

YOUTH GUIDANCE

GUIDING KIDS TO BRIGHT FUTURES

2019 CQI Conference:
In Pursuit of Quality

Tuesday | 10:45-12:15

**Communicating with Data
for Multiple Audiences:**
**Using Data for Both Continuous
Improvement and Developing
Stakeholder Support**

Ryan Crosby
Senior Director Quality & Improvement

Rebecca M. Langan
Director Of External Affairs
Corporate | Foundation | Government

- ▶ **Introductions**
- ▶ **Topics for today's conversation**
 - ▶ What is a data culture?
 - ▶ How does collaboration between evaluation and development work?
 - ▶ How do different audiences value data?
- ▶ **Collaboration and Communication**
 - ▶ Results of Collaboration
 - ▶ Defining the audience
 - ▶ Building the data story

Objectives

BUILDING A DATA CULTURE

- **COLLABORATION:** Learn how **strong collaboration** between evaluation and development teams **can build a shared data culture across all levels** of an agency.

SHARING DATA ACROSS AUDIENCES

- **COMMUNICATION:** Learn how **telling stories with data** for diverse audiences is possible.

YOUTH GUIDANCE PROGRAMS
Rebecca M. Langan | Director of External Affairs

Since 1924, Youth Guidance has created and implemented school-based programs that enable children to overcome obstacles, focus on their education and, ultimately to succeed in school and in life.

Youth Guidance programs served **12,793** youth in fiscal year 2019 across Chicagoland
Counseling & Prevention | Community & After-School | Youth Workforce Development

Counseling & Prevention	Community & After School	Youth Workforce Development
Becoming a Man	Full-Service Community schools	Project Prepare (In-School)
Working On Womanhood	Parent and Family Engagement	Project Prepare Blue (Out-of-School)
STRIVE	Extended Day Enrichment	@Work (Post-Secondary Support BAM & WOW)
School-based Counseling		

Guiding kids to bright futures since 1924

OVERVIEW

Rebecca M. Langan, MSW | Director of External Affairs

CORE VALUES

We believe in the
potential of all kids

Our approach
is *holistic*

We meet kids
where they are

Being our best is
an *ongoing process*

Relationships
matter



Guiding kids to bright futures since 1924

FLAGSHIP PROGRAMS

Rebecca M. Langan, MSW | Director of External Affairs

WOW
YOUTH GUIDANCE



WOW currently serves over 2,400 students across Chicagoland.

BAM
YOUTH GUIDANCE



BAM currently serves over 7,000 students across Chicagoland, Boston, Los Angeles and Seattle.

Guiding kids to bright futures since 1924

Creating a Data Culture: Creating Buy-In

Ryan Crosby | Senior Director of Quality & Improvement

Everyone cares about data, but for different reasons.

Program
Improvement

Communication
to Stakeholders

Marketing and
Fundraising

Strategic
Decision-Making

Accountability

Creating a Data Culture: Starting with Strategy

Ryan Crosby | Senior Director of Quality & Improvement

Quality Improvement

The process of measuring the degree to which services are being delivered with quality and making adjustments to improve this delivery.

Mechanisms:

- KPI Scorecards
- Dashboards
- Quarterly Data Reviews
- School Implementation Teams

Program Evaluation

The process of evaluating whether the program is reaching its goals, which informs program improvement and decision-making.

Mechanisms:

- Surveys
- SEL Assessments
- Academic Data Analysis
- Annual Program Quality Assessments

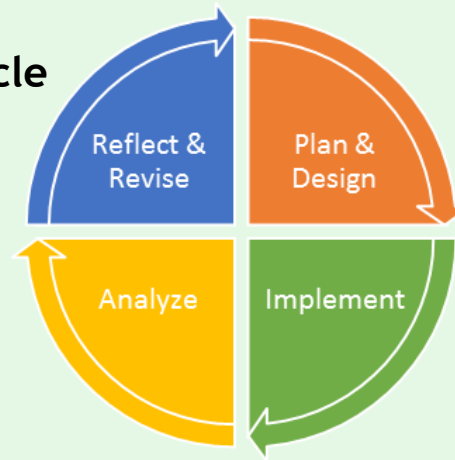
Research

The process of generating new knowledge that is generalizable beyond YG. Attempts to make causal connections between services and outcomes.

