

# Youth HUB



URBAN Boston  
Community Measures Case Clinic  
December 4, 2014

# A Brief History

- Millennium Ten Initiative – participative community planning process
- Youth Action Team identified youth employment as key issue of importance
- Research affirms positive outcomes of youth employment on communities and individuals



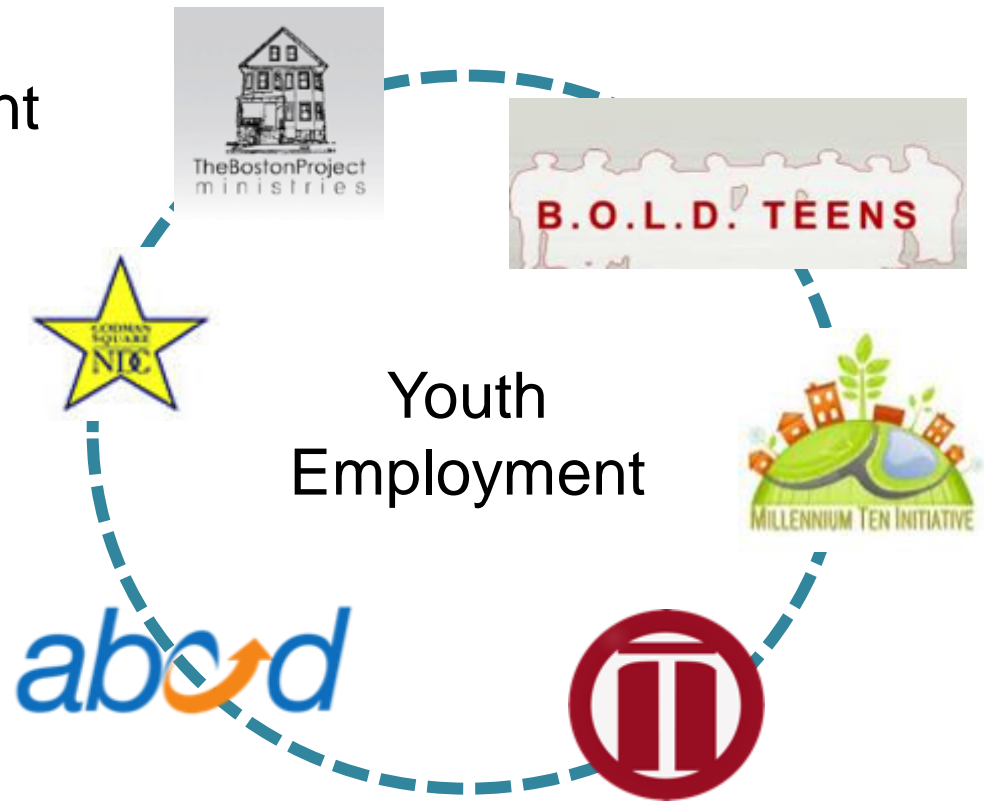
# National youth employment crisis demands new strategy

- National youth employment rates have been on the decline for the last 14 years.
- In MA, youth unemployment has doubled in last decade.
- In MA last summer (2013), only 9% of black males from low-income families had jobs. Compared to nearly 50% of white males from upper-middle income families.

We need a **place-based, community-led** strategy that encourages **cross-sector participation** from *community organizations, public and private sector employers, youth, parents, schools, and more.*

# Youth HUB Formation

- Formed coalition of local leadership united around goal: Increasing and improving youth employment locally
- Developed Youth HUB concept – *focused on building local **capacity** for sustainable youth employment opportunities*
- Recognized need for **measures**



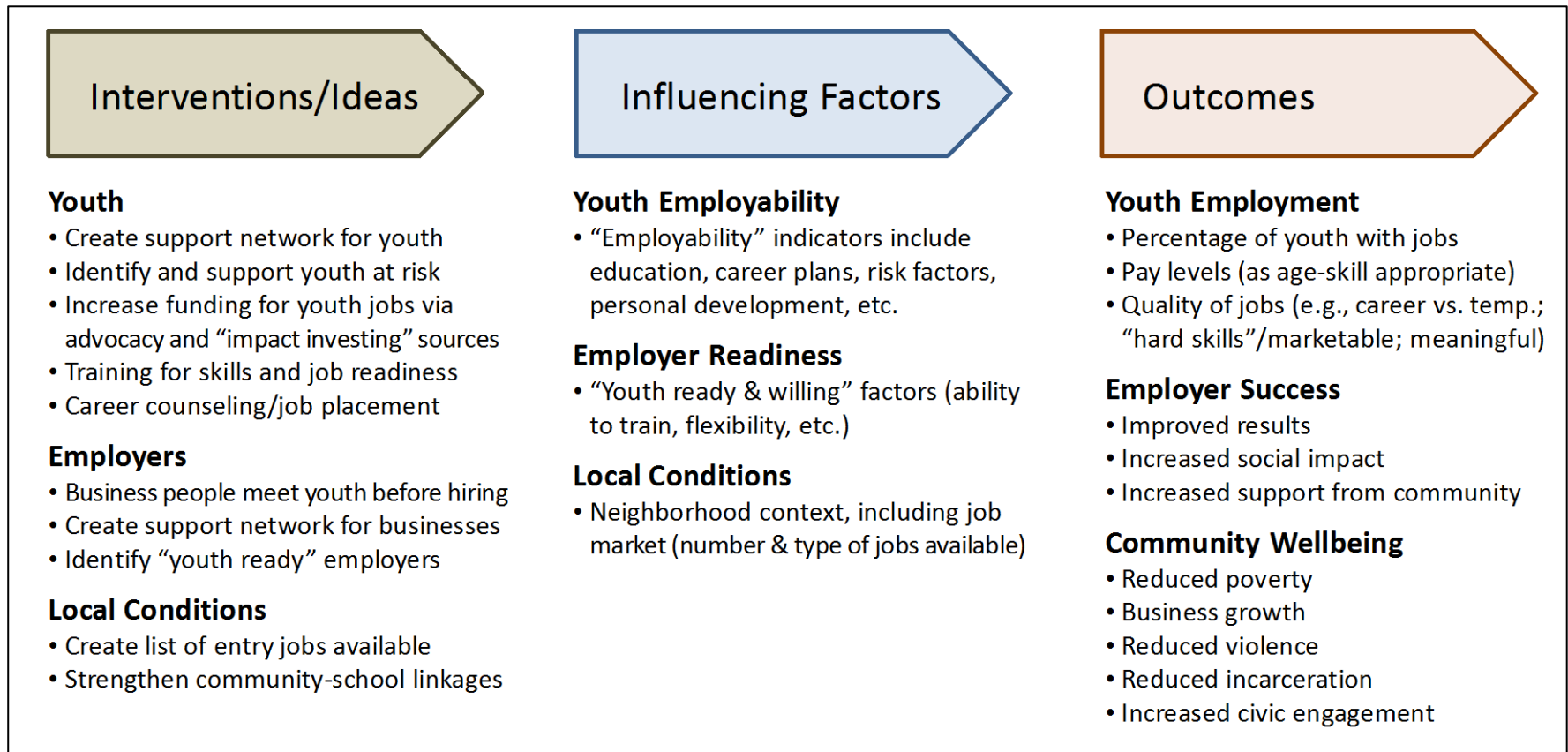
# Why Measures?

