Strengthening OFCY Outcome Reporting

January 30, 2026

Presented by: The Bridging Group

OFCY
OAKLAND FUND FOR
CHILDREN & YOUTH

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Welcome & Opening Remarks

Robin Love, Child and Youth Services Manager

Kyrstal Jenkins
Site Visit Team and Analyst

Sharon McDonnell
Biostatistician / Data Manager

Dr. Katie Kramer
Project Director/PI

Lynda Murillo
Administrative Manager

Madeleine Frauix
Data Analyst

Danielle Motely-Lewis
Stakeholder Engagement, Site Visit

Summer Jackson
Group Facilitator

OFCY
Evaluation
Team

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How the day is structured

01	OFCY Welcome and Introductions	10:00-10:15am
02	Strengthening OFCY Outcome Reporting Presentation	10:15-11:00am
03	Breakout Group 1: After-school Middle Schools & Middle School Engagement & Wellness	11:00-11:45m
04	Breakout Group 2: FRCs and SEWIEC	12:30-1:15pm
05	Breakout Group 3: After-school Elementary Schools & Summer Academic & Enrichment	1:30-2:15pm

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Evaluation Updates

- **OFCY FY 24/25 Evaluation Report** complete!

- **OFCY Participant Survey (year-round grantees)** open April 13th – July 1st
  - OUSD survey is currently active through March 20th for dually funded sites

- **OFCY Participant Survey (summer grantees)** open June 1 – Sept 30th

- Invitation email to agencies indicated interested in **Beta Test** on Feb 3rd
  - Confirmation of participation requested by **February 10th**

- **Slides, handouts, and recordings** emailed out after training

- **Weekly evaluation office hours,** Thurs @ 9am-12pm starting Feb 26th

- Next week's training (Feb 6th) **same content** *(no need to attend)*

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The Importance
of a Collective
OFCY Narrative

