



BOYS & GIRLS CLUBS
OF GREATER ST. LOUIS

From Indicators to Impact

Boys & Girls Clubs of Greater St. Louis
2012 Outcomes Report



FORMULA FOR IMPACT

www.bgcstl.org

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Introduction

Boys & Girls Clubs of Greater St. Louis (BGCSTL) is committed to measuring how much our kids are achieving and how effectively our Club Experience ensures their path to a great future. Our measurement efforts are aimed at demonstrating our impact to stakeholders and uncovering ways to improve our services in order to increase our impact on youth. We are proud to present our first Outcomes Report summarizing our 2012 findings.

About Boys & Girls Clubs of Greater St. Louis

Since 1967, Boys & Girls Clubs of Greater St. Louis has been providing a safe place for children to learn and grow. BGCSTL now serves nearly 8,000 kids, including 3,600 registered Club members and has expanded to 4 locations throughout Greater St. Louis, and assumed operation of Mentor St. Louis, a literacy-based mentoring program operating in 5 elementary schools.

Membership fees are kept low to allow any child the opportunity to join and includes free vision and dental care! The Club is open during hours that kids are most likely to need a safe place to go — after school and during summer. Nationally recognized programs led by professional staff are targeted to inspire and enable youth to realize their full potential as productive, responsible and caring citizens.

The Club is a chartered member of the Boys & Girls Clubs of America (BGCA), which has 4,000 chartered locations that serve nearly 4 million youth annually. In 2012, The Chronicle of Philanthropy ranked BGCA as the nation's top youth organization for the 19th consecutive year and 18th among all non-profit organizations. BGCSTL is part of a proud tradition of service to our nations' youth that promotes character and leadership, community and civic involvement, and safety and well-being.

About BGCA's National Youth Outcomes Initiative

Boys and Girls Clubs of America (BGCA) launched the National Youth Outcomes Initiative (NYOI) to measure the impact of Boys and Girls Clubs throughout the country in a consistent way. Out measurement efforts are designed to determine how well our Clubs implement the Formula for Impact and how much our young people are achieving as a result.

Clubs collect data about their members' demographics, attendance and participation. Local data management systems are connected to complete demographic picture of the population Clubs serve.

In 2012, 775 participating Club sites administered BGCA's first National Outcomes Survey to measure indicators of youth achievement in our three priority outcome areas. BGCA processed the responses from surveys completed in Clubs, generating individual Club reports, as well as aggregating the data into national results.

As we created the survey and other NYOI tools, BGCA worked with experts in youth development to identify valid, reliable measures that quantify outcomes in our priority areas. Each indicator that we collect has been shown to demonstrate or predict a young person's achievement of one or more positive outcomes. Some survey questions replicate the language used by the Centers for Disease Control and Prevention's Youth Risk Behavior Surveillance Survey, allowing us to compare Club youth outcomes to national averages.

The National Outcomes Survey also asks young people about their perceptions of the Club. Their responses allow us to assess how effectively Clubs are implementing the Formula for Impact and delivering an experience that supports positive youth development.

At the end of 2012, more than 350 of 1,100 Club organizations were participating in the NYOI. This report provides the finding from the 2012 National Outcomes Survey, which was completed by nearly 43,000 Club youth.

Locations

Herbert Hoover Club

The **Herbert Hoover Club** is our original facility. We currently serve over 2,200 members at this location, with roughly 300 youth attending daily. Located in North City, this site operates at full capacity, 48 weeks a year, five days a week. The 78,000 square-foot facility houses the Eye Care Charity of Mid America Clinic, Dental Clinic, Emerson Technology Center, Learning Center, MJL Aquatics Center, All-Star Baseball Field, art room, game room, teen center, performing arts studio, football field, fitness center and the administrative offices of the Club.

Adams Park Club

The **Adams Park Club** began operating in 2007 in South City at the Adams Park Community Center. This site currently serves 400 members with close to 100 attending daily. Located in the Forest Park Southeast neighborhood, the 28,000 square-foot center offers organized sports, fitness and recreation activities as well as teen and education programs.

School Based Clubs

The Club has two school-based sites, the **Southeast Middle School Club** and the **East Middle School Club**, located in North St. Louis County including the Spanish Lake area, opened in 2008 and 2010 respectively. These sites operate five days a week and serve 150 - 250 members with an average of 35-55 attending daily. It is a partnership with Hazelwood School District and St. Louis County and we share a gymnasium, performance stage, library, technology center, cafeteria, art room and game room with the school.