Mechanisms:

- Randomized control trials
- Qualitative studies
- Process evaluations

Evaluation Cycle



Data Quality

Steps are taken to ensure that the above analyses are based on accurate and timely data.

Mechanisms:

- Training on data entry
- Data quality KPIs and alerts
- Data quality audits

Training and Support

To build capacity for data use, staff professional development and a support system are in place.

Mechanisms:

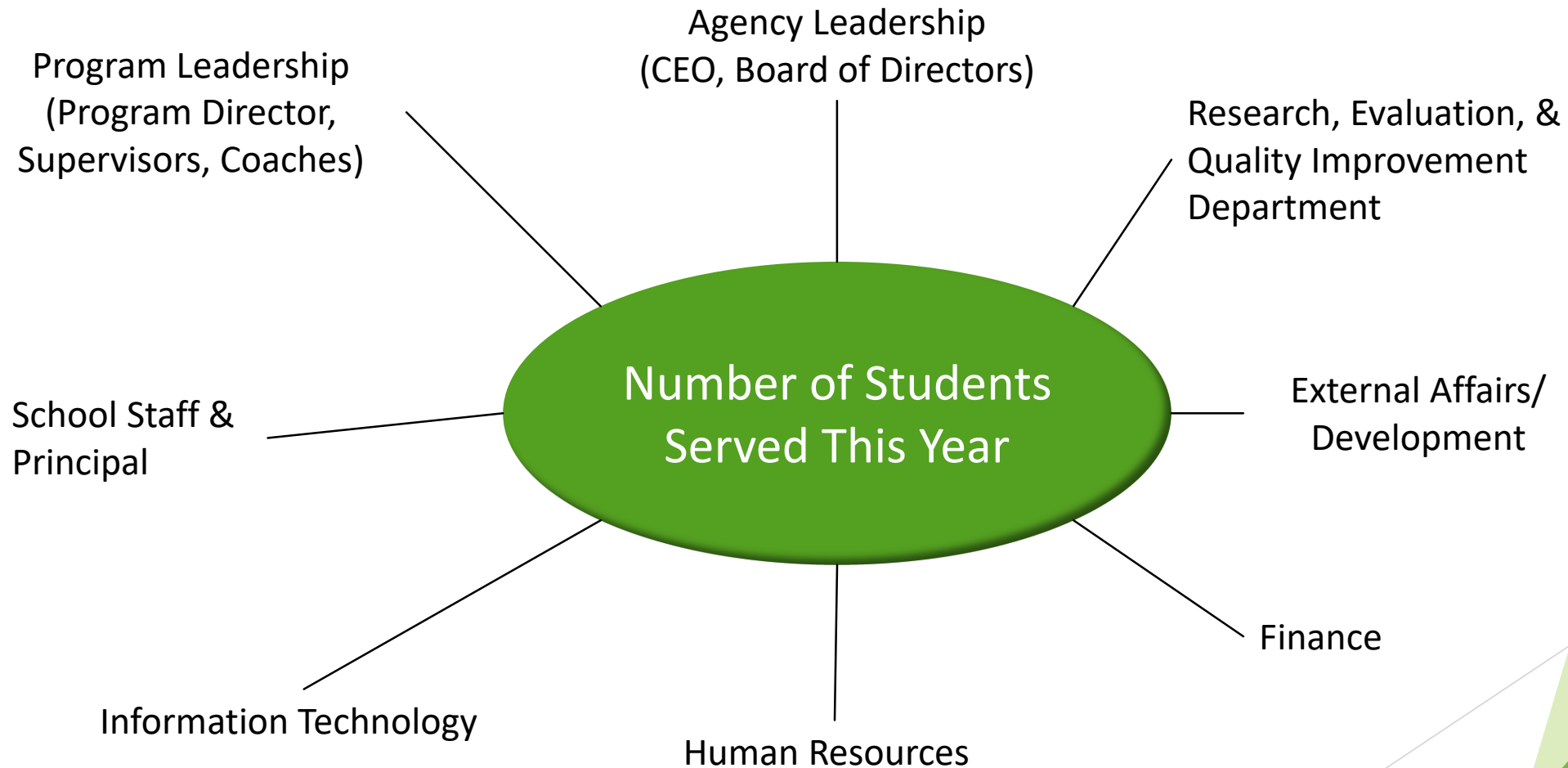
- In-person training
- Online user guides and videos
- Dedicated EQI Liaison for each department

Supporting Processes



Working the Wheel with Data

Ryan Crosby | Senior Director of Quality & Improvement



Fostering Collaboration

Ryan Crosby | Sr. Director of Quality & Improvement
Rebecca M. Langan | Director of External Affairs



- Define and measure program quality and impact
- Build capacity for data-driven program design and management

- Raise public awareness
- Engage new shareholders
- Communicate programmatic impacts to lawmakers
- Develop private and public partnerships that support our bottom line.