## Measures...

- Better understand the problem and generate appropriate solutions
- Unite people/organizations around common goals
- Useful in prioritizing interventions
- Drive social innovation
- Demonstrate population change across organizations and programs
- Increase participation and involvement
- Attract funding

# Participative logic model development

- Why a logic model?
  - Frames the problem
  - Creates a shared language and understanding
  - Helps establish common priorities



# Digging into the logic model

- Identified indicators
- Scoured available public data sources (partnership with UMass)

- List of current businesses/non-profits who employ youth in M10 area (Paul,Dayna,Bill L.)
  - [[See Jennings' (Tufts U. professor) [list of non-profits](http://www.tufts.edu/~jjenni02/pdf/community-basedNonprofits2009.pdf), pp. 59-66 [www.tufts.edu/~jjenni02/pdf/community-basedNonprofits2009.pdf] ]]
  - [[See 3.2.2a and 1.6.3a/b in *Indicators* – small business location by neighborhood]]
- List of businesses in M10 area to screen for potential placement sites (Paul, Dayna,Bill L.,Jenna)
- Number of juvenile youth with CORI's in Boston and Dorchester (Melissa) [[8.5.1a/b *Indicators*?]]
- Number of businesses/non-profits that focus on placing CORI youth in jobs (Rachele)
- Potential funding streams for youth work force development (Paul,Jenna,Melissa)
- Potential funding streams for small business development/training (Paul,Jenna,Melissa)
- Average pay for teen jobs (Rachele,Dayna)
- Living wage numbers for Boston / Dorchester (Jenna)
- Poverty rates for Boston / Dorchester (Jenna,Melissa) [[3.3.3d *Indicators*; see also 2009 Jennings]]
- Number of students at TechBoston from Dorchester / Mattapan (Corey)
- Number of TechBoston students finding placement through PIC in 2013 (Corey)
- Number of youth placed by placement organizations in 2013 and sites youth were placed at in Dorchester: (all-who has relationships?)
  - Boston Youth Fund
  - ABCD
  - PIC
  - John Hancock MLK Scholars
  - YOU

**DISCOVERY!**

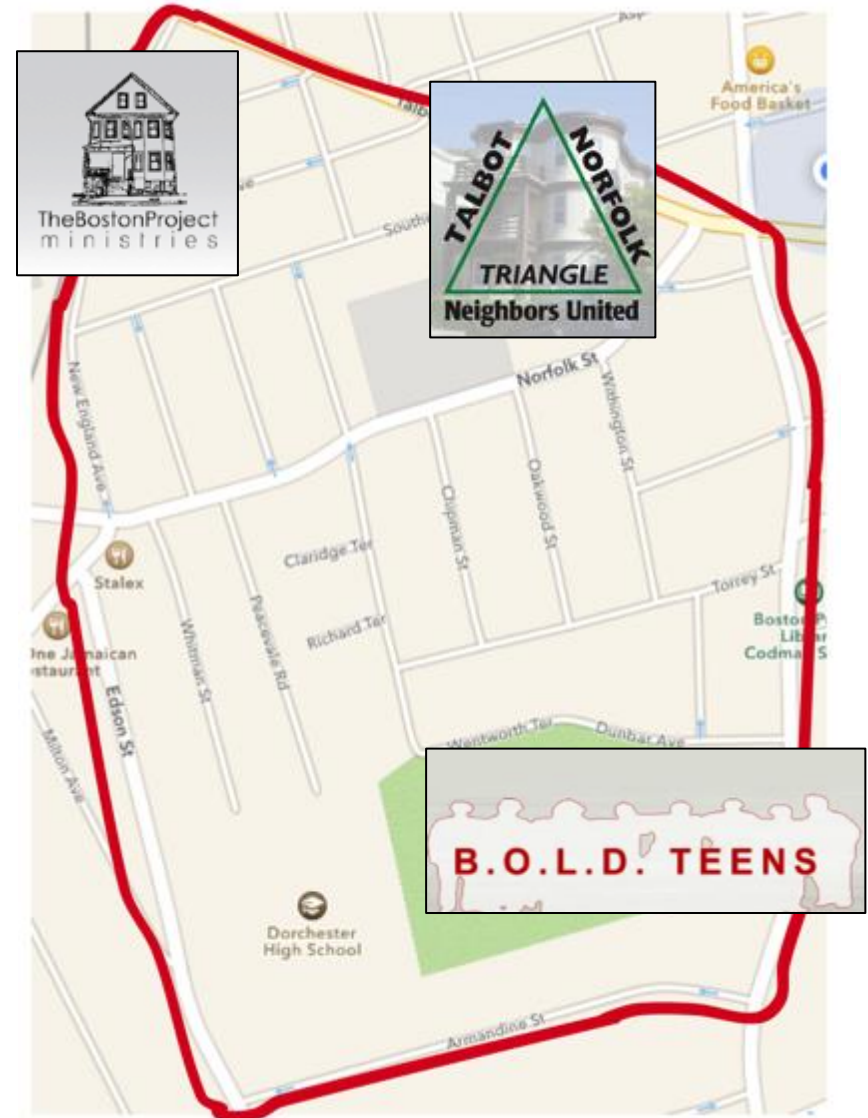
**Public data is insufficient. We need our own local data collection.**