Core Program Areas

TAYLOR FAMILY CHARACTER & LEADERSHIP DEVELOPMENT PROGRAMS



Helping youth become responsible caring citizens and acquire skills for participating in the democratic process is the main thrust of these programs. They also develop leadership skills and provide opportunities for planning, decision-making, contributing to Club and community and celebrating our national heritage.

E. DESMOND AND MARY ANN LEE EDUCATION & CAREER DEVELOPMENT PROGRAMS



Programs in Education & Career Development enable youth to become proficient in basic educational disciplines, apply learning to everyday situations and embrace technology to achieve success in a career.

HEALTH & LIFE SKILLS



These initiatives develop young people's capacity to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults.

THE ARTS



Programs in The Arts enable youth to develop their creativity and cultural awareness through knowledge and appreciation of the visual arts, crafts, performing arts and creative writing.

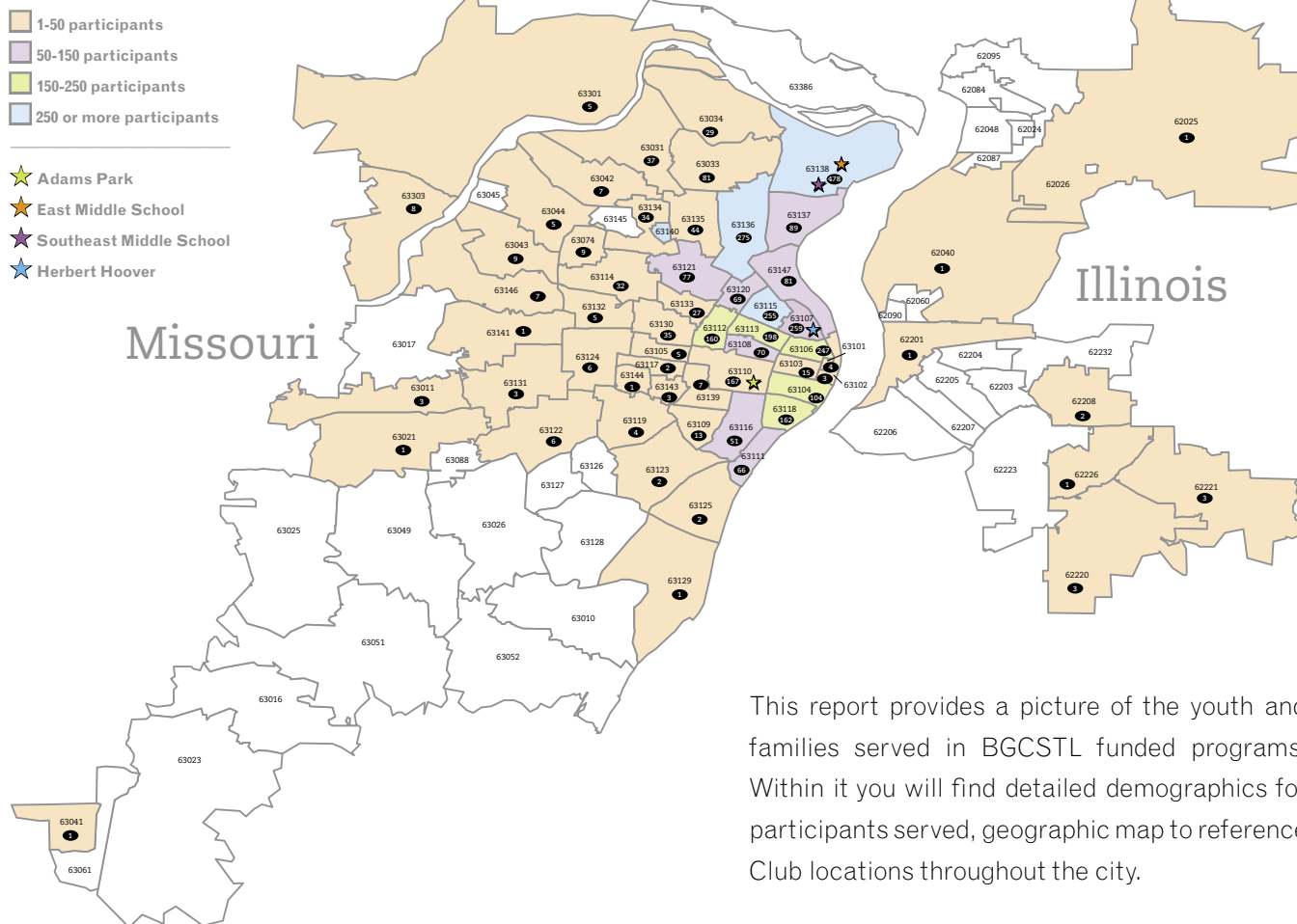
SPORTS, FITNESS & RECREATION



These Club programs help develop fitness, a positive use of leisure time, reduction of stress, appreciation for the environment and social and interpersonal skills.