- Translate data to messaging
- Fulfill grant reports and develop new proposals

Taking a Collaborative - Process Driven Approach

Rebecca M. Langan | Director of External Affairs

UNDERSTANDING the WHAT

WHAT was getting in our way of using data to tell powerful stories?

- Roles and silos
- How we talked about data
- How we thought about how to talk about data
- What kinds of data were important and what kinds weren't
- Our passions and perspectives

UNDERSTANDING the HOW

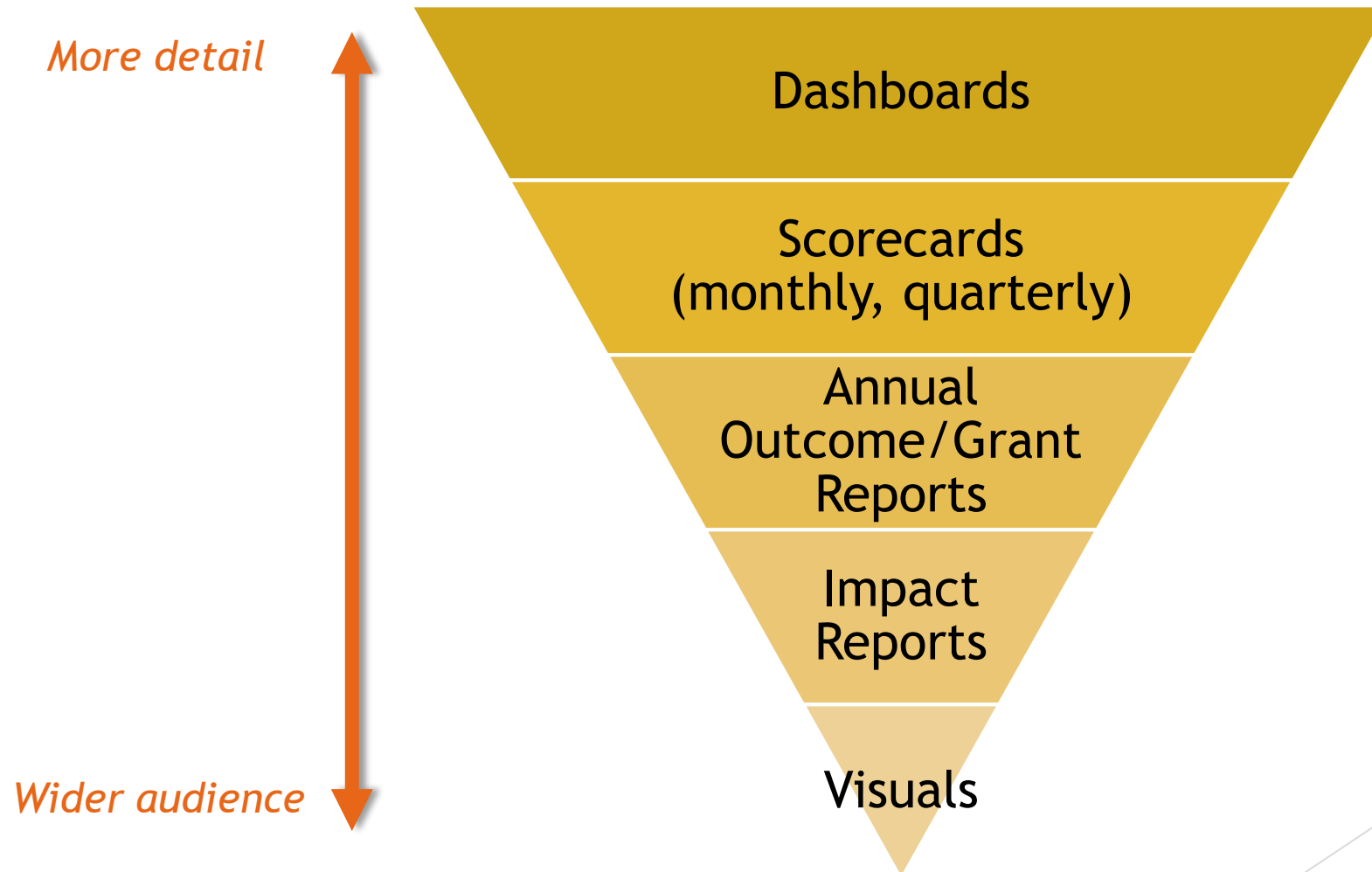
HOW were we going to use our strongest data stories to lift mission?

