



**BOYS & GIRLS CLUBS  
OF WAYNE COUNTY**

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**BOYS & GIRLS CLUBS  
OF WAYNE COUNTY**

**2006 Impact  
Assessment Report**  
*An Overview*

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## Forward

Having worked as an assessment consultant with the Boys & Girls Clubs of Wayne County over the past years, I have been struck by the fact that the Clubs' leaders, staff, and board members embrace the process and value that underlie assessment practices. Typically organizations resist assessment, engaging in it only to satisfy the requirements of funding and accreditation agencies. Yet, as this report clearly demonstrates, the Clubs lead the way in assessment practices setting a new standard for, and showing the broader value of, assessment for non-profit organizations.

Particularly impressive is the scope of this work. This report—in a single, manageable document—provides a comprehensive, coherent, and honest appraisal of their organization. Although many times assessments involve only a few measures or indices, this assessment takes the evaluation process to a new level. It illustrates how different pieces of evidence combine and inform each other thereby providing a multi-faceted picture of their organization. Much of the data was already gathered—either because of the Clubs' regular reporting practices or specific assessment projects. What is new and important here is the merging of that information in a way that makes sense and is useful to the Clubs. Furthermore, the organization of the document centers on the Clubs' mission and core beliefs—testifying as to how assessment can be, and should be, in the service of furthering an organization's mission and goals.

This meticulously crafted report reveals the broader and deeper value of assessment—not merely as a means for meeting others' requirements—but as a way that has usefulness for the Clubs themselves. It creates a common base of knowledge from which all stakeholders (e.g., board members, staff, and the community) can operate as they move into the future. In tangible form, it provides a document of organizational identity—it gives a sense of who they are and what they do. It confirms places of strength and shows paths for growth. Most of all, they concretely demonstrate the many ways in which the Boys & Girls Clubs meet their mission and have far ranging impact on the youth of Wayne County.

Diana Punzo, Ph.D.

Professor of Psychology, Earlham College

Richmond, Indiana

November 28, 2006

## Outcome Measurement Tool Kit

The Outcome Measurement Tool Kit is a practical, research-based resource developed by the Boys & Girls Clubs of America to help us understand young people's attitudes and experiences and gauge how Club participation influences their lives. We had **387** BGCWC members (about 16% of our membership) take the comprehensive web based survey during the assessment period.

### Results

- 42.6% of our elementary school age members surveyed participated in our health programs.
- 43.8% of our elementary school age members surveyed participated in some form in our arts program.
- 44.8% of our elementary school age members surveyed participated in our homework help programs.
- 48.8% of our elementary school age members surveyed participated in our sports and fitness programs.
- 58.4% of our elementary school age members surveyed participated in games room and recreation activities.
- 65.6% of our members surveyed believe the Club has helped them learn skills, information, values and behaviors that are important to their health and well-being.
- 71.3% of our members surveyed felt like they have made positive connections with adults and peers and felt a sense of belonging, usefulness, influence and competence at the Club.
- 71% of our members surveyed felt like the Club has had a positive influence on their development of friendships and relationships.
- 73.2% of our members surveyed felt like the Club has contributed to how they interact with others.
- 47.5% of our elementary school age members surveyed felt that attending the Boys & Girls Club has helped them to make good choices.
- 80.9% of our members surveyed felt like the Club has contributed to the development or growth of their leadership skills and abilities.
- 59.4% of our members surveyed felt like the Club has had a positive influence on their commitment to education and their attitudes about participating and doing well in school.
- 55% of our members surveyed felt like the Club has helped them prepare for a job

### III. OUTCOME MEASUREMENT

Boys & Girls Clubs have the expectation that every child has the capacity to succeed and, in partnership with families, schools and community, has established aspirations and goals for all Club members – often referred to as Youth Development Outcomes.

The Boys & Girls Clubs programs and services promote and enhance the development of young people by instilling the components of the Youth Development Strategy, represented by the acronym **C.U.B.I.** (Competence, Usefulness, **B**elonging, and **I**nfluence).

A sense of **Competence**: the feeling there is something boys and girls can do and do well.

- 99% of parents surveyed strongly agreed / agreed that there was something at the Club their child could do well.
- 95% of parents surveyed strongly agreed / agreed that their child has learned or improved in a new skill or activity at the Club.