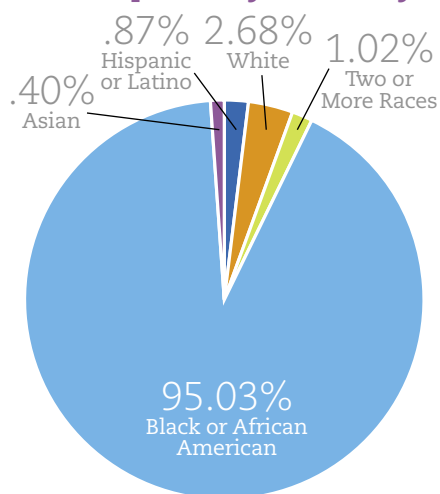
Who We Serve

BGCSTL's Program Participation by Zip Code

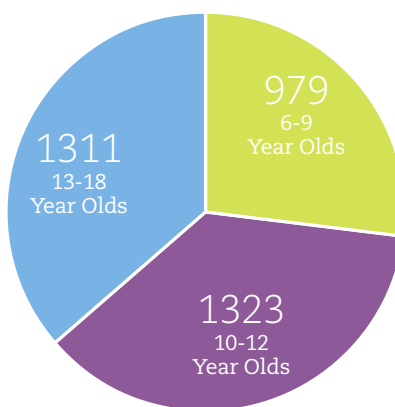


This report provides a picture of the youth and families served in BGCSTL funded programs. Within it you will find detailed demographics for participants served, geographic map to reference Club locations throughout the city.

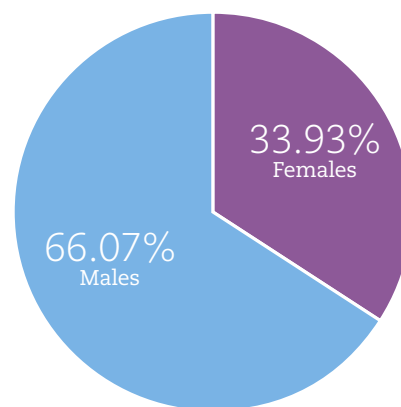
Participants by Ethnicity



Participants by Age



Participants by Gender



Our “Formula For Impact”

BGCSTL's “Formula For Impact” is a research-based theory of change that calls for us to consistently provide the most powerful Club Experience possible by implementing the Five Key Elements for Positive Youth Development, offering high-yield activities, providing targeted programs, and encouraging regular attendance—all of which we know help youth achieve important, positive outcomes.

Priority Outcomes



Graduate from high school ready for college, trade school, military or employment



Be an engaged citizen involved in the community, register to vote and model strong character



Adopt a healthy diet, practice healthy lifestyle choices and make a lifelong commitment to fitness

The 5 Key Elements for Positive Youth Development are:

- Creating a safe, positive environment
- Having fun
- Developing supportive relationships with caring adults
- Offering opportunities for and having high expectations of members
- Recognizing members for who they are and their achievements

Member Participation Frequency and Tenure

Every day, our Club strives to fulfill its mission by growing our membership, while increasing the frequency of attendance and lengthening the participation of all Club members. By growing our membership, while increasing the frequency of attendance and lengthening the long-term participation of all Club members. Research shows the amount of time youth spend at Clubs is a determining factor in the depth of the impact the Club Experience has on young lives. The greatest impact was noted for youth who attended the Club at least one time per week, and higher levels were evident among those who attended 104 or more times per year (twice per week).¹

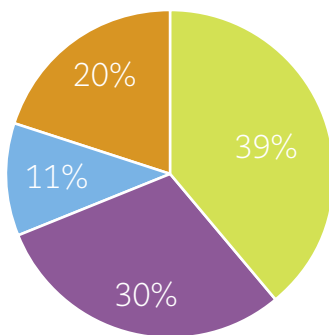
In an effort to ensure that members achieve great futures, BGCSTL has chosen to implement the **More Members, More Often** initiative beginning in 2013. This initiative has three goals: Attract more young people to join the Club; Motivate existing members to increase their participation; Retain youth as members over longer periods of tenure.