# Identify catchment area for data collection

## (Greater) Talbot Norfolk Triangle 1005.4

- ✓ Manageable size (~2200 people)
- ✓ Existing partnerships
  - ✓ TNT Neighbors United/ The Boston Project Ministries
  - ✓ BOLD Teens
- ✓ 15+ years building social trust (TBPM)
- ✓ Residents self-identify with geographic neighborhood

Census Block Areas 1005.4 & 1005.5



# Measurement approach

- Surveying Method
  - In-person, door-to-door
  - “Random” approach
  - Use of technology
  - Conducted by youth surveyors
- Sample size for confidence interval  $\pm 6$



**Primary Focus: Age 15-19**  
**Total Population: 199**  
**Survey Sample Size: 100**



# Measurement tools

- Survey design
  - Translated indicators into questions
  - Guidance from UMass Boston Center for Social Policy
  - Youth employees helped with question wording
- Technology usage
  - Survey Analytics platform for data collection, display, and analysis
  - iPads for field surveying
  - Link to survey on flyers

- Why technology?
  - ✓ Minimal data entry
  - ✓ Quick to collect
  - ✓ Appealing interface
  - ✓ Easy and quick editing
  - ✓ Electronic collection option (email and social media)
  - ✓ Integrated analytics tools



# Measurement tools

## Youth Employment Survey

19. How would you rate your school attendance?



I'm almost never in school



I miss class a lot



I sometimes miss class



I rarely miss class



I'm always present

20. What is your average grade in school? (Check multiple if needed)

- ☐ A's
- ☐ B's
- ☐ C's
- ☐ D's
- ☐ F's

# Measurement tools

29%

Youth Employment Survey

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**21. About Your Employment Experiences**

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**22. Now we're getting to the good stuff. The following questions are about your experiences with employment. You can think about both paid jobs and volunteer or internship experiences.**

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**23. Do you currently have a job?**

☐ Yes

☐ No

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Continue

POWERED BY SURVEY ANALYTICS

# Measurement tools

**Youth Employment Survey**

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**34. Why is it that you don't currently have a job?**

- ☐ I don't want one
- ☐ My parent won't let me work
- ☐ I don't have time for a job
- ☐ I'm looking, but can't find one
- ☐ I've applied, but haven't heard back
- ☐ Other

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**35. What, if anything, are you doing right now to find a job? (Check all that apply)**

- ☐ Looking online
- ☐ Talking to friends about jobs available
- ☐ Going to local businesses
- ☐ Calling employers
- ☐ Talking with job placement organizations
- ☐ Other

POWERED BY **SURVEY ANALYTICS**






# Measurement tools

48. Please comment on your experience with the following job placement organizations.

	I've never heard of this	I've heard of it, but never applied	I've applied, but never been placed in a job	I've been placed in a job	I've been placed in more than 1 job
ABCD/ SummerWorks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BYF/ Hopeline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private Industry Council (PIC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STRIVE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YOU (Youth Options Unlimited)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Year Up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

49. Based on your experience and your own opinion, rate your ability in the following job-readiness skills.

50. Job seeking skills

				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't even know where to start	I have an idea of how to do this, but I've never tried	I have practiced this skill, but I need to improve	I am fairly confident in this skill	I'm confident and could help others develop this skill

# Measurement tools

65. How much adult support do you have to help you achieve your career goals?



☐  
None



☐  
A little bit



☐  
I'm supported



☐  
I'm well supported



☐  
I'm extremely well supported

66. Where do you get this support? (check all that apply)

- ☐ Family
- ☐ Friend of family
- ☐ Neighbor
- ☐ Mentor
- ☐ Religious leader
- ☐ School teacher or guidance counselor
- ☐ Sports coach
- ☐ Youth program staff
- ☐ None
- ☐ Other

# Data Collection Project

**Survey Goal: To collect 150 surveys total from TNT/CIA neighborhoods**

- ✓ 100 surveys from ages 15-19
- ✓ 50 surveys from ages 20-24

**Partners:**

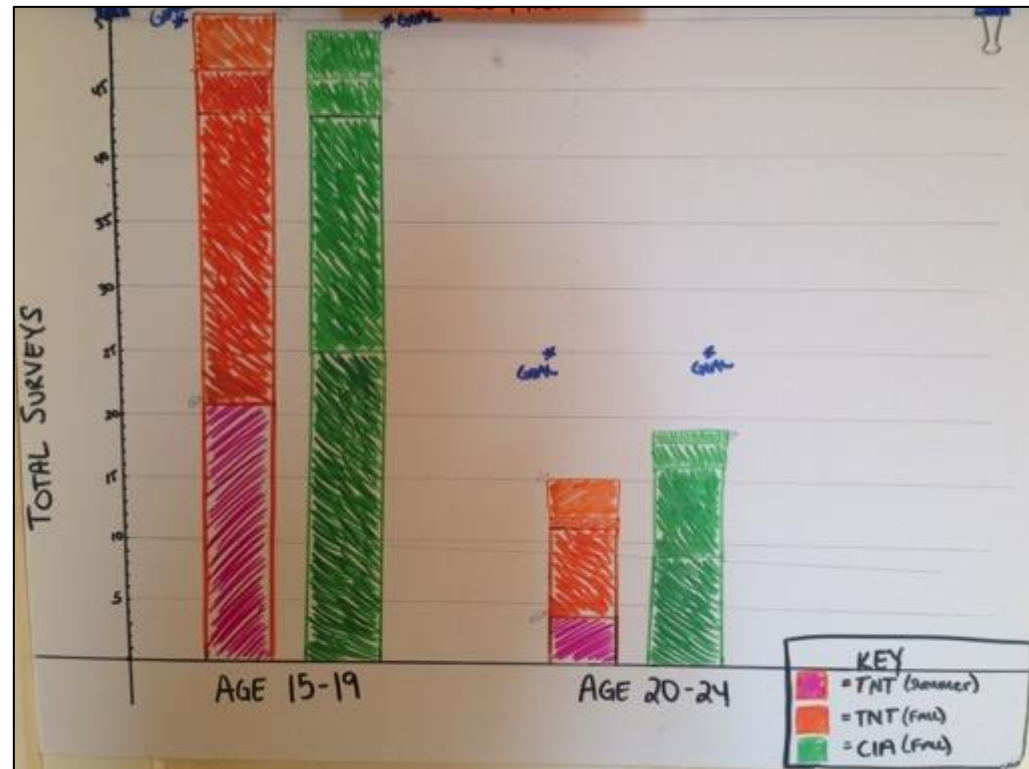
- ✓ The Boston Project Ministries
- ✓ BOLD Teens

