



My Brother's Keeper Alliance - Community Challenge Competition

Technical Assistance – Data, Measurement and Evaluation

April 23, 2018

TODAY'S AGENDA

WELCOME

- Jaime Guzman, Deputy Director, Chicago Youth Opportunity Programs, MBK Alliance
- Burnell Holland, Senior Associate, MBK Communities, MBK Alliance

DATA, MEASURMENT AND EVALUATION

- Monica P. Bhatt, Ph.D., Research Director, UChicago Crime Lab, UChicago Education Lab
- Martin Barron, PhD, Associate Director, Data and Analysis, UChicago Crime Lab, UChicago Education Lab
- John Wolf, our Associate Director of Implementation and Scale-Up.
- Adam J. Heckman, Director of Technology & Civic Innovation Chicago, Microsoft Cities Team – Civic Engagement
- Nichole Dunn, Innovation and Community Impact, Results for America

DISCUSSION & QUESTIONS

All Participants

Welcome and MBKA Overview and Updates



“When Trayvon Martin was first shot, I said that this could have been my son. Another way of saying that is Trayvon Martin could have been me 35 years ago.”

President Obama, July 2013



“This is as important as any issue that I work on. Because if America stands for anything, it stands for the idea of opportunity for everybody. The notion that no matter who you are or where you came from, or the circumstances into which you are born, if you work hard, if you take responsibility, then you can make it in this country.” -President Obama, February 2014

MBK ALLIANCE TODAY

HISTORY

President Obama launched My Brother's Keeper in February 2014 to address persistent opportunity gaps facing boys and young men of color and to ensure all youth can reach their full potential. In 2015 the My Brother's Keeper Alliance (MBK Alliance) was launched as a private-sector non-profit, inspired by My Brother's Keeper, to scale and sustain the mission. In late 2017, MBK Alliance became an initiative of the Obama Foundation.

MISSION

MBK Alliance leads a cross-sector national call to action focused on building safe and supportive communities for boys and young men of color where they feel valued and have clear pathways to opportunity

FOCUS

While MBK Alliance will continue to advance the importance of the interdependence of all six cradle to career milestones and building collective impact infrastructure that leads to lasting results, our team will primarily work with MBK Communities to prioritize solutions in two specific areas: youth violence prevention, and growing the mentor pipeline for evidence-based mentorship programs for BYMOC.



Data, Measurement and Evaluation

Disclaimer

UChicago, Microsoft and Results for America are presenting information about data, measurement and evaluation for the purposes of supporting applicants responding to the MBK Community Challenge Competition, and not representing the views or opinions of the Obama Foundation.

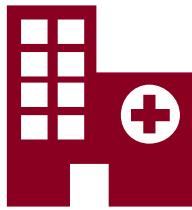


Science in Service
of Cities.

Urban Labs partners with cities to identify and rigorously evaluate the policies and programs with the greatest potential to generate large-scale social change across five key dimensions of urban life:



EDUCATION



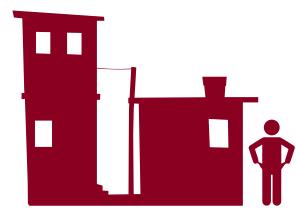
HEALTH



**ENERGY &
ENVIRONMENT**



CRIME



POVERTY

Agenda

Why evaluation?

Preparing for Evaluation: Data & Measurement

Evaluation Options

Resources

Agenda

Why evaluation?

Preparing for Evaluation: Data & Measurement

Evaluation Options

Resources

**Evaluation
can help you
improve and define
your impact**

- 
- Build program capacity
 - Improve internal strategies
 - Refine external message

Benefits of Evaluation



Understanding the
program better



Opening
doors



Serving more
young people



Relevance: There is a need for evidence-based social policy



Funding: More and more private and federal funders are looking for evidence-backed programs



Scaling: Better data collection can lead to government buy-in and add creditability in larger social policy field





Agenda

Why evaluation?