A sense of **Usefulness**: the opportunity to do something of value for other people.

- 86% of parents surveyed felt that the Club gave their child opportunities to do something of value for others.

A sense of **Belonging**: a setting where young people know they “fit” and are accepted.

- 99% of parents surveyed strongly agreed / agreed that their child has made new friends at the Club.
- 97% of parents surveyed strongly agreed / agreed that their child felt like he/she “fit in” and was accepted at the Club.

A sense of Power or **Influence**: a chance to be heard and to influence decisions.

- 92% of members (campers) surveyed felt like they were involved in some of the program decisions made at camp.
- 95% of the Early Bird program participants surveyed said they felt like the staff listened to their suggestions and concerns.



#### Introduction

We are extremely proud to present our Impact Assessment Report to you. Since our inception 50 years ago, we have inherently known of our positive impact on the youth we serve. There have been countless personal success stories of young people who credit the Boys & Girls Clubs with being a steady and positive impact on their success, especially during their formative young lives. Some have even credited the Club with saving their lives, a finding that was regularly reported on a national survey done of Club alumni by Boys & Girls Clubs of America.

What we really want to know is “Does the Boys & Girls Club have a positive impact on our youth members, their families, and our communities in total?” or maybe another way to say it “Does the Boys & Girls Clubs of Wayne County positively change the lives of our kids through quality programs, special services, and most importantly personal relationships forged with staff and volunteers throughout the Club experience?”

Bruce Daggy, Executive Director  
Boys & Girls Clubs of Wayne County

#### Impact Statements

Jaime Wilks, 2006 BGCWC Youth of the Year:

*“The Boys & Girls clubs have done more for me than anything in my life. They are my father figure, my mother figure and my brothers and sisters. The staff have watched me grow and guided me through troublesome times in my life. The members have come to me for help, for advice, and make me feel important enough to help them...The Club helped me to step up and be a leader in my Club and in my community.”*

Trenton, Club member:

*“The Club is a place where kids can go and feel safe. The Club is a place where a kid can go to have fun. The reason I think kids have fun at the Boys & Girls Club is because you can have fun, get in trouble, learn from mistakes, and then have fun again. The Club is like family to me because I have grown up there. I have looked up to people like (staff member) James, (staff member) Larry, and my brothers who have worked or been members at the Club. These people have helped me realize what kind of person I want to be.”*

## II. PROGRAM AND ORGANIZATIONAL ASSESSMENT

The Boys & Girls Clubs of Wayne County uses a variety of assessment tools to help us determine the level of impact we have on the youth we serve and to help us improve upon the quality of our programs, operations, and organizational effectiveness. We reviewed the findings of four different assessment processes, Commitment to Quality (CTQ), Standards of Organizational Excellence (SOE), Indiana Youth Service Association (IYSA) Peer Review and an independent evaluation done of one of our major educational programs—Project Learn (A Title V Program) Year 1 Assessment Report.

### Commitment to Quality (CTQ)

The Commitment to Quality (CTQ) Impact Assessment tool is built on a foundation of youth development research and Boys & Girls Club best practices and is comprised of eight (8) topic areas altogether—the five key elements of positive youth development plus three additional relevant topic areas. CTQ statements are scored on a four-point scale:

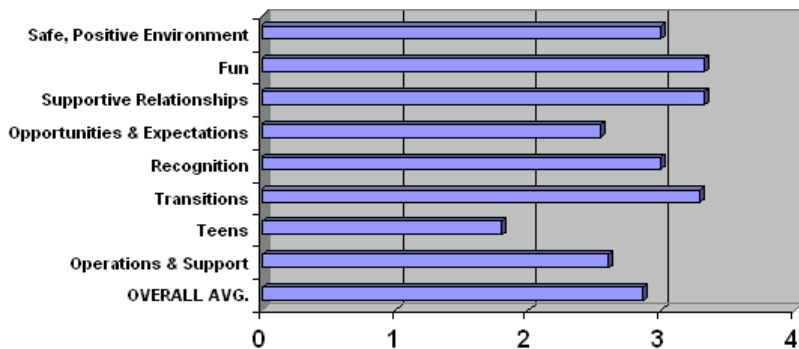
**Developing (1 point):** The Club is not fully meeting the potential of the quality statement.