**Youth Surveyors:**

- ✓ 5 youth during the summer
- ✓ 9 youth this fall (including 2 from summer)

**Survey team leaders:**

- ✓ Raye Brooks
- ✓ Shayna Holloway (BOLD Teens director)



[Watch the Youth HUB Survey Video](#)

# Training and supervising surveyors

## Training is both upfront and ongoing

### Social

- Mission alignment
- Approaching houses
- Building rapport & social trust
- Safety practices and protocol
- Potential scenarios
- Professionalism expectations

### Technical

- Introduction
- Youth HUB identification
- Survey content
- iPads and Survey Pocket application usage
- Household tracking
- Youth of age tracking
- Quality control

**PRACTICE IS KEY!**

# Tracking progress and performance

- Daily and weekly goal setting and tracking
- Weekly team meetings

## Daily Goals/Actuals

Nov 17 - Nov 23	TUES		WED		Thurs		FRI		SAT		TOTAL	
	G	A	G	A	G	A	G	A	G	A	G	A
# SURVEYS	4	4	4	1	5	5	5	3	5	3	17	16
# HH	/	/	/	/	/	/	/	9	25	19	/	/
# Contacts	3	3	3	0	3	4	3	2	3	2	15	11
survey quality	0	-4	0	-2	0	-3	0	0	0	-2	0	-11
cost/survey	\$25	\$22	\$25	\$49	\$25	\$17	\$25	\$17	\$25	\$28	\$25	\$25
timeliness	0	+	0	-75	0	-90	0	-6	0	+	0	-171
professionalism	75%	60%	75%	49%	75%	46%	75%	46%	75%	60%	75%	53%
team experience	5	4.6	5	4.3	5	4.1	5	4.3	5	4.1	5	4.3
COMMENTS												

# Tracking progress and performance

*Daily Professionalism Performance*

*Weekly Professionalism Report*

Surveyor Professionalism Performance										
Mission	Respect & Care	Engagement	Attitude	Professional Language	Time Management	Dress Code	Use of Electronics	Total +	Total ✓	Total -
✓	✓	+	✓	✓	✓	✓	✓	1	7	0
✓	✓	+	✗	✓	-	✓	✓	2	5	1
✓	✓	+	✓	✓	✓	✓	✓	1	7	0
✓	-	+	✓	-	✓	-	✓	1	4	3
✓	✓	+	✓	✓	-	✓	✓	1	6	1
✓	✓	+	✓	✓	-	✓	✓	1	6	1
✓	✓	+	✓	✓	-	✓	✓	1	6	1
✓	✗	+	+	✓	-	✓	✓	3	4	1
✓	✓	+	✓	✓	✓	✓	-	1	6	1
0	1	9	2	0	0	0	0	12		
9	7	0	7	8	4	8	8		58	
0	01	0	0	1	5	1	1			9

	Nov. 10 - Nov. 16	Nov. 17 - Nov. 23	Nov. 24 - Nov. 30
MISSION	63%	60%	
RESPECT + CARE	71%	51%	
ENGAGEMENT	53%	55%	
ATTITUDE	71%	45%	
PROFESSIONAL LANGUAGE	47%	42%	
TIME MANAGEMENT	58%	43%	
DRESS CODE	47%	72%	
USE OF ELECTRONICS	29%	36%	
TOTAL	55%	51%	

# Tracking progress and performance

## Weekly Progress and Performance Report

YOUTH HUB PERFORMANCE REPORT																	
Week of:	SUMMER	10/6-10/12	10/13-10/19	10/20-10/26	10/27-11/2	11/3-11/9	11/10-11/16	11/17-11/23									
Goal	Actual	G	A	G	A	G	A	G	A	G	A	G	A	G	A	G	A
# HH				50	60			110	181	90	149				160		
# Surveys	25	25	18	26	18	32	18	9	18	13	18	17	14	14			
# CONTACTS			12	16	12	19	12	6	12	11	12	13	9	8			
			67%	62%	67%	60%	67%	67%	67%	83%	67%	77%	67%	57%			
Survey quality																	
Cost/ survey			\$25	\$13	\$25	\$16	\$25	\$38	\$25	\$27	\$25	\$23	\$25	\$39			
TEAM EXPERIENCE												5	4.6				
TIMELINESS												0	4.4				
PROFESSIONAL												75%	58%				

# Survey analysis for idea generation

Innovation Circles:

Participative approach to analysis and idea generation

[Watch the Youth HUB Innovation Video](#)