Preparing for Evaluation: Data & Measurement

Evaluation Options

Resources

Practices of good data collection





Data needs to **valid and reflect that concepts that are being measured.**

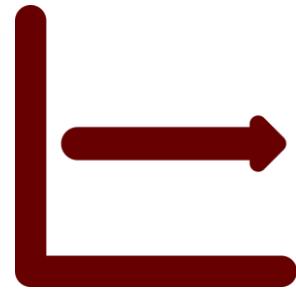
Questions to Ask:

- Is the data relevant?
- Are you measuring what you intended to measure?

Who is being served?

What is their academic profile? Where do they attend school? In which community do they reside? What are their short or long term outcomes?





Data needs to be consistently collected.

Questions to Ask:

- Are data collection methods documented?
- Do staff receive data collection training?



Collecting data of activities

Having students sign in at the activity is an efficient way to track attendance

SIGN IN SHEET

- Date
- Activity and purpose
- Mentors or staff present
- Students present (signed in)

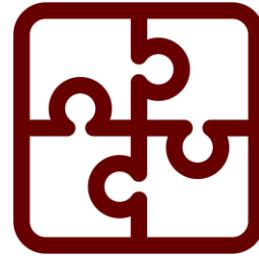




Data should to be collected in a *timely* manner.

Questions to Ask:

- Will the data be available when it will be useful?
- Will the the gap between event and measurement cause recall issues?



Data needs to be complete.

Questions to Ask:

- Does the reported data contain enough information to draw conclusions?
- Could gaps in data collection lead to incorrect conclusions?



Consistent, regular data entry

Explicitly stating responsibilities can ensure consistent and timely data entry

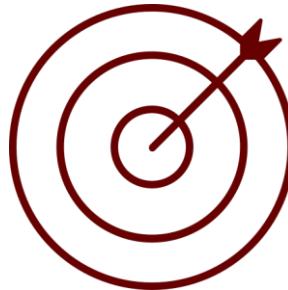
PERSONNEL

- Decide who will collect and enter data
- Onboard all staff members with data platform

SCHEDULE

- Set a regular schedule for data entry (for example, every Friday, or the day of a program activity)
- Enter data on a weekly basis (at minimum)





Data needs to be free of error and accurate.

Questions to Ask:

- What procedures can reduce the chance of data collection error?
- How will the data be review for error?

Ensuring data quality

Regularly reviewing data for missing or incorrect entries can ensure that all activities are accounted for

SORT

- Sorting data by mentor, mentee, or activity can identify outliers or missing information

SPOT CHECK

- Reviewing random sections of data for irregularities can help find possible patterns in entry problems, and offer possibility for timely correction



Agenda

Why evaluation?

Preparing for Evaluation: Data & Measurement

Evaluation Options

Resources

Evaluation Options



improvement



accountability



process evaluation



research



Improvement

What will this data measure?

Outcomes or processes that are **manipulable**.

Why is this analysis important?

To develop and **evaluate** changes in practice.

Who is the audience?

Practitioners in a low-stakes environment.

How often are reports?

As frequently as practice occurs.

 Accountability

What will this data measure?

Short-term and long-term **outcomes**.

Why is this analysis important?

To tie consequences (e.g., **funding, future contracts**) to performance measures.

Who is the audience?

Key stakeholders and decision-makers in a high-stakes environment.

How often are reports?

In **interim** measures (e.g., quarterly).



Process evaluation

What will this data measure?

Program implementation through mentor/mentee surveys.

Why is this analysis important?

To determine if mentoring services have been implemented as intended or to understand how the program is being implemented.

Who is the audience?

Practitioners and agencies, as well as researchers.

How often are reports?

Annually or semi-annually.



Research



Science in Service
of Cities.

What will this data measure?

Long-term **outcomes** that are important to many programs.

Why is this analysis important?

To determine **program impact** or **make connections** between two types of program data (participation and safety).

