

Lunch and Learn

Making an impact with SVW

Briefing: using Student Volunteering Week to think about impact

This briefing was written as part of a Student Hubs and NUS Lunch and Learn webinar, delivered as part of the preparations for Student Volunteering Week 2015. It has been designed to help volunteering teams to track and measure their impact.



student

hubs **nus**

national union of **students**

What is impact measurement and why is it important?

"The process by which you measure what effect your project, programme or initiative has had, or is having, on an individual, community or the environment."

Proving

- Be accountable
- Provide evidence of value for money
- Communicate the programme's strengths and weaknesses
- Lay foundation for greater impact

Improving

- Better understand the current impact
- Make comparisons
- Areas to improve or develop
- See and understand unintended impact
- Make effective decisions about the future

Activities, Outputs, Impact

Once you identify your intended impact, you then need to identify your intended outcomes and what you can deliver to achieve it.

For example:

- **Aim:** increase volunteer satisfaction
- **Activities:** 'thank you' campaign on social media, a training session to boost their skills, personal email to each volunteer
- **Outcomes:** No. people who engage with the social media campaign, no. volunteers who attend the training session, % of volunteers who feel more satisfied compared to before

The Student Volunteering Week Impact Strategy

Student Volunteering Week:

23 Feb – 1 March

Our mission is to deliver a fun, engaging and powerful annual nationwide campaign that raises awareness of the value of student volunteering, inspires more students to make a positive impact in their community while they're at university, and encourages institutions to value and support social action.

How you can be part of the national impact

Student Volunteering Week is a national campaign and its success depends on your input. We'd love it if you could help us with measuring the national impact. There's three key ways that you can join in:

1. Edit our survey template and send it to your students so that we can add your impact to the national impact
2. Share your aims with us and each other so that we can better support you
3. Respond to our staff survey before and after the week

Creating your impact plan

4 simple steps to get you started:

1. Identify your aims – this will help you to shape the content of *your* Student Volunteering Week.
2. How will you achieve those? Brainstorm ideas for activities and set some targets.
3. What are the expected outcomes? What will happen because of your activities?
4. How will you measure your success against your targets?

Think about quantitative and qualitative impacts, positive and negative, intended and unintended, short- and long-term impacts.

Further information

This briefing was created following a Student Opportunities Lunch & Learn webinar that took place on 16th October 2014. The slides from this webinar are available on the Student Opportunities Resource Hub.

Further reading

- [NUS & NEF guide to Impact](#)
- [NEF Measuring Impact Guide](#)
- [Student Volunteering Week website](#)

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