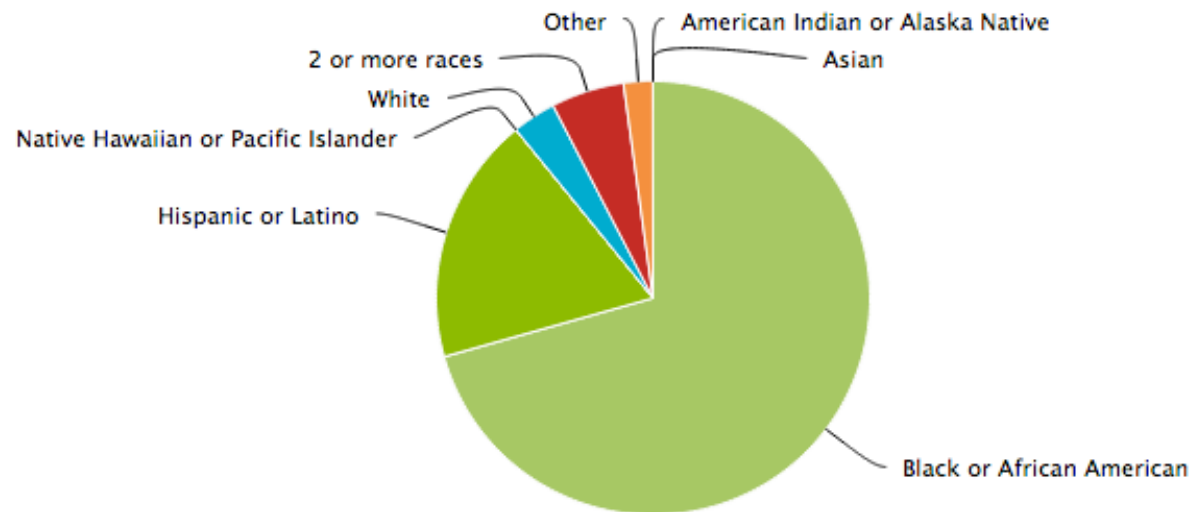
# Survey analysis for idea generation

Innovation Circles:

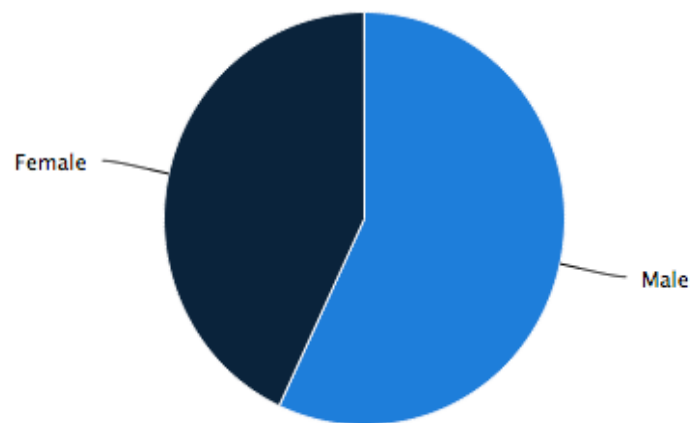
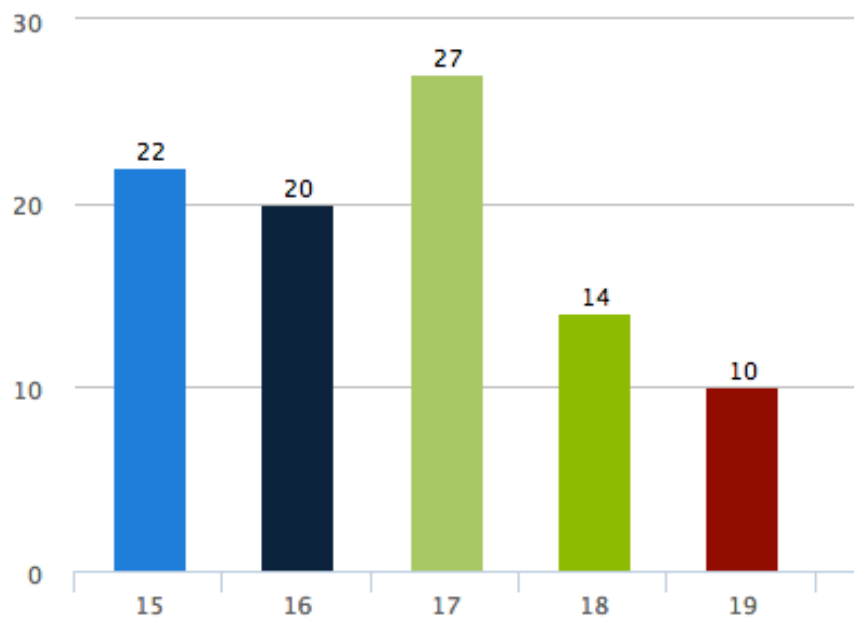
Participative approach to analysis and idea generation

Mini simulation:

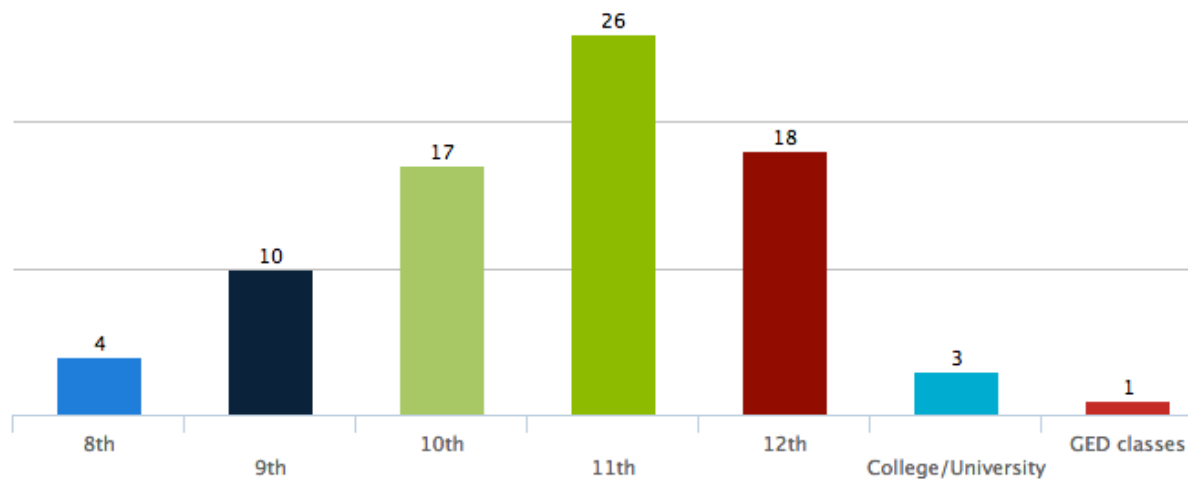
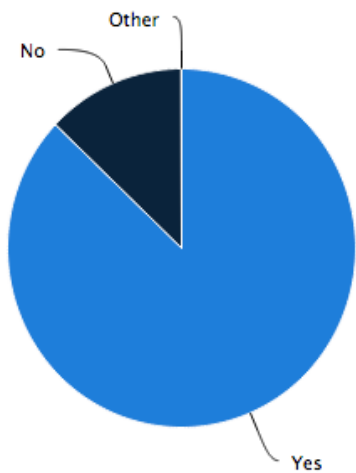
- 30 seconds to make observations of data
- 1 minute to discuss possible ideas with partner
- Sharing of 2 ideas with large group