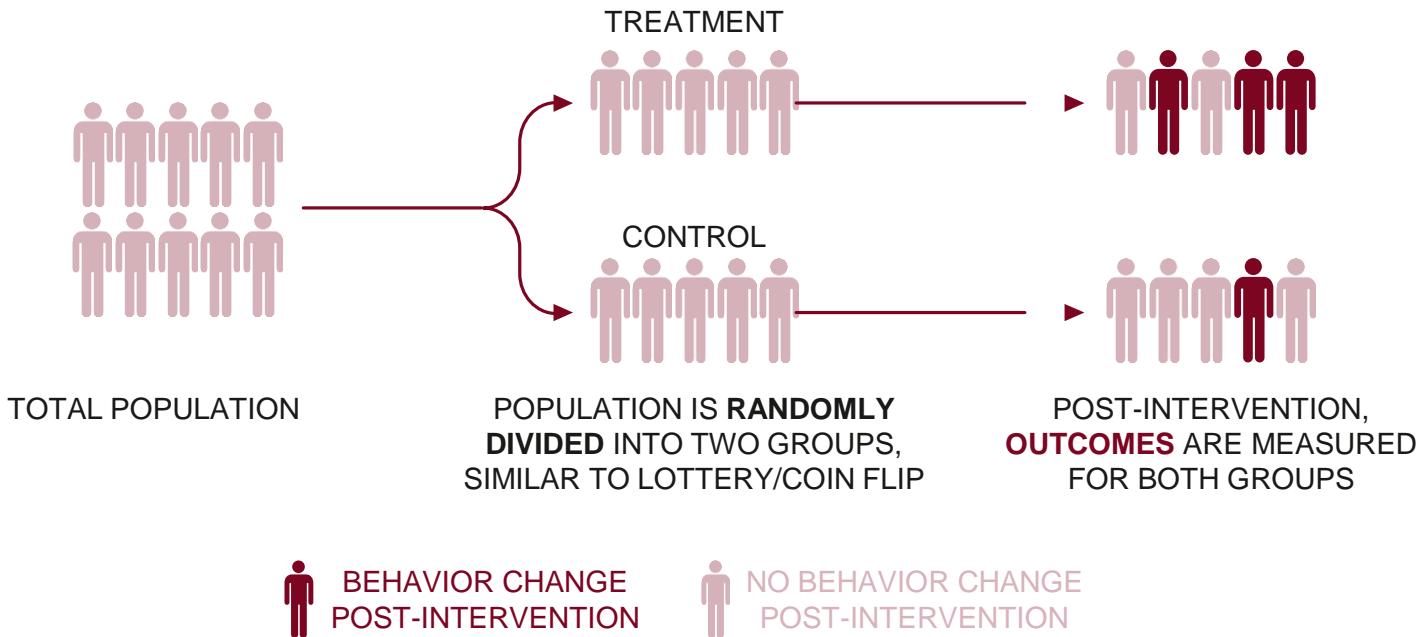
Who is the audience?

The data will be **publically available.**

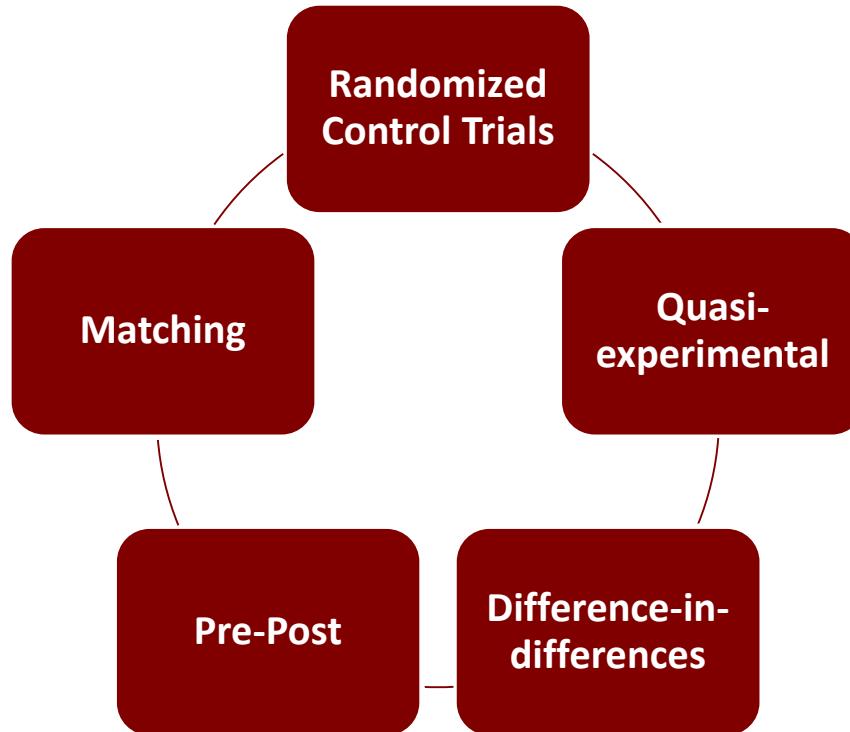
How often are reports?