2012 Attendance Frequency

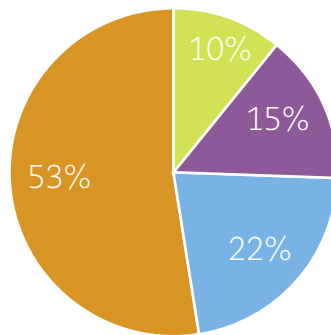
34.44% members attending 52 days per year

10.69% members attending 105 days per year

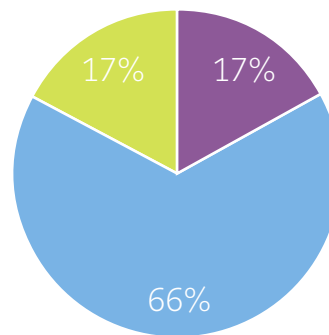
Registered Member Tenure



In-School Mentoring Tenure



After-School Mentoring Tenure



Academic Success

Every school day in America, 6,000 young people give up on school.² In fact, more than one in four young people will fail to graduate with their class this year.³ BGCSTL believes that this is a tragedy, both for the young people who will be unlikely to find stable employment as adults, and for our nation, as the health of our economy and our communities increasingly depends on a well-educated, tech-savvy workforce.

Boys & Girls Clubs provide young people with support and guidance from caring adult mentors who can help them overcome obstacles to academic success. Clubs offer homework help, tutoring and academic enrichment activities. Programs in this outcome area are designed to emphasize the importance of academics and support youth success.

Our surveyed Club members demonstrate high expectations for their academic futures. The 2012 National Outcomes Survey asked Club members to report their expectations of academic success by inquiring, “How far in school do you think you will get?”

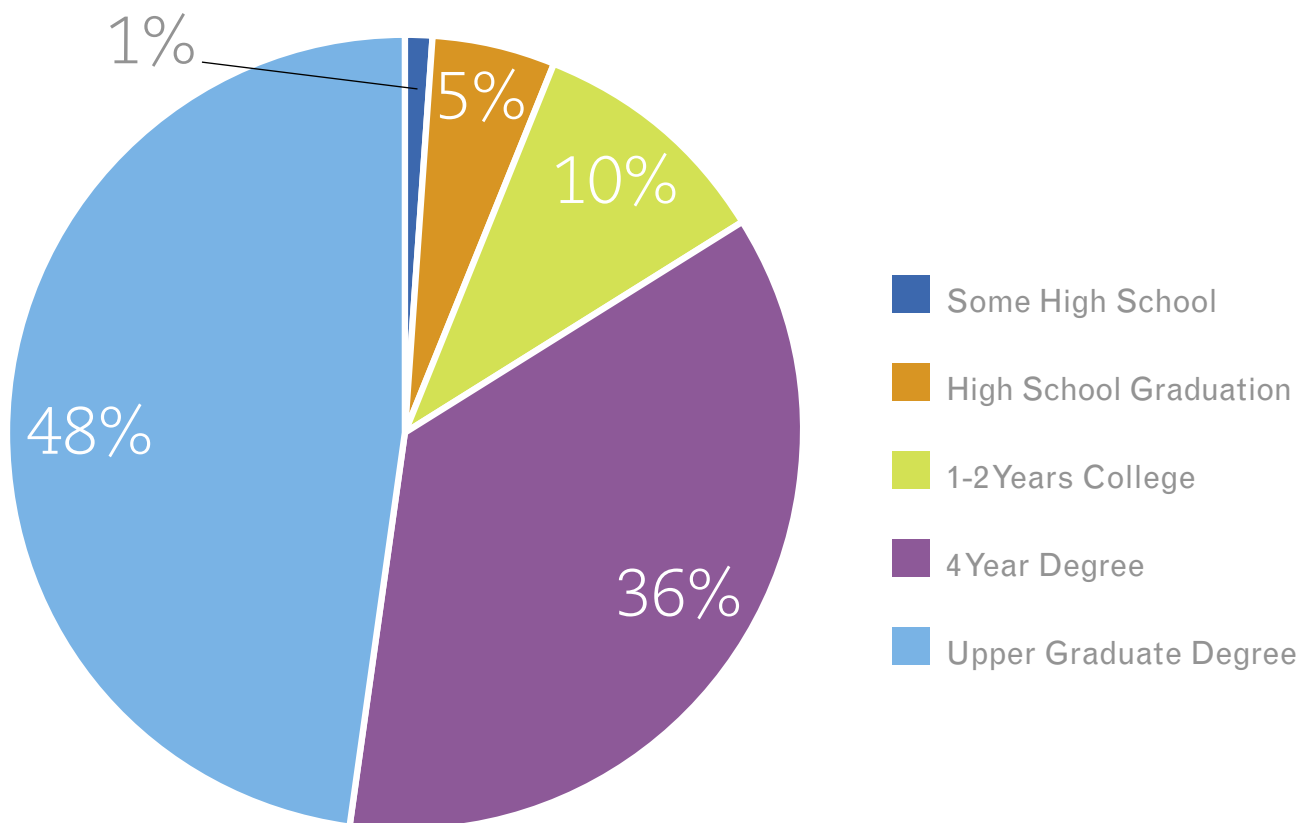
Fully **99 percent** of our teens expect to complete high school; **94 percent** expect to go on to post-secondary education. (6% higher than BGCA National Data)