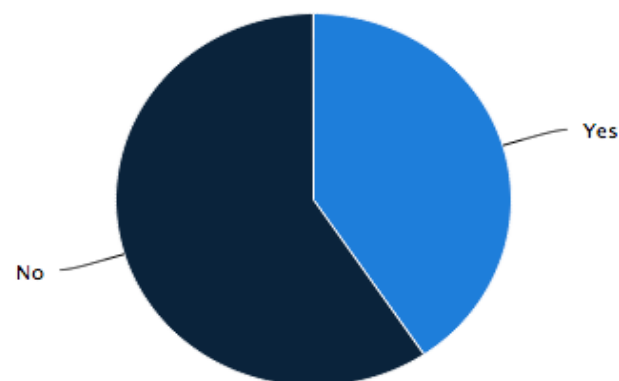
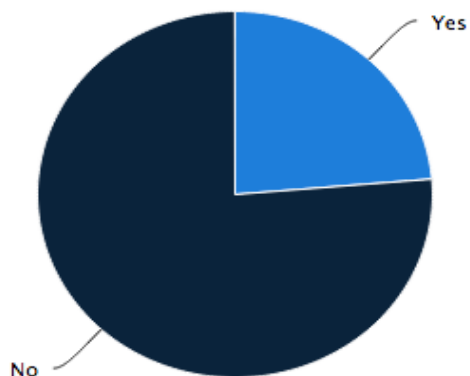


### [Q83] How old are you?



### [Q78] What grade are you in?





**[Q32] Which of the following challenges, if any, have you experienced when trying to get a job? (check all that apply)**

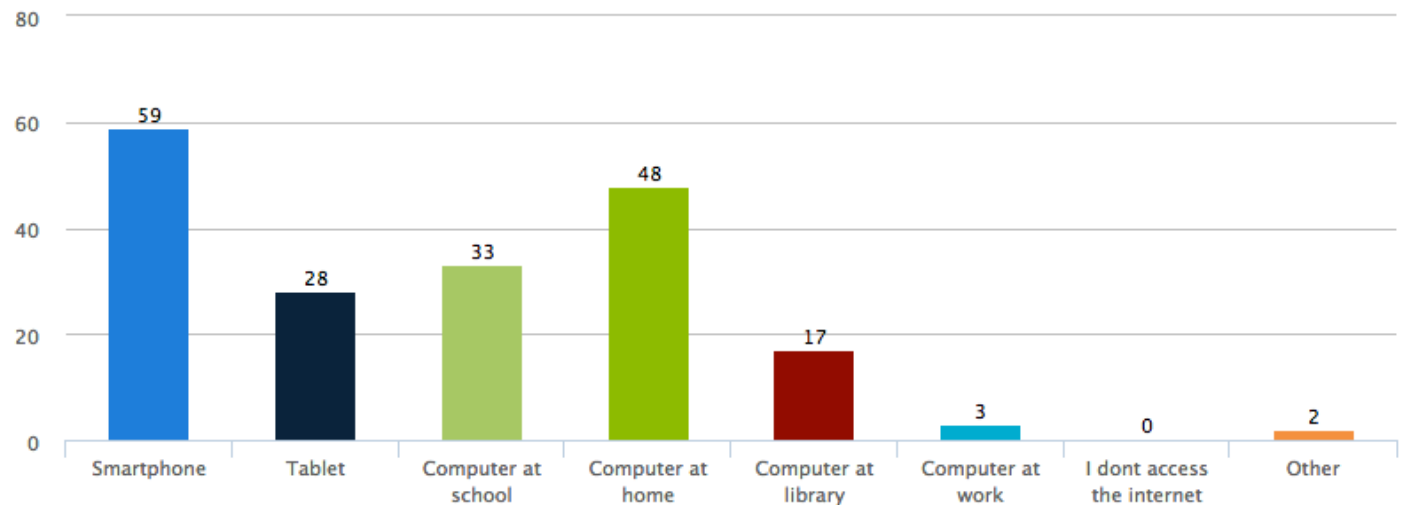
Answer Choice	Count	Percentage	20%	40%	60%
I don't know how to... (job search, write resume, apply, interview, etc.)	13	11.3	<div></div>		
I apply, but never get called back	33	28.7	<div></div>		
I'm too young	25	21.74	<div></div>		
I move around too much	3	2.61	<div></div>		
Transportation to and from work	16	13.91	<div></div>		
I have a CORI	1	0.87	<div></div>		
I've never had trouble	13	11.3	<div></div>		
I've never tried to get a job	10	8.7	<div></div>		

[Q30] What, if anything, are you doing right now to find a job? (Check all that apply)