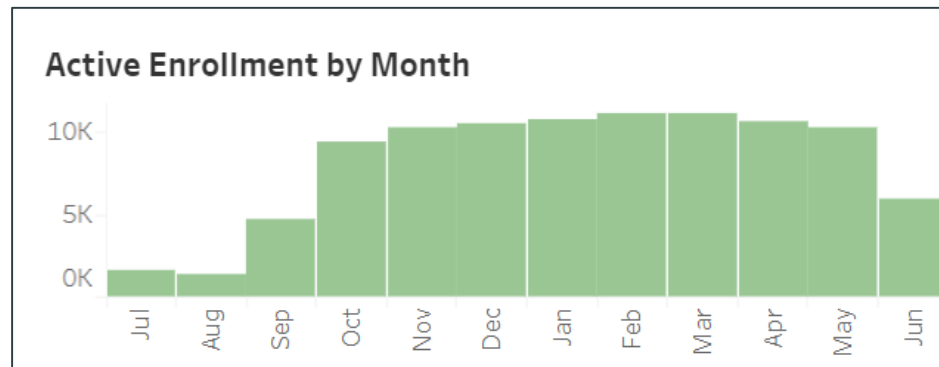
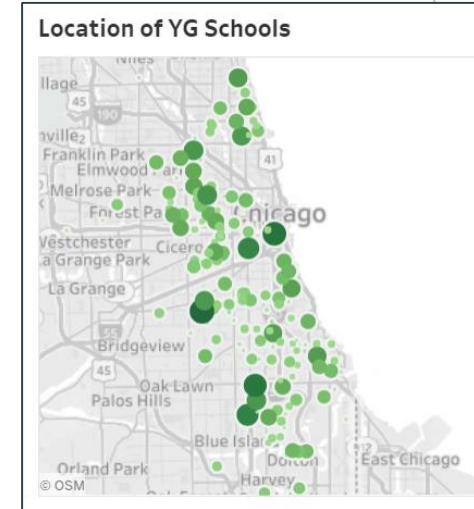
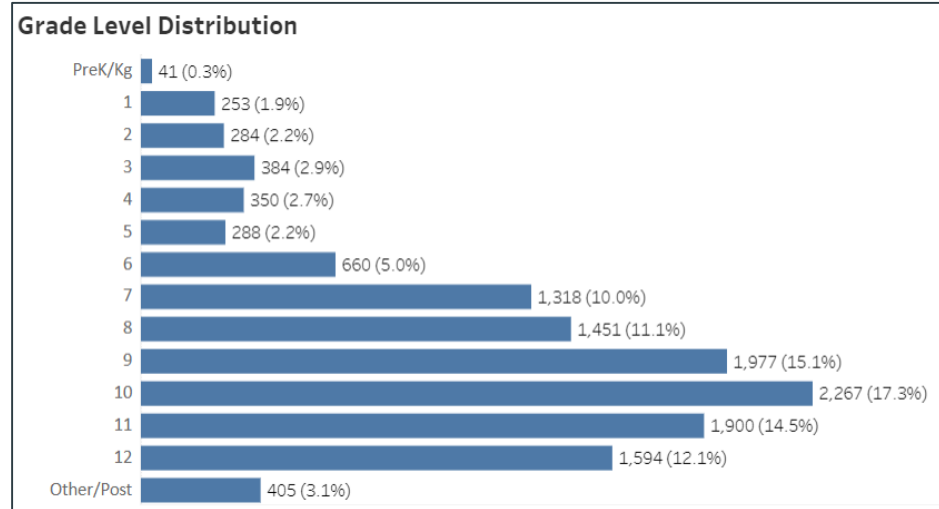
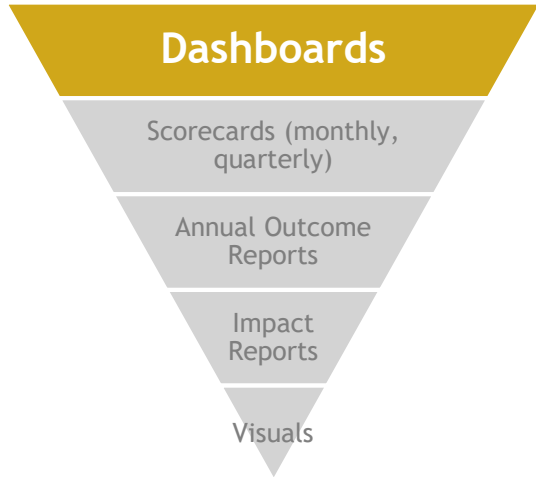
- Setting the intention to create routine collaborative spaces
- The collaborative process and the value of buy-in
 - Team meetings, 1-1 check-ins, Quarterly collaborative meetings with program leadership
 - Shared folders for exchanging results and reports

