

## Executive summary

Data2insight LLC partnered with YDEKC staff and board and Elite Services and Support from October 2013-January 2014 to:

- Identify YDEKC member data systems needs and technology capacity as well as YDEKC's organizational readiness for shared measurement;
- Conduct research on best practices in shared measurement initiatives and existing data systems that the YDEKC system would need to interface with to inform YDEKC's shared measurement efforts; and,
- Make a recommendation for a data system that would power a shared measurement initiative

The highest priority shared measurement functions identified by YDEKC members were:

- Track youth participation across different/multiple organizations;
- Group students, guardians, and/or parents together as "households;"
- Provide data import/export via Microsoft Excel;
- Support longitudinal tracking of program participants over multiple years; and,
- Administer assessments

The primary purpose of this report is to provide YDEKC's advisory committee with information that will enable them to make a decision on how, or if, to move forward with a data system.

The recommended data system is a **commercial software package** to be selected from one of these vendors:

- EZReports by ThomasKelly, [www.ezreports.org/](http://www.ezreports.org/)
- CitySpan Technologies' Internet-based data tracking system, [youthservices.net](http://youthservices.net)
- Social Solutions' Efforts to Outcomes (ETO), [www.socialsolutions.com/](http://www.socialsolutions.com/)
- Comet Informatics, [www.comet4children.com/](http://www.comet4children.com/)
- Cayen Systems, [www.cayen.net/](http://www.cayen.net/)
- CiviCore, [www.civicore.com/](http://www.civicore.com/)
- nFocus Solutions, [www.nfocus.com/](http://www.nfocus.com/)

We recommend a **three-step procurement process** (see page 24) consisting of focused demonstrations and presentations by the best commercial software candidates. This process will help to make concrete the range of capabilities present in state-of-the-art technology.

- **Step 1:** Finalize procurement documents
- **Step 2:** Invite four to six of recommended vendors using modified RFI document (see Appendix E) to provide demonstration of capabilities
- **Step 3:** Provide two to three selected vendors with detailed request for pricing and implementation plan

The **cost estimate for the recommended data system design, development, and deployment can be expected to between \$125,000-175,000** (if procured in 2014). It is reasonable to expect that the initial data system design, development, and deployment process would take 12 months from system design start to "go live" with the recommended pilot phase.

**Other costs associated with the data system are estimated to total approximately \$415,000.** These costs include training (\$15,000 per year), and staffing (up to \$300,000 per year). In

terms of licensing fees, there is significant variability that will impact potential licensing costs, but a \$100,000 one-time expense is the right order of magnitude for this project.

Thoughtful and deliberate planning is essential for ensuring the successful design, deployment, and use of the data system and the resulting data. This means that there needs to be dedicated staff, as well as sufficient resources and time allocated to engaging and building the buy-in of participants, creating data sharing agreements, clarifying norms and expectations, building the system's technical specifications, and creating opportunities for sharing learning from the data.

To this end, we also recommend an **implementation plan** based on best practices by organizations like Arizona Community Foundation, Magnolia Community Initiative, and Nashville After-school Zone Alliance that have led successful shared measurement initiatives (see market research/literature review report for more info).

Critical **next steps** include:

- YDEKC's **board leadership develop an action plan** (see Appendix G) to put in place clear goals for a shared measurement initiative. It will be critical for the Board to understand the role, purpose, and uses of the data system, so that they can provide the necessary support for its design, development, and deployment.
- YDEKC staff and board leadership **develop a shared measurement initiative road map** (see page 31).

Upon completion of these steps, we recommend the following implementation plan, which includes five phases that could be completed in approximately 2 years' time. The sixth scale up phase would entail refining the pilot model based on evaluation findings and re-launching with a new cohort of member organizations.

- **Phase 1:** Stakeholder engagement
- **Phase 2:** Cohort selection
- **Phase 3:** Shared measurement selection, design and definition
- **Phase 4:** Data system procurement and development
- **Phase 5:** Shared measurement pilot
- **Phase 6:** Scale up

The **Implementation costs** associated with a successful shared measurement initiative implementation over and above data systems costs will be in the range of **\$510,000 to \$705,000**.

The **biggest risk** to this project is in **selecting a data system BEFORE the organizational and functional requirements have been identified and planned for**.

The **opportunity at hand lies in a confluence of factors listed below that can provide supports** YDEKC can leverage.

- Partnership with Community Center for Education Results (CCER) to measure gains in youth social and emotional competencies and healthy relationships
- Recent approval, by King County Council, of a countywide task force to propose a comprehensive plan for children and youth;
- Race to the Top grant focused on improving academic achievement for youth in South King County and support of P2 development
- Governor Jay Inslee's support for expanding extra-curricular and after-school programs for opportunity youth; and

- New Seattle Mayor Ed Murray offers an opportunity to engage in conversation about findings from the Wallace Foundation work about the importance of mayoral support for shared measurement initiatives like the one YDEKC is considering

The combination of the above factors provides fertile ground for the emergence of a shared measurement initiative led by YDEKC.

**Why YDEKC?** Because CCER and Puget Sound Education Services District (PSESD) recognize YDEKC as a representative of community-based organizations serving students in the Road Map Project region, and an advocate for providing quality expanded learning opportunities to children and youth that will help them thrive in school and in life. Furthermore, one of YDEKC's key goals is to identify outcomes and indicators that youth development providers agree to mutually track, and to explore measurement technologies to collect data on these outcomes and indicators at the organizational and aggregate levels.

**Why now?** Because King County is moving forward with a comprehensive plan for children and youth and the PSESD P2 system design and development is underway. There is a recognized need in King County for a clear road map for shared measurement of youth well-being that will provide the information needed to improve program quality and outcomes at the county level. This information does not exist now and is critical for informing education efforts in the region and state. By moving forward now with a shared measurement initiative, YDEKC can be a strategic partner in these efforts to ensure that the needs of youth, from a whole child perspective, are met.