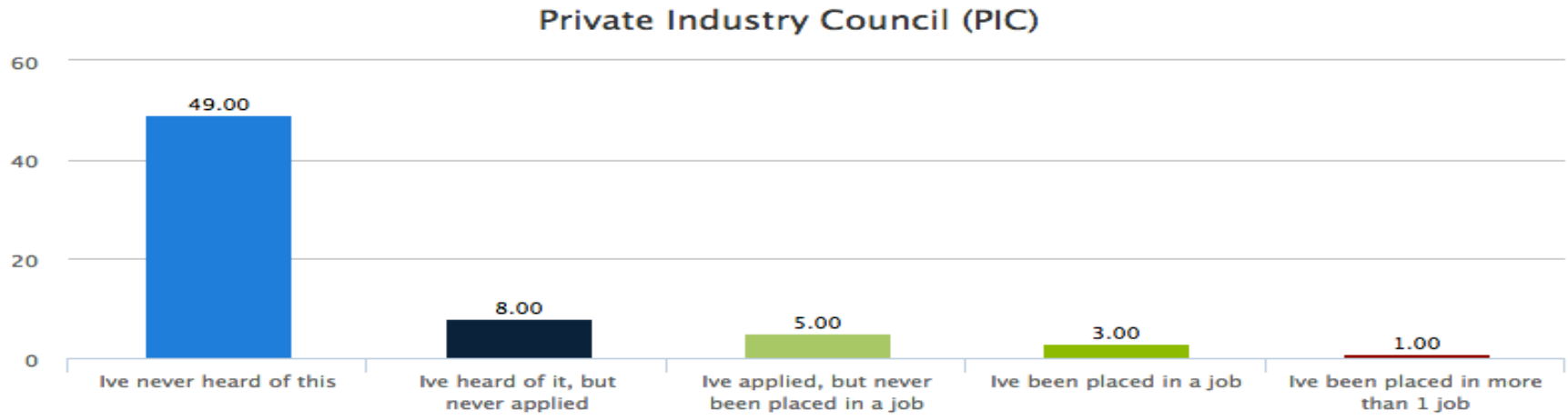
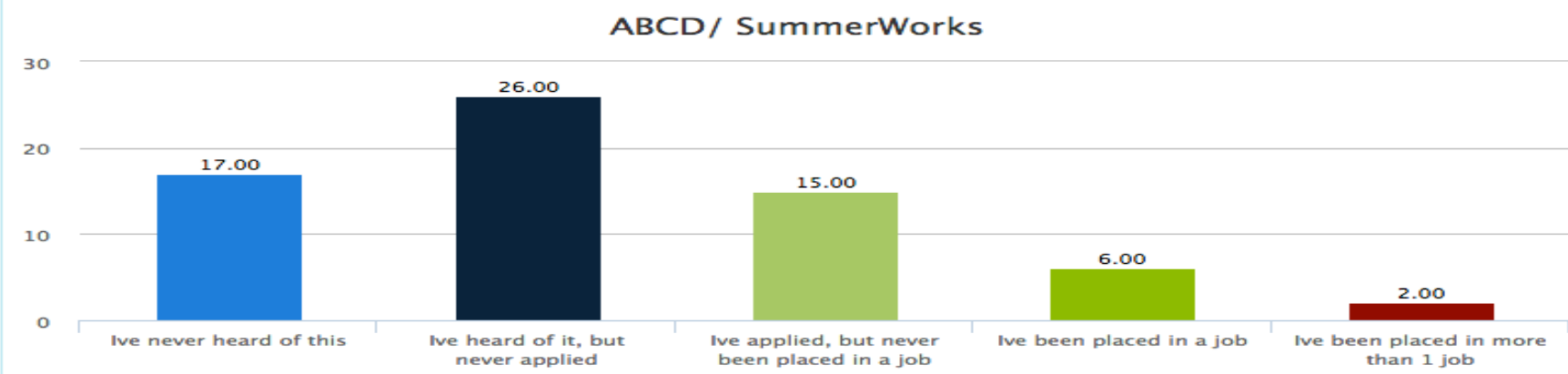
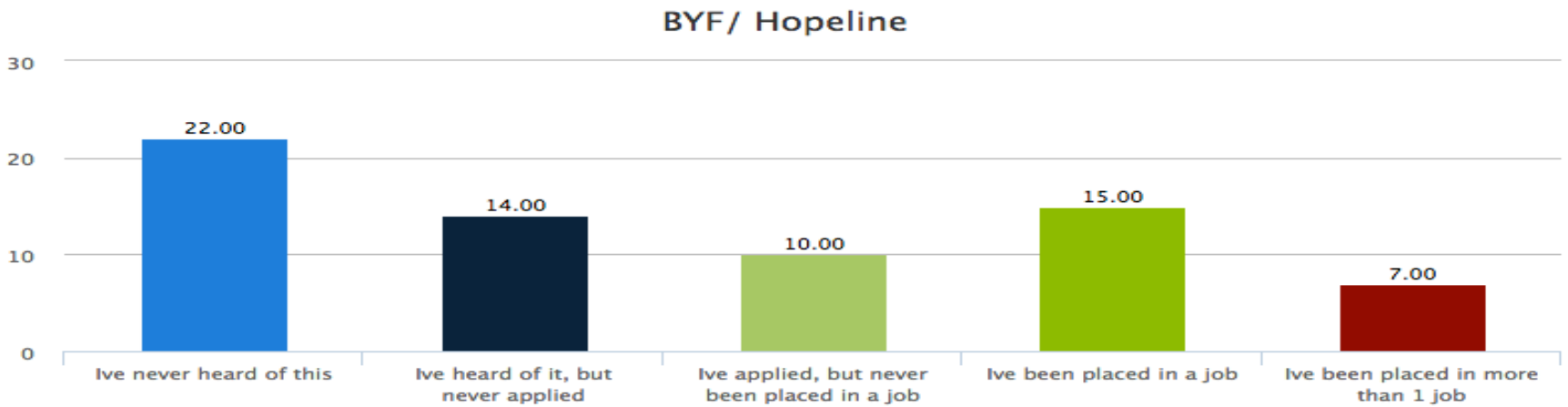