Research shows that a young person's personal expectations of future educational attainment may predict actual educational attainment.⁴ Additionally, a young person's expectations of academic success may have a reciprocal relationship with actual academic achievement during the middle and high school years.⁵



“99% of BGCSTL teens expect to complete high school. 94% expect to go on to post-secondary education.”

BGCSTL Academic Expectations of Members



Good Character and Citizenship

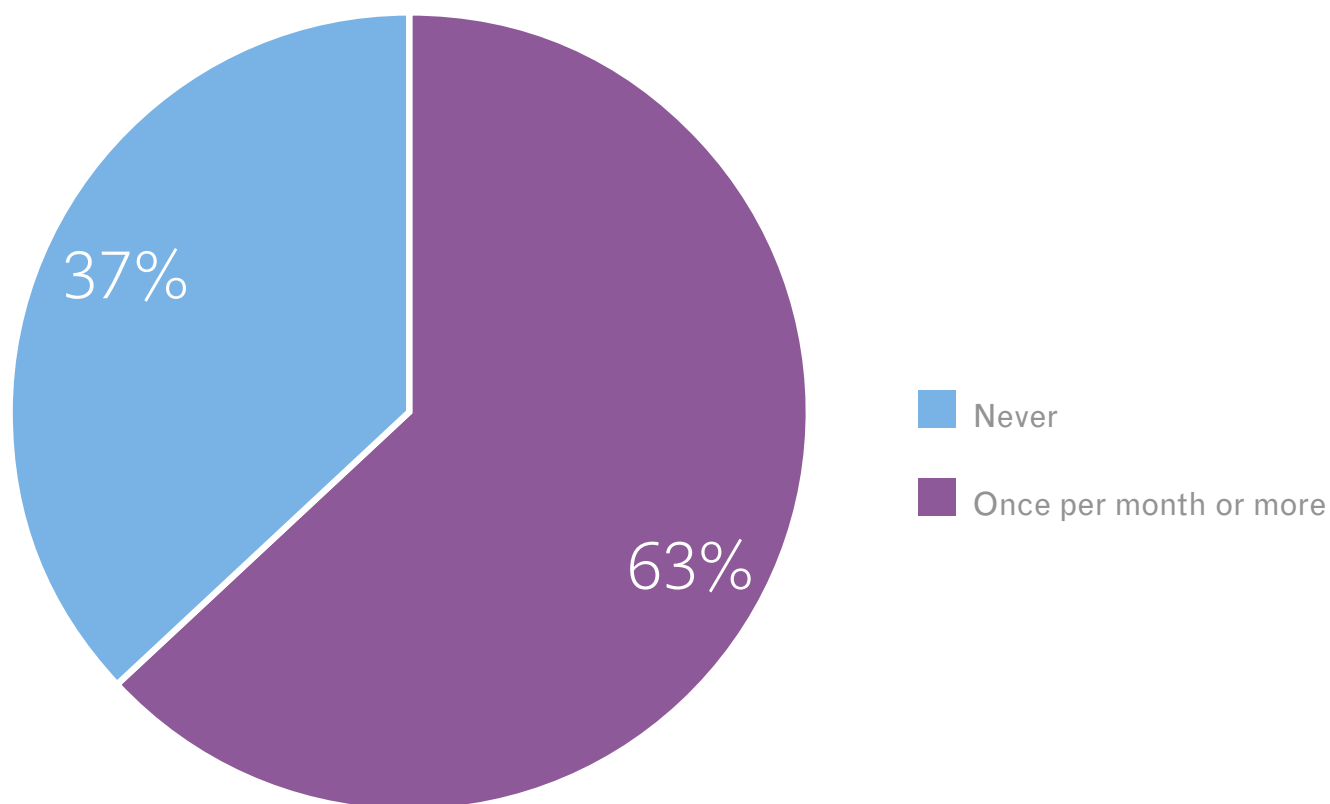
Helping young people develop a moral compass and the strong character to make positive life choices, as well as empowering youth with opportunities to effect positive change in their communities have long been bedrock principles of Club the Boys and Girls Clubs of Greater St. Louis. We are committed to helping develop our country's next generation of leaders.

