure data quality.

Phase II (March and April)

- Key trends
- Action steps
- Report Improvement areas
- Present and share with the CSD team your findings (i.e. slidedeck, graphs, visual reports, etc.)

Timeline:

	Jan	Feb	March	April
Project Discovery and Scoping				
Data Cleaning and Analysis				
Data Visualization and Forecasting				
Present End Deliverables/Project update				

By signing below, all parties commit to the specific elements and general spirit of partnership outlined above.

Sincerely,

Brianna Christy



Ginsberg Center, Data and Evaluation Specialist

Partner Organization

2/6/25

Date

By signing this document, the partner organization indicates its agreement with the responsibilities and details outlined above.