Answer Choice	Count	Percentage	20%	40%	60%	80%	100%
Looking online	26	27.96	<div></div>				
Talking to friends about jobs available	12	12.9	<div></div>				
Going to local businesses	6	6.45	<div></div>				
Calling employers	4	4.3	<div></div>				
Talking with job placement organizations	9	9.68	<div></div>				
Other	12	12.9	<div></div>				
Nothing really	21	22.58	<div></div>				
I don't know how to find a job	3	3.23	<div></div>				

[Q76] How do you access the internet? (check all that apply)



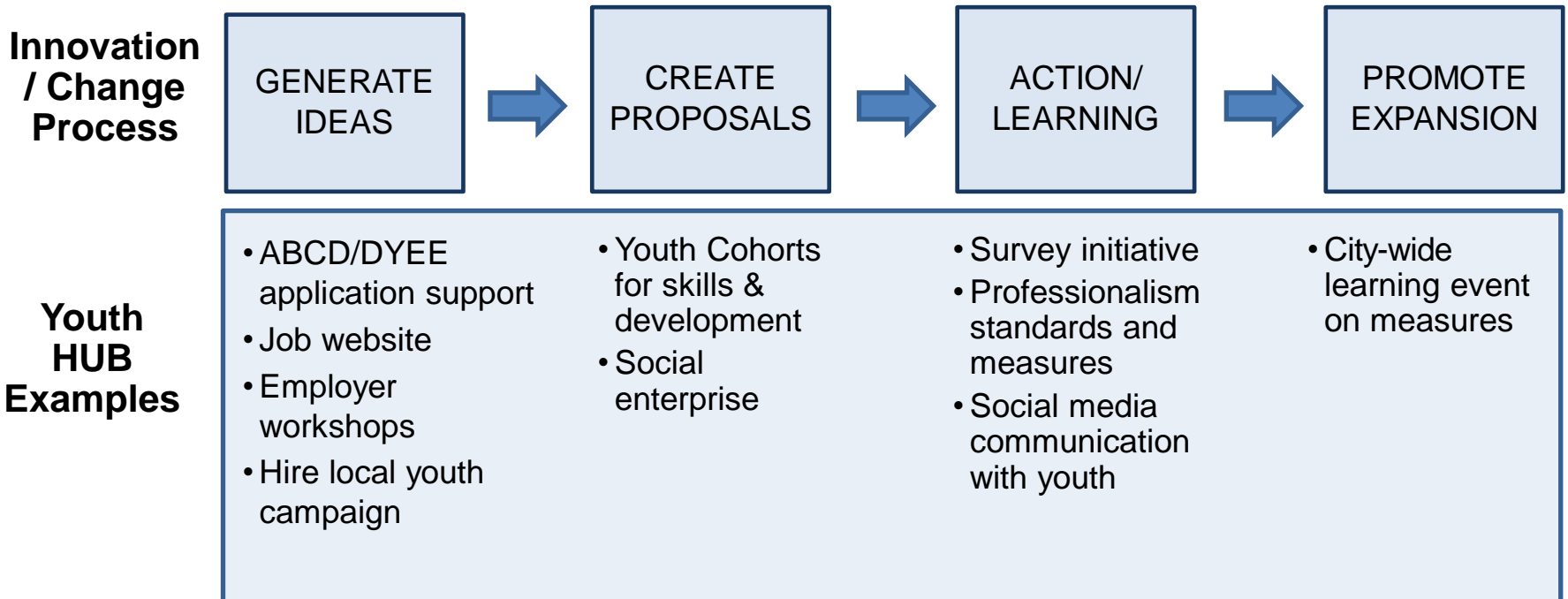
Q: Comment on your experience with the following youth employment agencies:



## Q: What kind of career do you want as an adult?

9095318	Graphics design	9277119	I want to own my own restaurant	9503765	Army
9086347	Soccer	9277116	I dont know	9503763	Nurse
9086348	Spouncership	9258775	Cooking and commucations	9503223	Doctor
9086349	A lawyer	9258776	Doctor If not a doctor a comostol	9503177	Own my own business
9086350	Medicine or law	9258777	Doctor	9502944	Social worker
9081308	Lawyer	9227992	Electrition	9502945	Nursing
9081307	Scientist	9227984	Pediatricition	9502946	Business
9071133	I want to be a Police Officer And m	9227910	Business	9502947	Architecture
9069759	Fashinist or restaurante	9227718	Automechanic or a juvenile proba	9502948	Engineer
9048203	Music carreer school teacher	9227719	Business	9502937	Dont know
9048134	Daycare or with food	9215876	Teacher or guidance counselor	9502938	Business
9048135	Therapist	9202154	Real estate	9502941	Hotel manager
9011909	Something in the communications	9202134	Medical field	9502942	Doctor
9011906	A business owner	9202135	Nursing	9502943	Entrepreneur
9011550	Physio threapy	9202136	Undecided	9502936	Unsure
8977032	Police officer	9155027	Doctor	9307605	Police officer
8977025	Something in finance and fashion	9154989	Football player	9307573	Not sure
8977026	Post office clerk	9154990	Football		

# Turning ideas to solutions



# Potential Impact

- Goal for 2015 = 20% more youth employed (about 20 more jobs, ages 15-24)
- Potential Outcomes
  - Increase of ~\$150,000 in income (for part-time jobs)
  - Decrease in crime/violence
  - Decrease in drop-outs
  - Decrease in risky behaviors (i.e. substance use, self-harm)
  - Higher overall lifetime earnings
- Societal long-term financial impact: ~ \$500,000+
- Ongoing measurement capability

# Next steps & areas for development

- Expand social media capabilities
- Pilot “block steward” role
- Apply our community measurement model to another issue

*To create a **sustainable local measurement system** that is **owned and managed by the community** for the purpose of **driving social change** consistent with the **well-being of residents and the community.***

# Questions?

**Contact Info:**

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