



**Mission: Creative Youth Development**

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Team Members: Alyssa Clark, Stephen Belyeu, Marcelo Tesón

Website: [creativeaction.org](http://creativeaction.org)

**Measuring What Matters Goal Statement:**

Have steps in place to implement an effective student tracking system that not only benefits the students participation and impact within our program, but allows our organization to visibly see the impact our program is having per student. This data will allow us to engage with students on a very personal level while giving us important information to help us improve our program and utilize the information for fundraising as well.

**Progress achieved to date:**

None (entire company structure has changed)

**What key lessons did your team learn throughout the Measuring What Matters series?**

- Honestly, not many. We are already fluent in digital whiteboards and basic data collection, but our company pivot meant we had to back off of our original goals. Would like to be able to come back to our original goal and dive into data analytics and reporting.

**What challenges or roadblocks did your team encounter along the way? How were these addressed, or how do you plan to address them moving forward?**

Our team got majorly sidetracked during Covid – our entire company pivoted to a completely new business model of delivering digital instruction. Our focus has been on marketing, building our customer base, and making sure our internal production workflow is helpful for our team to create content. In other words, we've shifted from being an after-school program company to a small multimedia production house.

Our data collection goals have pivoted from tracking students in our original after school model to collecting data on interaction with our virtual platform and marketing outreach. Part of our servicing during this time is tied by fulfilling a content that is structured by grants and TEA.

In the future, we would like to maybe use data to get a better understanding of how people use our digital offerings and track perhaps we're offering something no one wants and don't need to spend time on it, perhaps we are ignoring a highly-wanted piece of content.

**Looking Ahead**

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**Next steps toward achieving our evaluation and data goals:**

Reassess data collection goals and needs from scratch once Covid crisis has abated and we have a sense of what our company will look like in 2021 and beyond.

We have a lot of ways of gathering data but not just one person or role that is streamlined with uniformed way of retrieving data. When we are able to transition to our regular program model we will need to start with creating a uniform system.

# CREATIVE ACTION

Using data to spark and support the academic, artistic, and social-emotional learning of young people in Central Texas

Alyssa Clark  
Stephen Belyeu  
Marcelo Tesón



# ABOUT

## CREATIVE ACTION

### OUR MISSION

We spark and support the academic, social, and emotional development of young people.

### OUR VISION

We believe when youth develop their creativity, compassion, confidence, and critical thinking skills, and build meaningful connections with peers and positive role models, they become successful adults who thrive in their careers and relationships and contribute to their communities.

# OUR ORIGINAL GOALS

- Consistent data tracking of students
- Using data to "find" stories that we can use for grant reporting
- Student tracking when kids leave and enter program in order to maintain contact with teachers who connected with them
- Recruiting for older programs (teens, The Bridge, etc)

# HOW COVID CHANGED OUR APPROACH



All in-person programming was suspended indefinitely



All part-time staff (aka all of our working Teaching Artists) were furloughed indefinitely



Full-time staff job descriptions were completely changed in order to accommodate new models



Creation of "Creative Action Together," an online service providing enrichment to young people



A basic fight for survival of the company by pivoting to a new model

# DATA IN THE AGE OF COVID



## IMPERMANENCE

We don't know what will exist of this new program if/when we are back



## METRICS

Figuring out how our content is actually reaching young people is not a top priority



## MONEY

Subscriptions, although imperfect, can tell us if things are working



## OTHER FACTORS

Screen fatigue, parental fatigue, all contribute to outcomes in ways we can't measure yet



## WAITING

Once in-person programming resumes and we can see what the company actually looks like, THEN we can go all in on data

# THANK YOU

CREATIVE ACTION

# TOGETHER

virtual arts enrichment for ages 5-11



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