Roadmap of OFCY Evaluation Evolution

Descriptive Evaluation at Program Level
Pre 2024 – December 2024

Development of New Evaluation Plan
January – June 2025

Realignment of Evaluation with Oakland RBA Framework
July – December 2025

Beta Test New Outcomes with Pilot Sites
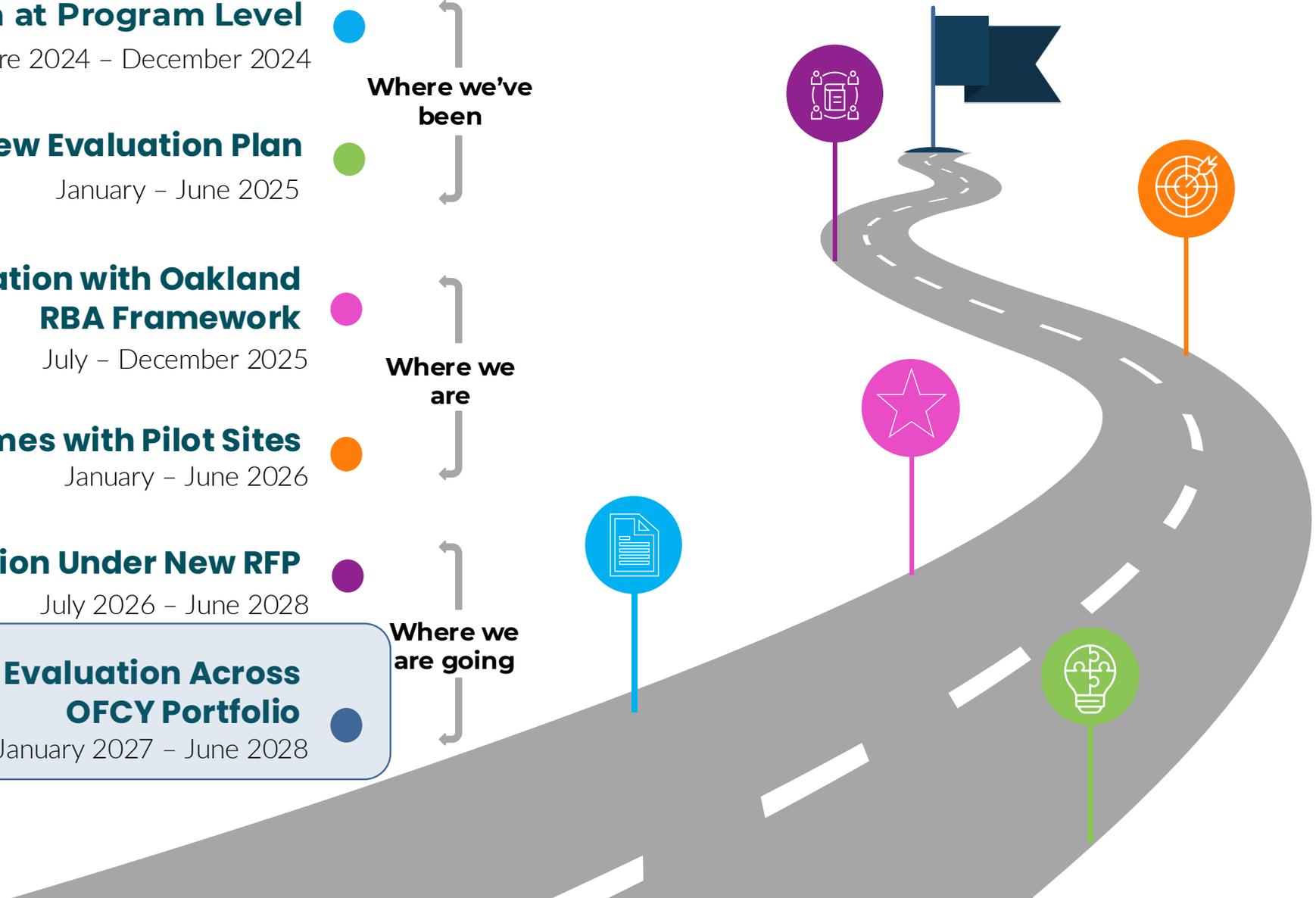January – June 2026