In the 2012 National Outcomes Survey, **63 percent** of Club teens indicated that they volunteer in their community at least once a year, and **45 percent** volunteer at least once a month. By contrast, a 2005 Corporation for National and Community Service survey of U.S. youth ages 12 to 18 showed that nationally, 55 percent of teens participate in volunteer activities.

Youth who participate in service activities are more likely to vote, to have more socially responsible attitudes, and to have better work ethics as adults. Studies also indicate that young people who engage in service may perform better academically, be more likely to graduate from high school, and avoid pregnancy and drug use.⁵



BGCSTL Teen Volunteering



Healthy Lifestyles

The Center for Disease Control and Prevention (CDC) recommends that children and teens engage in one hour of physical activity per day to maintain optimal weight and overall physical activity per day to maintain optimal weight and overall good health. But young people are losing access to physical education in school. In 2011, 52 percent of high school students attended any physical education classes in an average week; only 32 percent attended daily P.E. classes.⁶ Perhaps not surprisingly, more than one-third of all young people in the United States are either overweight or obese.⁷ For many young people, getting active is as simple as having a safe space to exercise, compete in team sports or play with friends. BGCSTL offers all these things – plus fun, creative ways for kids of all skill and fitness levels to get moving.



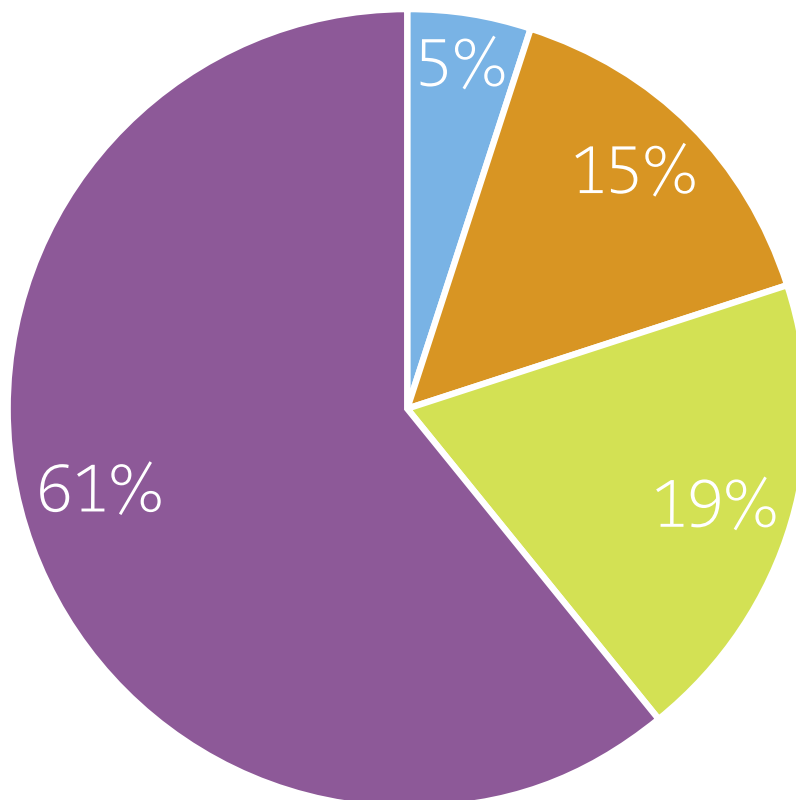
2012 BGCSTL National Outcomes Survey:

61% of respondents reported getting an hour of physical activity on at least 5 days per week;

88% said they participate in some form of physical activity two or more times per week; and

83% participate in physical activity at their Club at least once per week.

BGCSTL Member Engagement in Physical Activity



“**61% of BGCSTL club members** reported getting an hour of physical activity at least 5 days per week.”



Health-Risk Behaviors

How Club Teens Compare to Teens Nationally

The Youth Risk Behavior Surveillance Survey (YRBS) is a national survey created and administered by the Center for Disease Control. The YRBS monitors priority health-risk behaviors among youth and young adults. The survey is administered every two years in high school classrooms (grades nine to 12). In creating the National Outcomes Survey, BGCA used some questions from the YRBS in order to compare Club members' survey results with national results from the CDC youth survey.