The Continuum: Sharing Data with Diverse Audiences

Ryan Crosby | Senior Director of Quality & Improvement

Rebecca M. Langan | Director of External Affairs

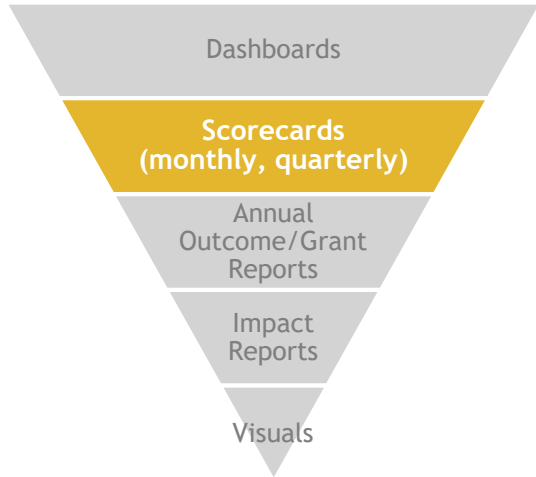




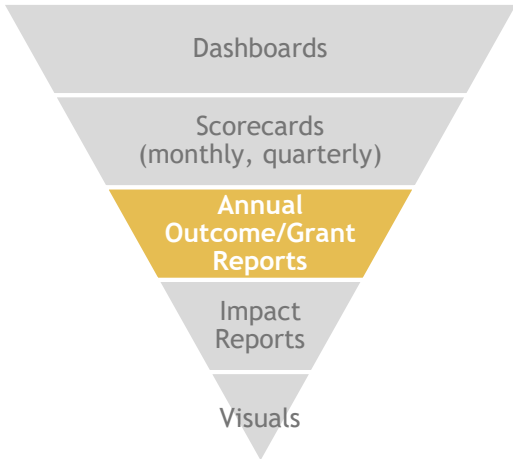
Student Name	Client ID	Current Age	Grade Level	Enrollment Start Date	Enrollment Status
[REDACTED]	[REDACTED]	15	8	2018-11-01..	Exited
[REDACTED]	[REDACTED]	13	7	2018-09-30..	Exited
[REDACTED]	[REDACTED]	14	7	2018-09-28..	Exited
[REDACTED]	[REDACTED]	15	8	2019-01-28..	Exited
[REDACTED]	[REDACTED]	14	8	2019-01-28..	Exited
[REDACTED]	[REDACTED]	14	8	2018-10-24..	Exited
[REDACTED]	[REDACTED]	13	7	2018-10-19..	Exited
[REDACTED]	[REDACTED]	14	8	2019-01-22..	Exited
[REDACTED]	[REDACTED]	15	8	2019-01-28..	Exited
[REDACTED]	[REDACTED]	13	7	2018-10-04..	Exited
[REDACTED]	[REDACTED]	14	8	2019-01-28..	Exited
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[REDACTED]	[REDACTED]	14	8	2018-10-17..	Exited
[REDACTED]	[REDACTED]	14	8	2018-10-04..	Exited