Annually or **singular report.**

Randomized Controlled Trials



Alternative Research Designs



Agenda

Why collect data

Practices of good data collection

Evaluation strategies

Resources

Additional Resources

Program Evaluation. *Centers for Disease Control and Prevention.* <https://www.cdc.gov/healthyyouth/evaluation/>.

- Evaluation planning
- Data collection methods and data analysis overviews and checklists
- Disseminating evaluation findings

Research Resources. *Abdul Latif Jameel Poverty Action Lab.* <https://www.povertyactionlab.org/research-resources>.

- Research questions and design
- Measurement and data collection, administrative data, and working with data
- Transparency and reproducibility
- Cost-effectiveness analysis
- Software and tools

Technical Assistance Materials for Conducting Rigorous Impact Evaluations. *National Center for Education Evaluation and Regional Assistance, Institute of Education Sciences.* <https://ies.ed.gov/ncee/projects/evaluationTA.asp>.

- Tools for drafting an evaluation plan and contrast model
- Articulating the intervention model
- Specifying the assignment/selection procedure
- Analysis and reporting

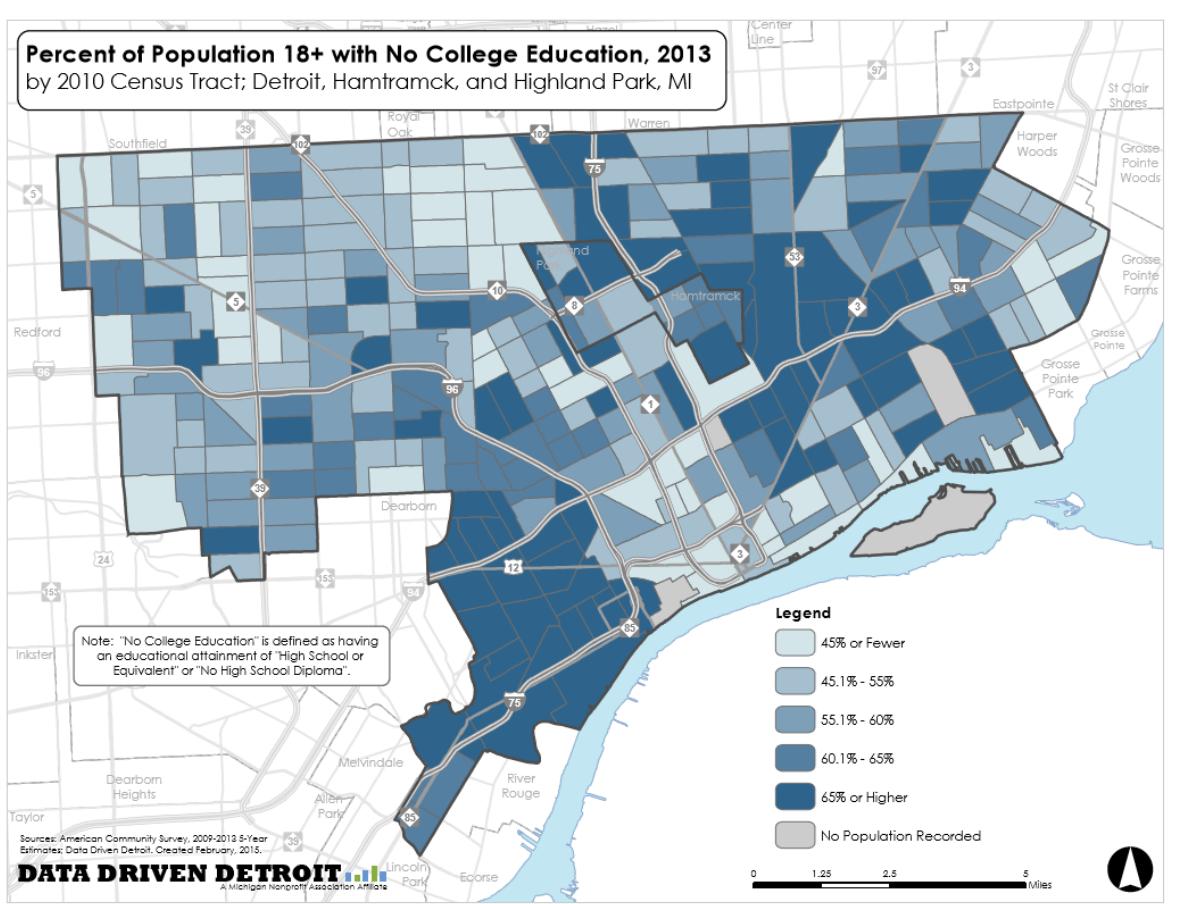


Data, Measurement, and Evaluation Webinar MBK Community Challenge Competition