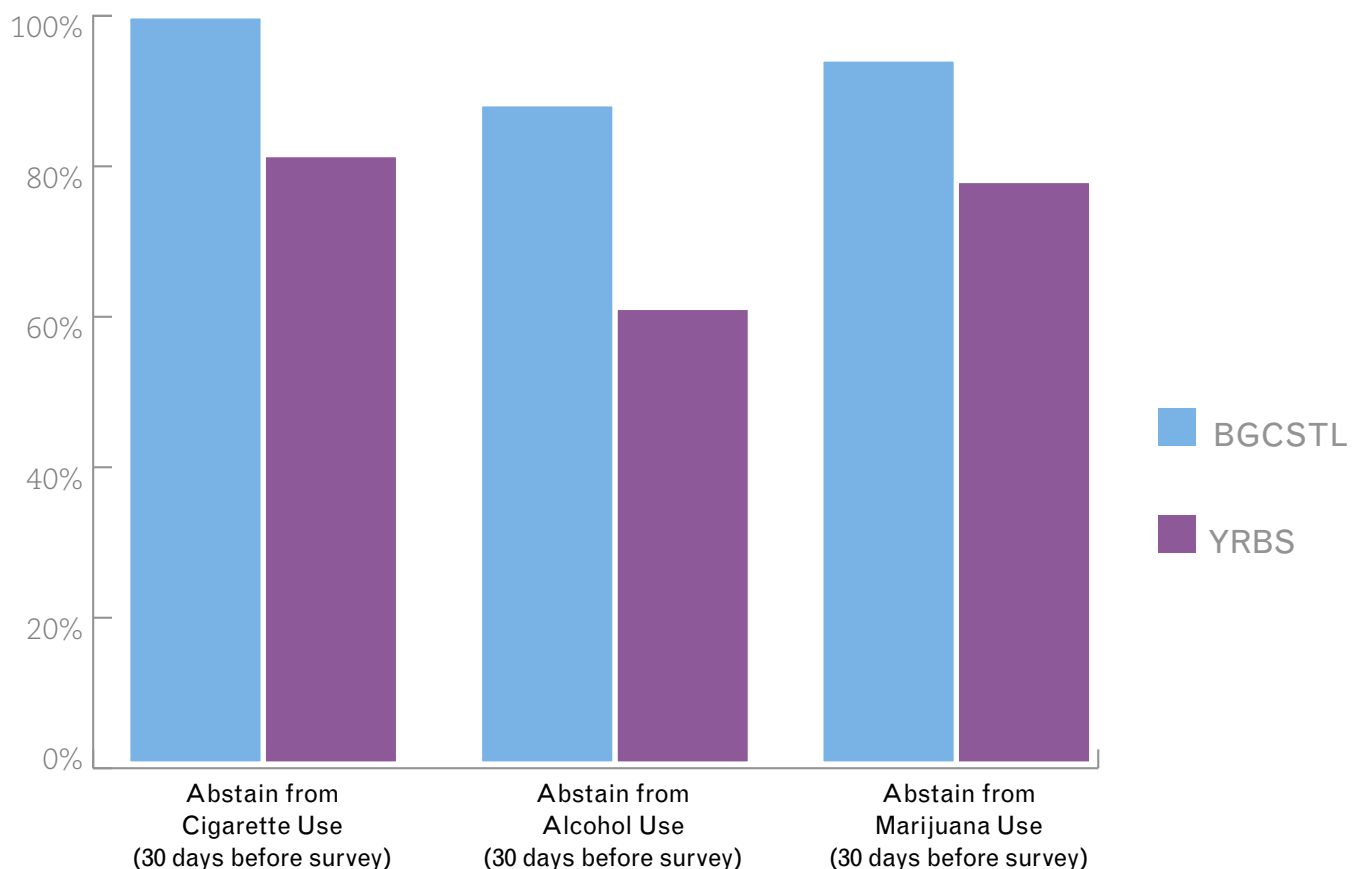
Club youth score better than the national average on a number of risky behaviors, including abstention from alcohol, marijuana and cigarette use. Among teen Club respondents in the 2012 National Outcomes Survey:

88% abstained from drinking alcohol, compared to 61 percent in the YRBS;

93% abstained from marijuana use, compared to 77 percent in the YRBS; and

100% abstained from cigarette use, compared to 82 percent in the YRBS.

Teen Risk Behavior Comparisons



BGCSTL Highlights

Amanda Richardson



Amanda Richardson, a three year member of Boys & Girls Club of Greater St. Louis, has been named the Youth of the Year for the state of Missouri by Boys & Girls Clubs of America (BGCA). In addition to winning this prestigious title, Amanda will receive

a \$2,000 scholarship from Tupperware, BGCA National Youth of the Year sponsor, and the Missouri Alliance of Boys & Girls Clubs. Amanda competed against eight other youth across the state and is among hundreds of Youth of the Year winners across the country recognized by Boys & Girls Clubs of America (BGCA) for her sound character, leadership skills and willingness to give back to the community. Being named Youth of the Year is the highest honor a Boys & Girls Club member can receive. The title recognizes outstanding contributions to a member's family, school, community and Boys & Girls Club, as well as personal challenges and obstacles overcome. This program was founded over 60 years ago through the generosity of the Reader's Digest Foundation.