New Evaluation Implementation Under New RFP
July 2026 – June 2028

Collective Outcome Evaluation Across OFCY Portfolio
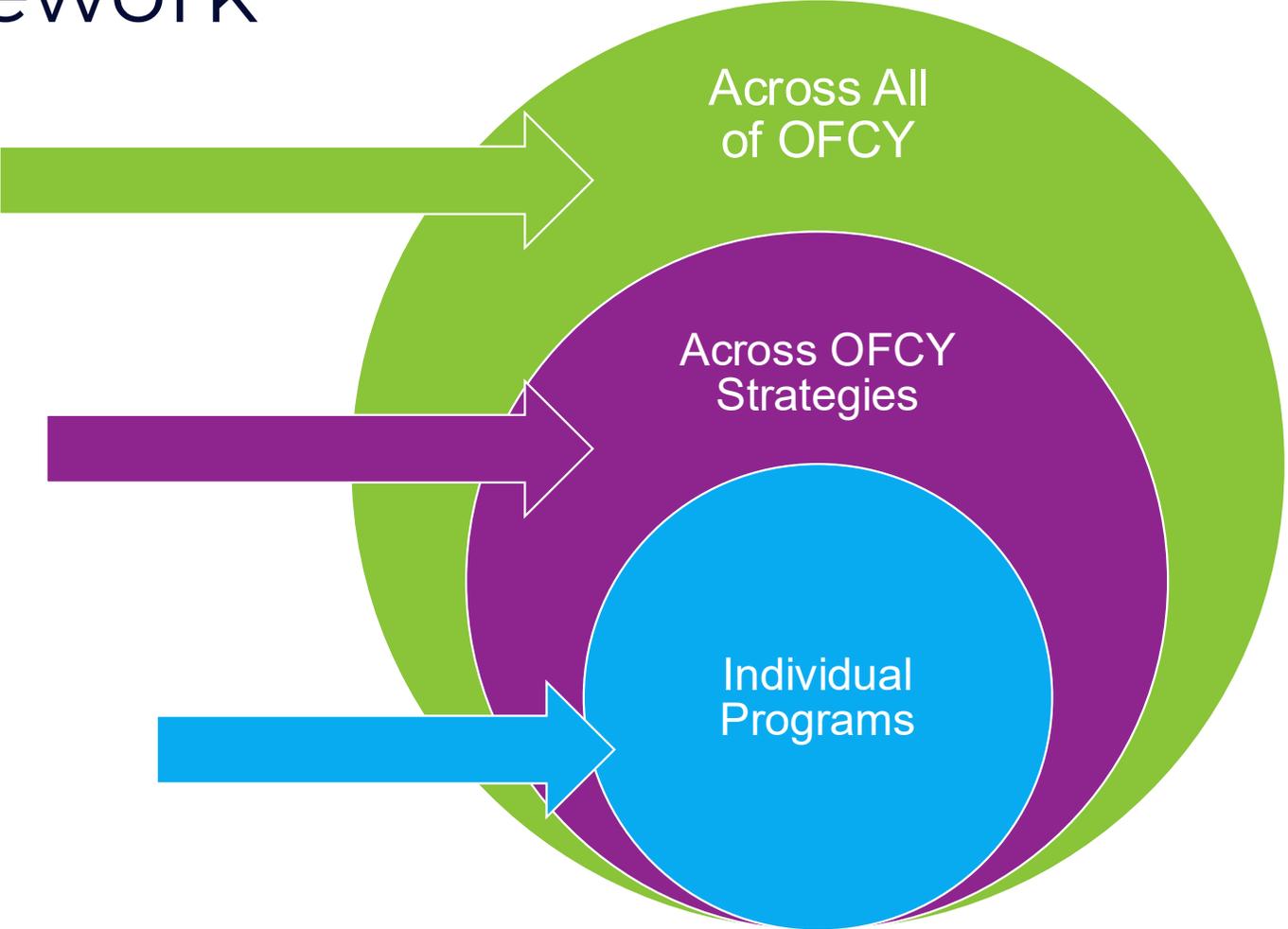January 2027 – June 2028

Where we've been

Where we are

Where we are going

Our North Star

Embrace City of Oakland RBA framework

Align outcomes across COO Departments in key strategy areas

Define clear & consistent outcome measures across OFCY strategies

Enhance OFCY reporting to clearly demonstrate impact of collective OFCY programming

Improve collective storytelling

Elevate participant voice

Collective and Comprehensive Storytelling Framework

Now more than ever, we need to demonstrate the collective impact across all OFCY.

OFCY Results-Based Accountability Framework

How Much Did We Do?

- Number of programs funded
- Number of people served
- Number of hours of service
- Who we served (demographics)

How Well Did We Do It?

- Actual compared to projected hours of service
- Actual compared to project number of people served
- Equity assessment (do people served represent communities with most disparities?)
- Participant satisfaction

Is Anyone Better Off?

- What quantity or quality of change for the better did we produce? (number or percent of people with improvement in skills, attitudes, behaviors, or circumstances)
- Participants across OCFY report, display, or demonstrate improvements, such as:
  - Percent (%) of youth participants reporting increased school readiness
  - Percent (%) of parents who report increased parenting skills
  - Number (#) of youth participants who gained paid internship or employment

What is an outcome?

A meaningful and measurable change:

In a child, youth, or parent/caregiver's experience (such as knowledge, skills, behavioral, or condition)

It answers the question:

What is different for the child, youth, or family after participating in the OFCY program? *(in other words, is anyone better off?)*

What is an outcome?

What is *not* an outcome

Activities the Program Does

- E.g., held weekly classes, provided mentoring
- This information describes EFFORT, not IMPACT

Enrollment or Participation Numbers

– This information describes REACH, not CHANGE

This information is important, but it is not an outcome

- What program does = **activities**
- Who and how many people it serves = **outputs**
- How services were delivered = **processes**

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Remember

If it describes a **change** in people's lives, it is likely an **outcome**.