Adam J. Heckman, Microsoft Cities Team – Civic Engagement
April 23, 2018



Data to Communicate the Broader Context



- Putting your work in context, to highlight needs, opportunities and impacts
- Informing and explaining focus populations and geographies
- E.g. data on demographics, education, public health, housing, income, criminal justice system, ...

Image Credit: Data Driven Detroit

Analytics and Visualization: Tell the Story and Track Progress

- Property Type
- ARO
 - Artist Housing
 - Artist Live/Work Space
 - Inter-generational
 - Multi-family
 - Multi-family/Artists
 - Mutifamily
 - People with Disabilities
 - Senior
 - Senior HUD 202
 - Senior LGBTQ+
 - Seniors
 - Supportive
 - Supportive Housing
 - Supportive/HIV/AIDS
 - Supportive/Kinship Families
 - Supportive/Males 18-24yrs.
 - Supportive/Teenage Moms
 - Supportive/Veterans
 - Supportive/Youth/Kinship Families

Number of Units
2469



Project Type

- Commercial / Industrial
- Multi Family
- Single Family

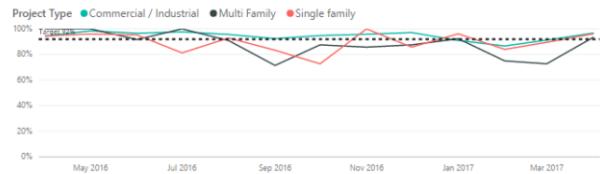
Review Type

- Alteration/Add
- New Highrise
- New Structures
- New Tract
- New/Rebuild

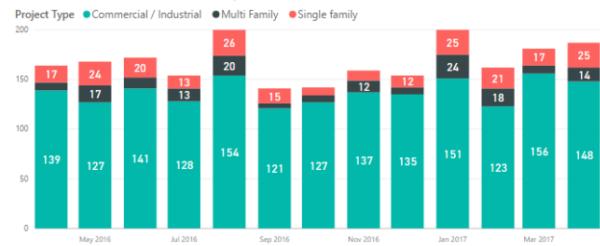
Handling Type

- Express, Minor
- Regular
- Special Handling

Percent Fire Plan Reviews Completed on Time (1st Cycle)



Number of Fire Plan Reviews (1st Cycle)