**Operational (2 points):** The Club has grown to a satisfactory level of operation that meets the elements of the quality statement.

**Advancing (3 points):** The Club has an above-average level of success in achieving the quality statement. The Club strives to excel.

**Excelling (4 points):** The Club has achieved a superior level of success for the quality statement. In doing so, the Club sets the example for other Clubs and organizations.

2005 CTQ Topic Scores



### Notes and Observations

- The 2006 Impact Assessment took two years from conception to publication. **Craig Leavell**, Director of Operations, undertook this huge task with excellent results.
- The 2006 Impact Assessment was designed following a model established by Boys & Girls Clubs of America in the publication *Clubs Measure Up – A Guide to Measurement Strategies for Proving and Improving Club Impact*. The assessment is divided into three sections. Each section delves in different levels of measurement. The sections are:
  1. Membership, Attendance, Participation
  2. Club and Organizational Assessment
  3. Outcome Measurement
- This project gave us a much clearer picture for establishing our baselines for improvement and evaluation in the future.
- Data needs to be checked, evaluated, checked, *and then checked again!*
- Is there a positive slant to our results? Probably, but the positive findings were reinforced by both internal and external (independent) findings.
- Some surprises:
  - Are we seen as a baby sitter – The results clearly indicate not!
  - The breadth of our market was greater than we thought
  - Our membership renewal rates were lower than we anticipated
  - The scope of the project grew larger and larger as we moved forward
  - We learned that Charles Elementary had the single largest number of Club members from any single school

### Thanks to our members, their parents, our staff, and all who participated in the 2006 Impact Assessment Report.

“We found the Boys & Girls Club of Wayne County to be an efficient well-run organization. The Board and Staff should be proud of the fine service you provide the youth of Wayne County. The organizational process, delivery of service, the well trained and caring staff make a positive difference in their community. This positive impact your Boys & Girls Club is having on young lives today will be of benefit to your community for years to come.”

Greg Barnes, Executive Director, YMCA of Greater Fort Wayne Youth Service Bureau of Allen County

## Why is this report being prepared?

Over the course of a 15 month period, the Boys & Girls Clubs of Wayne County collected data from a wide array of sources including personal surveys from members and parents, evaluation tools, reports, and evidence based test results to put together a comprehensive look at who we serve and how well we are accomplishing our mission and objectives.

This report will enable the Boys & Girls Clubs of Wayne County to provide an overall picture of the Club's impact on our community and the youth we serve. We will demonstrate our reach by showing the total number of youth we serve through membership and outreach.

We will evaluate achievement of the outcomes most important to the Club, particularly in regards to implementation of the key elements of positive youth development and the youth development strategy.

And we will provide a means of accountability and evidence to support our organizational credibility to the community and the many groups and individuals who support the Club.

## Who is this report prepared for?

- Current and potential board members and trustees
- Current and potential donors (businesses and individuals)
- Current and potential funders (government, organizations, philanthropic, public)
- Current and potential partners or collaborative organizations
- Club employees and volunteers
- Club members' parents
- General public

## Assessment period:

The information in this report was collected over the course of 15 months. Beginning at the start of summer of 2005, we continued through the 2005-2006 program year, and concluded with the summer of 2006.

**June 1, 2005 – August 31, 2006**

## Standards of Organizational Excellence (SOE)

At least every three years, the Boys & Girls Clubs of Wayne County participates in an assessment of our operational effectiveness using BGCA's Standards of Organizational Excellence (SOE). Each statement is scored, resulting in an average score for each topic. SOE statements are scored on the same four-point scale as the Commitment to Quality (CTQ) scoring:



## Indiana Youth Service Association (IYSA) Peer Review

As the Indiana Youth Service Association (IYSA) representative Youth Service Bureau for Wayne County, the Boys & Girls Clubs of Wayne County must undergo an annual Peer Review of its administrative and program operations. The Boys & Girls Clubs of Wayne County were found to be **100%** in compliance with all applicable Mandatory Practices and Recommended Best Practices at our 2006 IYSA Peer Review.