"New" OFCY Outcome Categories

- Belonging and Community Support
- Knowledge Acquisition and Skill Development
- Connections and Access to Resources
- Leadership Development
- Client Satisfaction
- Engagement in School and Academic Support
- Violence Prevention
- Employment and Financial Stability

Informed by OFCY Strategic Investment Plan & Review of Your OFCY Reporting in Cityspan

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Outcome Reporting Framework In Cityspan for FY 25/26

Progress Reports > Q3 & Q4 > Outcomes

NEW

Outcome Category

- Belonging & Support
- Knowledge Acquisition & Skill Development
- Connections & Access to Resources
- Leadership Development
- Client Satisfaction
- Engagement in School & Academic Support
- Violence Prevention
- Employment & Financial Stability
- **OTHER**

Q1

Outcome Description

- Description of your outcome as input by your agency in Q1

Q3 & Q4

Achieved?

- Yes
- No

Strengthening Suggestions

How have you progressed? How do you know?

- Focus on the participant
- Start with the #'s
- A few more data points
- Data source
- Provide details
- Share even when goals aren't met

Key elements of a good outcome

Number of Youth or Families + Change Verb + Area of Change

- **Add a Measurable Number:** 15 of 20 participants, 80% of our participants

- **Helpful verbs:** increase, improve, strengthen, demonstrate, feel, identify

- **Identify Area of Change:** connected to OFCY Outcome Categories
  (Belonging. Knowledge & Skills, Connections & Resources, Leadership, Client Satisfaction, Academic, Violence Prevention, Employment, Other)

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Examples of Measurable Outcomes

- **Example 1 :** 75% of the 150 youth enrolled in our program increased their sense of leadership and confidence by participating in a leadership role *(Leadership Development)*
  - **Measurable Number =** **75% of 150 youth**
  - **Verb :** **increased sense of leadership and confidence**
  - **Identified Area of Change:** **Leadership Development**

- **Example 2:** 25 of the 30 parents surveyed in our program reported they had improved their communication and problem-solving skills. *(Knowledge Acquisition & Skill Development)*
  - **Measurable Number =** **25 of 30 parents surveyed**
  - **Verb :** **improved communication and problem-solving skills**
  - **Identified Area of Change:** **Knowledge Acquisition & Skill Development**