Dean Sims



Dean Sims is a senior and has been a member of Adams Park Club for seven years. During that time, he's participated in Passport to Manhood, Money Matters, Healthy Habits, and attended the African American Male Teen Summit. When he was

younger, the Club gave him the chance to be active and lose weight by playing in the gym, going to the fitness center or playing sports outside. Dean is a member of Junior Staff, and works with the kids every day—tutoring second graders in Power Hour and being a mentor. Dean credits the Club for being a safe place to learn and grow, where he can meet new people and network. Dean has a 3.4 GPA in school and has earned enough credits to be a part-time student—the first ever at his school. During school, he tutors other high school students in geometry and in the Learning Lab. Next year, Dean will attend Saint Louis University to study accounting and flight science with hopes to one day be a pilot.



Conclusion

BGCSTL is pleased to provide our 2012 Outcomes Report, *From Indicators to Impact*, to our many valued partners and supporters. The report presents many promising, positive findings that help us advance our measurement goals on the local and regional levels:

- To demonstrate our collective positive impact on youth, and
- To use what we are learning to continue improving our services and thus, increase our impact on youth.

From now on, BGCSTL will publish an annual Outcomes Report. With each successive year and our collective measurement efforts, we hope to augment and strengthen the evidence of our impact and continue fulfilling our mission and vision:

To inspire and enable youth to realize their full potential as productive, responsible and caring citizens. The Boys & Girls Clubs of Greater St. Louis is dedicated to ensuring that our community's youngsters, particularly those who need us most, have greater access to quality programs and services that will enhance their lives and shape their futures.



Endnotes

- 1 *Five Key Elements for Positive Youth Development*: BGCA worked with the nationally recognized Search Institute to review relevant research and study highly effective Clubs. Through Club visits and interviews with managers, program staff, teens and community leaders, the five key elements that determine the level of impact a Club makes on the development of young people were identified. *High-yield activities*: The research of Dr. Reginald Clark demonstrates that high-achieving students spend more time engaged in activities that reinforce the skills and knowledge they learn in school. "Enhancing the Educational Achievement of At-Risk Youth," an evaluation of BGCA's national education strategy, Project Learn, confirms the effectiveness of using such high-yield activities in Boys & Girls Clubs. *Targeted Programs*: BGCA offers many national programs that are designed to help young people achieve our priority outcomes of academic success, good character and citizenship, and healthy lifestyles. Many of BGCA's targeted programs have been evaluated for their effectiveness. Some of BGCA's targeted programs have also been deemed "evidence based" by the federal government.
- 2 Editorial Projects in Education (EPE) Research Center, "Diplomas Count 2011," *Education Week*, 30(34)
- 3 Ou, S. and Reynolds, A. J. (2008). "Predictors of Educational Attainment in the Chicago Longitudinal Study," *School Psychology Quarterly*, 23(2), 199-229.
- 4 Bui, K. (2007). "Educational Expectations and Academic Achievement among Middle and High School Students," *Education*, 127(3), 328-331.
- 5 Moore, C. and Allen, J. (1996). "The Effects of Volunteering on the Young Volunteer," *The Journal of Primary Prevention*, 17(2), 231 -258.
- 6 CDC Youth Risk Behavior Surveillance System, *Trends in the Prevalence of Physical Activity and Sedentary Behaviors National YRBS: 1991-2011*, http://www.cdc.gov/HealthyYouth/yrbs/pdf/us_physicol_trend_yrbs.pdf
- 7 Ogden, C. L.; Carroll, M. D.; Curtin, L. R., et al., "Prevalence of High Body Mass Index in US Children and Adolescents, 2007-2008," *Journal of the American Medical Association*, 303(3), 242-249 (January 20, 2010), <http://jama.jamanetwork.com/article.asp?artideid=185233>. Fryar, Cheryl D.; Carroll, M. D. and Ogden, C. L., "Prevalence of Obesity among Children and Adolescents: United States , Trends 1963-1965 through 2009-2010," NCHS Health E-Stat (September 2012), http://www.cdc.gov/nchs/data/hestat/obesity_child_09_10/obesity_child_09_10.htm.



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