## Project Learn (A Title V Program) Year 1 Assessment Report

- The total number involved in each of the Project Learn programs was **763** which far exceeded the targeted number of 400.
- The Positive Alternatives program had an **87%** completion rate, exceeding the program goal of 80%.
- **79%** of the 297 students referred to the Positive Alternatives program by the schools, attended the program. **78%** noted an improvement in behavior and **86%** stated that there was an improvement in attendance, coming close to or surpassing the 80% improvement target goal.
- The Smart Moves program had an **87%** completion rate – exceeding the 80% target completion rate.
- The 2006 Summer Academic Enrichment program had an **83%** completion rate, exceeding the 80% target goal.
- Of those members in the 2006 Summer Academic Enrichment program who received pre and post testing, there was an average of **5.6% increase** in math score and an average of **36% increase** in reading score.

## I. MEMBERSHIP, PARTICIPATION, AND ATTENDANCE

*The Boys and Girls Clubs can impact the life of every young person we serve.* The more frequently a young person attends the Club, the more engaged they are with staff and programs, the greater the impact.

<b>Membership by Gender</b>	<b>Male</b>	1561	62.82 %
	<b>Female</b>	924	37.18 %

### Market Share

The percentage of total youth age 6-18 being served through membership within our target geographical area, Richmond and Wayne County, (*this does not include non-member youths impacted as Other Youth Served*):

$$\frac{\text{Total membership}}{\text{Total youth (6-18) in target area}} \times 100 = \text{Market Share}$$

(Richmond)	(2485 / 6495) x 100 = <b>38.3%</b>
(Wayne County)	(2485 / 12,177) x 100 = <b>20.0%</b>

### Teen Membership

BGCWC members between 13 – 19 years old:	<b>890</b>
Market Share of teen membership:	<b>35%</b>
Youth between 13 – 19 years old in Richmond:	<b>2800</b>
Market Share of teens in Richmond:	<b>32%</b>
Youth between 13 – 19 years old in Wayne County:	<b>5800</b>
Market Share of teens in Wayne County:	<b>15%</b>

### Communities Served-Top Five

Richmond, IN	2186 members
Centerville, IN	57 members
Fountain City, IN	26 members
New Paris, OH	20 members
Liberty, IN	16 members

### Membership by School

<u>RCS NAME</u>	<u># MEMBERS</u>	<u>PERCENT</u>
Charles	<b>199</b>	<b>8.01%</b>
Vaile	<b>185</b>	<b>7.45%</b>
Richmond High School	<b>183</b>	<b>7.36%</b>
Crestdale	<b>178</b>	<b>7.16%</b>

### After School Transportation by BGCWC Vehicles

During the 2005-06 school year, Richmond Community Schools' buses provided transportation from C.R. Richardson and Garrison Elementary Schools, in addition to our own routes.

	Total Transported	Daily Average	% of Daily
Attendance			
Jeffers Unit	7443	40	26.3 %
Central Unit	8460	54	72 %
Totals	15,903	94	36 %

### Survey Results

- The top 5 reasons parents surveyed say why their child attends the Boys & Girls Clubs of Wayne County:

<b>79%</b>	My child wants to attend the Boys & Girls Club.
<b>78%</b>	It is a safe place for me to send my child.
<b>68%</b>	The programs are good.
<b>31%</b>	The staff work well with my child.
<b>30%</b>	The Boys & Girls Club keeps my child out of trouble.

- About **80%** of our members are between the ages of 7 and 14.
- About two-thirds (**62.45 %**) of our members' families annual income is under \$25,750
- 50%** of our membership attends the Club once a week or more
- The Positive Alternatives program served 348 students during the 2005-06 school year.
- From Fall 2005 to Spring 2006, the number of members who regularly attended Power Hour increased **55%**.
- 96%** of parents surveyed strongly agreed / agreed that the Club has had a positive influence on their child.
- Only **20%** of parents surveyed say they use the Club as a "baby-sitter"
- Of the information received by Community In Schools from school administrators or site coordinators, **86%** stated that there was an improvement in attendance and **78%** noted an improvement in behavior
- Of those members pre and post-tested through the Mitch's Kids program, **100 %** of them increased their reading scores by an average of **29.75 %** and **75 %** increased their math scores by an average of **23.25 %**