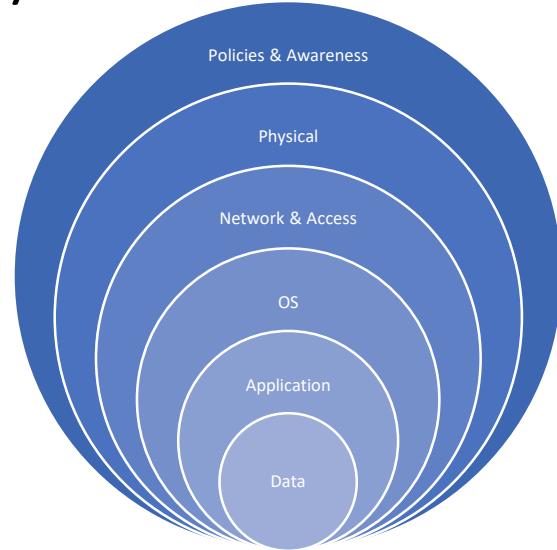
- Use visualizations and metrics to tell a story, monitor progress, and evaluate the efficacy of programs
- Invest time in the initial set-up around ensuring that your data management and visualization process is automated, allowing more time for interpretation and programmatic work
- Create dashboards to communicate information and insights and allow ongoing engagement across your collaboration partners and with stakeholders and the community

Use Data Responsibly and Securely



- Seek Permission
- Respect Privacy
- Share what you can
- Design from and for diversity

*Source: Digital Impact Toolkit
Digital Civil Society Lab,
Stanford University
<https://digitalimpact.io>*



- Security is in layers, but always starts with “Awareness”
- Most smaller organizations get caught by “broad spectrum” campaigns
- More than 80% of hacks start with a successful phishing attempt

Key Takeaways

1

Data to
Communicate
the Broader
Context

2

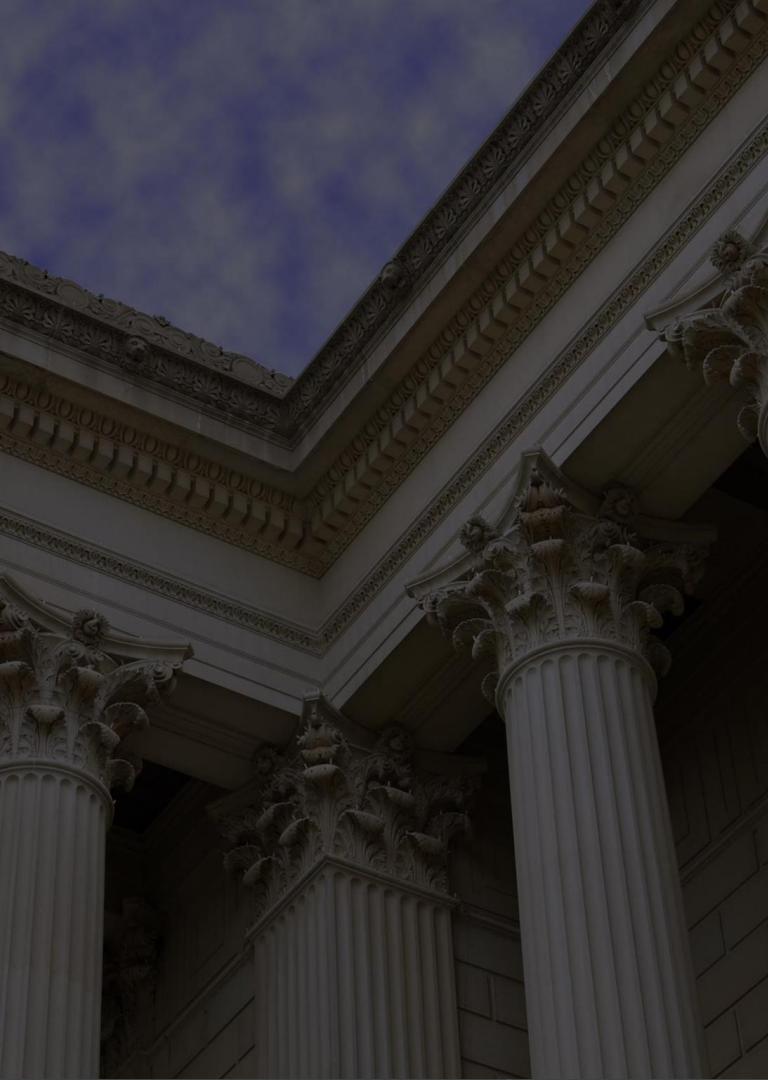
Visualizations
and Analytics
to
Communicate
and Track