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Small changes
= Large impact
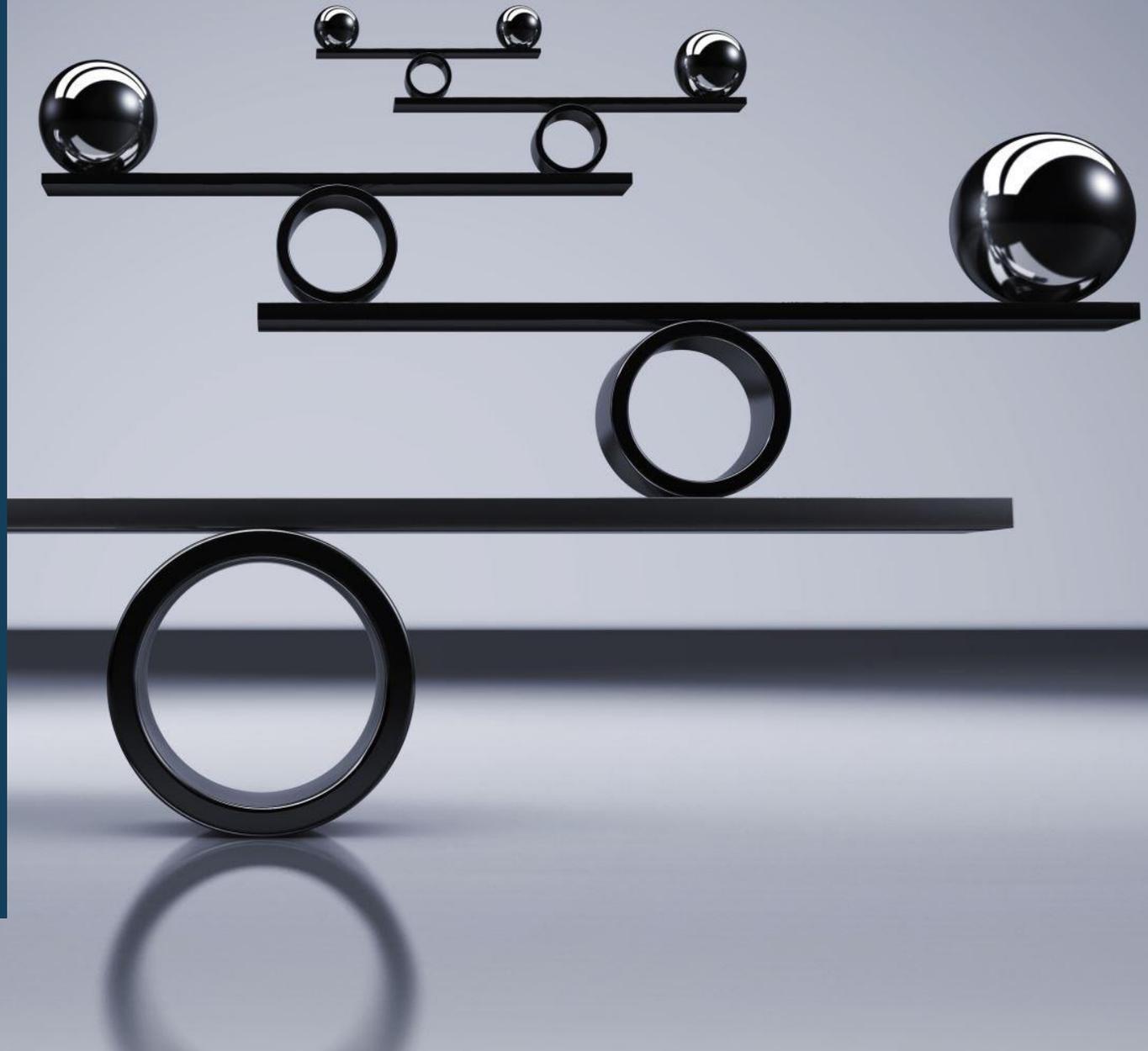
Add denominators & numerators to your percentage

The **denominator** is the *whole* group

The **numerator** is the *part of that group* that demonstrated the change.

Example: 16 out of 20 parents (80%) in our program strengthened their ability to help their children be school-ready by receiving back-to-school supplies.

20 parents in *total* are in your program
- So **20** is the **denominator**

16 of the parents *received* **back-to-school supplies**
- So **15** is the **numerator**

16 of 20 = 80%

Outcome Reporting Framework In Cityspan

Progress Reports > Q3 & Q4 > Outcomes

Outcome Category	Outcome Description	Achieved?	How have you progressed? How do you know?
• Belonging & Support • Knowledge Acquisition & Skill Development • Connections & Access to Resources	• 75% of the parents in our program will strengthen their ability to support	• Yes	• **16 out of 20** parents (80%) in our program **strengthened their ability to**

Add the Details

Reporting Example

75% of our participants reported building positive relationships with their peers.

Strengthening Tips

- Provide the **details** on the numerator and the denominator before the percentage.

- Identify your **data source**

38 of 50 (75%) participants **who took our program survey** reported building positive relationships with their peers

Provide a Measurement Along with the Story

Reporting Example

Over the past year, 6 participants were accepted into a leadership program and other competitive leadership initiatives. We've also seen students step into leadership roles within their schools, with 3 becoming student body presidents.

These successes reflect not just participation in enrichment activities, but real transformation. When younger students witness alumni returning to lead and teach, they are motivated to follow in their footsteps. Our programs are not only building skills, they're building leaders who give back and inspire others.