Scorecards for Leadership & Board of Directors

Ryan Crosby | Senior Director of Quality & Improvement



Indicator	Q1	Q2	Q3	Q4
Target Enrollment	1,250	2,000	2,200	2,300
Enrollment YTD	1,137	1,928	2,352	2,432
% Enrollment Target Met	91%	96%	107%	106%



Outcome Reporting

Ryan Crosby | Senior Director of Quality & Improvement
Rebecca M. Langan | Director of External Affairs

Program Reach

6,991 BAM participants in **563** BAM groups (BAM Circles) at **116** schools in the Chicagoland area

89% average BAM group attendance rate

Social-Emotional Well-Being

60% improved on measures of internal assets (positive identity, positive values, social competencies, commitment to learning)

96% reported that BAM taught them to try again when things did not go as planned

96% reported that BAM helped them make better decisions for themselves

Academic & Future Outlook

92% reported that BAM helped them look forward to attending school

95% reported that BAM helped them believe they can graduate high school

66% improved their school attendance from the prior year

95% believe they can go to college

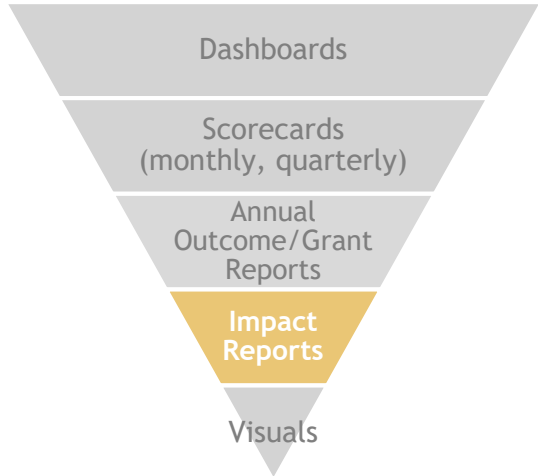
Safe & Healthy Behaviors

84% improved on measures of proactive aggressive behaviors

65% had fewer suspensions after participating in BAM

External Communications: Outcomes and Impacts

Ryan Crosby | Senior Director of Quality & Improvement
Rebecca M. Langan | Director of External Affairs



BAM IMPACT IN 2017-2018 SCHOOL YEAR
YOUTH GUIDANCE

We meet youth where they are

105 schools served

6,739 students served

BAM Student Demographics

African-American	60%
Latino	34%
Multiracial	3%
Other	3%

96% low-income

We believe in the potential of all youth

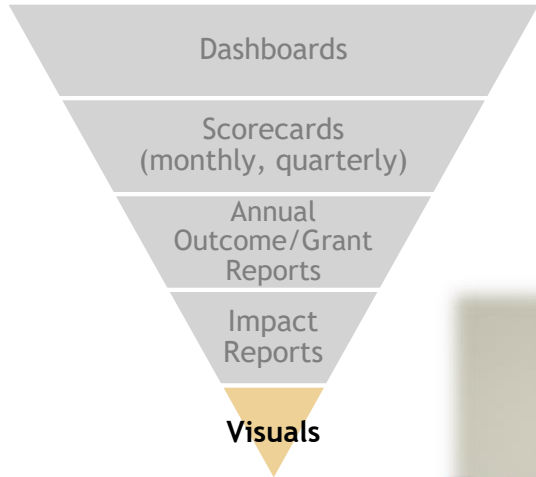
60% of BAM students who showed low levels of social emotional strengths such as positive identity, decision-making skills, empathy, and future orientation at the start of the school year improved by the end of the school year*
*as measured by the Developmental Strengths Profile

74% of BAM students, who are more likely to respond aggressively when provoked, showed improvement following participation**
**as measured by proactive/reactive aggression scale

One North LaSalle Street, Suite 900, Chicago IL 60602 • Phone: 312.253.4900 • Fax: 312.253.4917 • www.youth-guidance.org

Visual Communications

Rebecca M. Langan | Director of External Affairs



Increases psychological well-being



Improves relationships and social communication



Fosters school engagement



Reduces aggressive behaviors

BAM currently serves over 7,000 students across Chicagoland, Boston, Los Angeles and Seattle.