3

Responsible
and Secure
Use of Data

**References and additional resources
will be shared after the webinar.**





RESULTS FOR AMERICA

My Brother's Keeper Community
Challenge Competition

Data, Measurement and Evaluation
April 23, 2018 Webinar



Why focus on evidence-based programs and organizations?

We know more than ever before about what works to improve lives. Evidence and data point the way to solutions. Real progress on our most pressing problems is within reach if we choose to focus on what works.



How do you focus on what works?

- 1.** Use evidence of what works, i.e., consider programs that meet current evidence standards.

- 2.** Build evidence of what works using program evaluation techniques.



Using Evidence MBK What Works Showcase

- The MBK What Works Showcase featured 33 organizations and interventions from across the country showing potential to have a positive impact across MBK's cradle-to-college-and-career-goals. You can find the What Works Showcase program which includes descriptions of the interventions and their level of evidence here: results4america.org/wp-content/uploads/2016/11/MBK-Program.pdf.
- In recent years, there has been a dramatic increase in the number of high-quality randomized controlled trials (RCTs) of programs aimed at helping low-income young adults attend and complete college.
- A key driver of this growth in postsecondary RCTs has been a major reduction in their cost, made possible by the studies' use of existing administrative databases (rather than expensive surveys) to measure outcomes.



Using Evidence

New evidence since 2016 MBK What Works Showcase

City University of New York's Accelerated Study in Associate Programs (ASAP), a comprehensive community college program that provides low-income students who need remedial education with academic, personal, and financial supports, and requires their full-time enrollment. ASAP services cost approximately \$14,000 per student. A [high-quality RCT](#) with a sample of 896 students found:

- A 10 percentage-point increase in degree completion at study follow-up six years after random assignment (51 percent of the treatment group completed a degree versus 41 percent of the control group, statistically significant $p<0.01$).

Learn more about CUNY ASAP's data-driven approach and how it's making a difference in the lives of thousands of students in this short film, "[CUNY ASAP: Accelerating the Journey to Graduation](#)."



Using Evidence

New evidence since 2016 MBK What Works Showcase

Urban Alliance is an organization that provides professional internships, skills training, and mentoring to connect students to pathways for achieving economic self-sufficiency in adulthood.

In August 2017, Urban Alliance completed an independent, six-year, randomized controlled trial measuring Urban Alliance's long-term impact on youth who completed their High School Internship Program.

- The probability of attending college was 23 percentage points greater for males who completed the program than for those who did not participate.



Using Evidence

New evidence since 2016 MBK What Works Showcase

Per Scholas, an employer-led, tuition-free technology training and professional development, their sector-based approach has helped thousands of individuals launch successful careers in technology. Per Scholas uses data to drive innovation, building an alternative pipeline for diverse talent.

A newly reported, high-quality randomized controlled trial (RCT) found:

- **Per Scholas increased participants' average earnings by a remarkable 27 percent, or \$4,829, in the third and latest year of the study's follow-up, compared to the control group (statistically significant, $p<0.01$).**

Earnings effects of this size in a high-quality RCT are very unusual. The replication of these effects in two such studies means that the findings are not a statistical fluke and replication would likely produce major earnings gains for many low-income workers through a faithfully-implemented expansion of Per Scholas. To learn more watch our newest film – “Solutions to America’s Workforce Crisis” at: <https://youtu.be/QZNXE2kIW7Q>



Using Evidence

New evidence since 2016 MBK What Works Showcase

The Center for Employment Opportunities (CEO) aims to offer immediate, effective and comprehensive employment services exclusively to formerly incarcerated individuals. Their program helps participants gain the workplace skills and confidence needed for a successful transition to a stable, productive life.