Youth are increasingly taking initiative, whether by leading group activities, mentoring peers, or participating in specialized programs. Former students now in college return to lead classes in our program, offering real-time examples of growth and leadership in action.

We track progress through participation levels, completed projects, and behavioral changes. Staff have observed increased confidence, improved communication, and a greater willingness among youth to take on responsibilities, speak publicly, and support others. These shifts reflect measurable development aligned with our goals.

Strengthening Tips

- **Start with numbers** (but keep the context).

  In total, **35 youth participated** in our program this year.

  Of the 35, **25 youth (71%) took on leadership positions** within the program, their schools, or their communities. *(Leadership & Development)*

  Examples of leadership accomplishments include XXX…

Formalize Documentation (be creative)

Reporting Examples

We have measured our outcomes by the feedback of our parents through each day they arrive to sign out their kids. We have a practice to communicate each day and talk to the families while they wait.

Strengthening Tips

- **Post a feedback board** at sign-out to collect parent feedback.

We received feedback from **210 parents**.

Of the feedback received, **200 (95%) parents provided positive feedback** about their children's experience in our program *(client satisfaction)*

What if our outcome isn't really an outcome?

- Such as staff training, program activities, which are more like program outputs
- Consider how you can document the direct impact of program activities with participants.

Change an Output (Activity) Into an Outcome

Reporting Example

Our staff worked more closely with students who were behind their grade level in reading and math.

Strengthening Tips

- Provide **details** about *how many* students.

  Staff identified **20 students** who were behind in reading and math.

- Describe the **change for your participants** instead of what staff did.

  Of the **20 students identified** as behind, **15 (75%) received additional support** to **strengthen their reading and math skills.**
  (Engagement in School & Academic Support)

Change an Output (Activity) Into an Outcome

Reporting Example

Outcome description: Youth will have access to participate in the program, which will increase exposure to practice academic skills, including using academic talk stems, making inferences, increasing the ability to understand complex text, and using evidence to make predictions.

Outcome Report:
This goal was met; the program took place once a week for both boys and girls in the program.

Strengthening Tips

- Provide **details** about *how many* students.

  A total of **80 students** participated in our program this year.

- Describe the **change for your participants** beyond the happened.

  80 of 80 (100%) students participating in our program practiced academic skills, **including 50 students who provided academic talk stems.** *(Engagement in School & Academic Support)*

Other Strengthening Tips

- **Identify the source** of your data (especially surveys)
  - Results from our own survey show…
  - Results we received from OUSD surveys indicate…

- **Quotes and stories** are very important!
  - Please report them in your narrative section

- Even if you **don't meet your outcome goal**…
  - Share what information you do have *(that's important too!)*

- The **Other Category** is an option
  - Outcomes that do not fit in the "standard outcome categories" and opportunity for agencies to maintain outcome measures unique to their programs

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Weekly Evaluation Office Hours!

- One-on-one individualized evaluation focused office hours
- Thursdays @ 9am-12pm starting February 26th
- 45 min slots available first come, first serve
- Opportunity to discuss site-specific questions or outcomes
- Sign-up:
  - Today with Lynda!
  - Email Lynda: Lynda@thebridginggroup.com
  - Link to sign-up

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Breakout Group Discussions

- Share additional examples drawn directly from OFCY programs

- Create space for cross-grantee sharing and discussion

- Provide time for Q & A

Transition to Breakouts & Room Instructions

- Breakouts are organized by **OFCY-funded strategy**

- Approximately **40 minutes** are allotted per breakout

- Facilitators will **guide discussion** and **keep time**

- Participation is encouraged by **open discussion or using the chat**

- You will be **placed into rooms** automatically

- If you are in the wrong room, **let a facilitator know**

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Materials, including tip sheets, recordings, and slides, will be emailed after training

Sign up for office hours for additional site-specific support and discussions

Main room remains open for support

What's Next?

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