The Data Story

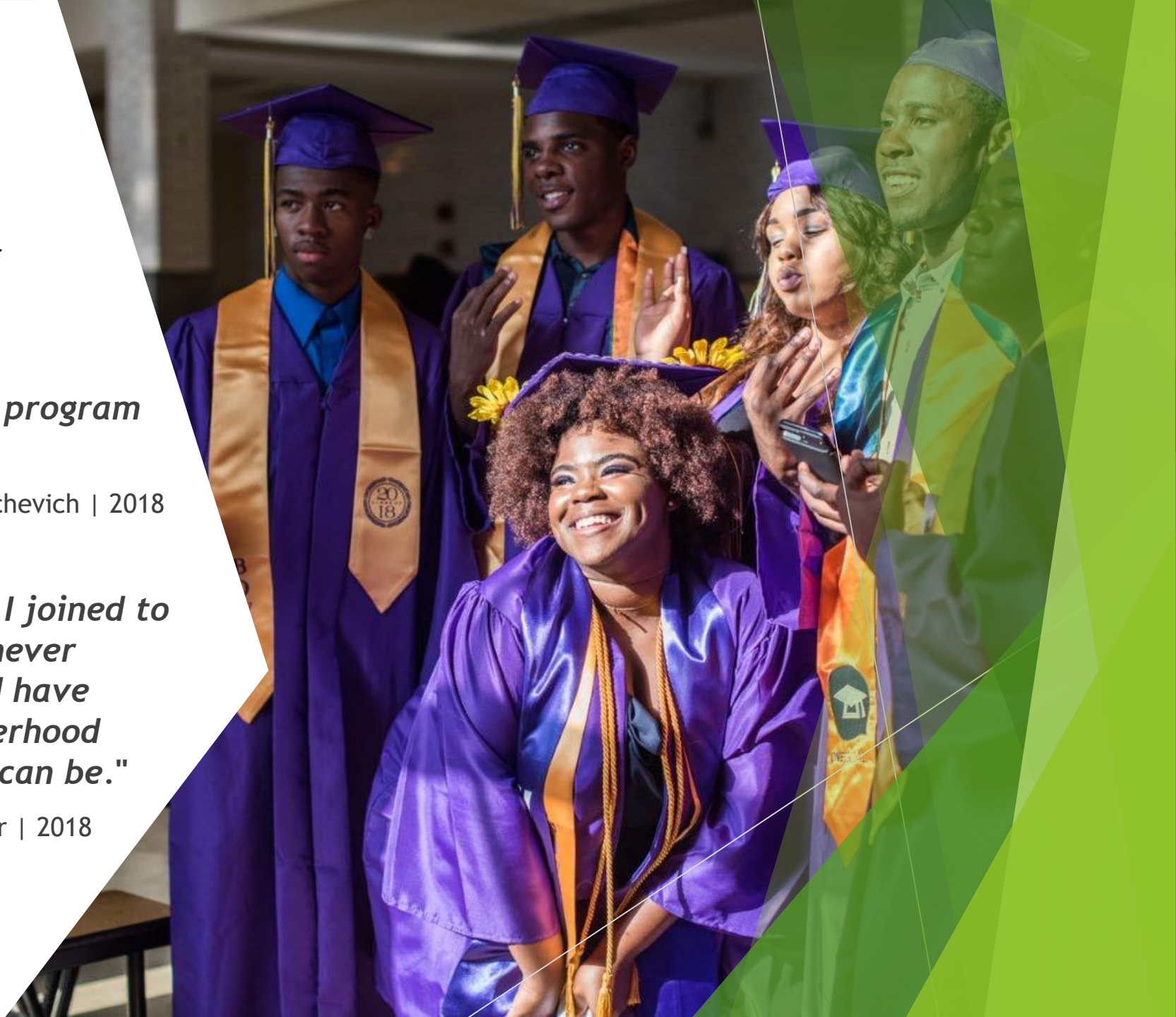
Rebecca M. Langan, MSW | Director of
External Affairs

*"I see the positive effects of the program
every day in our youth"*

Chicago Public School Principal | Anna Pavichevich | 2018

*"I joined WOW to better myself. I joined to
be a role model to my family. I never
would have guessed that I would have
joined a circle of friends, a sisterhood
who would make us the best we can be."*

Working On Womanhood Participant | Junior | 2018



Q&A

Contact Us



Ryan Crosby
Senior Director
Evaluation & Quality Improvement

rcrosby@youth-guidance.org



Rebecca M. Langan
Director of External Affairs
Corporate | Foundation | Government

rlangan@youth-guidance.org