In the past decade CEO has partnered with the research firm MDRC to conduct two major external evaluations of its work - one showing significant results and the other demonstrating CEO's ability to replicate its successful outcomes in multiple communities.

- **MDRC “More Than a Job” RCT Evaluation found that CEO’s program decreased recidivism by 22%.**

Importantly, CEO has found positive ability to replicate in other communities. A replication study found that overall, the replication programs operated with high fidelity to the original program model. You can learn more here:

<https://ceoworks.org/resources/publications/>.



Using evidence: Where can you learn more about what works in violence prevention, jobs skills training, and mentorship?

Find the Evidence-Based Policy Making Collaborative toolkit here: <http://www.evidencecollaborative.org/toolkits/research-clearinghouses>.

The Appendix of the My Brother's Keeper Community Challenge Competition application includes several great resources:
<https://www.obama.org/mbka/competition/appendix/>.

Other helpful research clearing houses include:

- [What Works Clearinghouse](#)
- [National Registry of Evidence-based Programs and Practices](#)
- [Crime Solutions database](#)
- [Results First Clearinghouse Database](#)
- [The What Works Marketplace: Helping Leaders Use Evidence to Make Smarter Choices](#)
- www.evidencebasedprograms.org
- <http://www.blueprintsprograms.com/>
- <https://www.campbellcollaboration.org/better-evidence.html>



Building Evidence: Using Administrative Data to Build Evidence and Focus on Outcomes

Four recommendations for building and using evidence using administrative data:

1. Tackle data security and privacy concerns by developing a clear and shared understanding of privacy laws, both within government and with the stakeholder community.
2. Create standard definitions for reporting administrative data and require implementation as a condition of local, state, and federal funding.
3. Take steps to instill a sharing and learning organizational mindset.
4. Create ease and comfort with using and sharing data by implementing data sharing in a tiered approach and open greater access over time.

Learn more by reading, "[Unleashing the Power of Administrative Data: A Practical Guide for Federal, State and Local Policymakers.](#)"



Feel free to reach out for more information:

Nichole Dunn

Vice President, Innovation and Community Impact

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www.results4america.org

[@Results4America](#)



Questions and Answers

Reminders and Conclusion

COMMUNITY COMPETITION TIMELINE

KEY MILESTONES/DATES (APPROXIMATE)

- Public Announcement of the Competition/RFP
 - RFP Release
 - Pre-Submission Technical Assistance Begins
 - **Deadline for Submission of Proposals**
 - Competition Winners Announced
 - Funds Disbursed
- | | |
|---|-------------------------------|
| | Tuesday, February 27, 2018 |
| | Thursday, April 5, 2018 |
| | Tuesday, April 10, 2018 |
| ● Deadline for Submission of Proposals | Thursday, May 24, 2018 |
| | Late Summer 2018 |
| | Fall 2018 |

WHERE TO ACCESS HELP/SUPPORT

APPLICATION	Read the full application before you begin to work on the online application. Be sure to write all responses on a word document and then cut and paste onto the online application. The Full RFP can be accessed by visiting: https://www.obama.org/mbka/competition/rfp/
FREQUENTLY ASKED QUESTIONS	We have developed an initial set of FAQs. As questions are received and answered, they will be added to this section of the application. Please visit often to ensure you have the most current information. You can access FAQs by visiting: https://www.obama.org/mbka/competition/faq/
TECHNICAL ASSISTANCE FINAL WEBINAR	May 10th, 2:00 p.m. EST - Final Questions and Answers <i>All webinars will be recorded and information shared will be added to the RFP website.</i>
SUBMIT A QUESTION	Additional questions should be submitted via our online form, that can be accessed by visiting: https://www.obama.org/mbka/competition/contact/



“My Brother's Keeper was not about me, it was not about my presidency. It's about all of us working together. **Because ensuring that our young people can go as far as their dreams and hard work will take them is the single most important task that we have as a nation.** It is the single most important thing we can do for our country's future. This is something I will be invested in for the rest of my life, and I look forward to continuing the journey with you.” —President Obama
**MBK National Summit,
December 14, 2016**