

Overview

Youth Center Profile

- Boys & Girls Clubs of Toledo
- Toledo, Ohio
- 4 locations serving 6,000 youths

Major Funding Sources

- United Way of Greater Toledo
- Boys & Girls Clubs of America
- C.O. Miniger Foundation
- Local fundraising

Program Needs

- Satisfy funder requests for impact data
- Track attendance at each center
- Track attendance in select programs
- Aggregate data from all sites

KidTrax Adoption

- July 2005

Key Benefits Gained

- Outcome measurement for funders
- Activity recording and reporting
- Online surveys for polling members
- Time data to aid early arrival campaign
- Easy data compilation across all sites
- Automated fee management

Quote

"KidTrax has enabled both the office and our unit staff to better quantify how many kids we serve and how many hours we serve them. This has helped us provide funders with the impact statistics they want as well as allowing us to better evaluate our performance."

— Stan Lewandowski,
Director of Administrative Services



From Daily Attendance to Surveys, Raffles & Grants, KidTrax Plays Starring Role in Toledo Youth Clubs

When the Boys & Girls Clubs of Toledo (BGCT) adopted the KidTrax ID card scanning and reporting system in 2005, the initial objective was to collect detailed attendance data to share with existing funding sources. Once the system was in place, however, it became clear that KidTrax could do far more. In just the first year, BGCT managers used the program's online survey tool to secure member feedback on a variety of issues. They used daily attendance records to stage raffles based on member arrival time as a means of increasing average daily attendance. The data has also enabled the agency to analyze each center's performance, adjust programming, and apply for new grants.

Digging Deeper

BGCT serves 6,000 youths from age 7 to 18 through four sites. Administrators adopted a computerized membership and attendance tracking system in 1985, but that custom-built application lacked the ability to gather detailed statistics on individual program and facility usage or aggregate data from all four locations. "More and more, funding sources are asking for more than raw numbers. They want impact statistics," notes Stan Lewandowski, Director of Administrative Services. "We needed to know things like how many hours the kids are in the building, and we couldn't do that with our existing system."

Scan, Track, Report

KidTrax solved the problem. Member attendance is now tracked using barcoded ID cards that are scanned every time a member enters or leaves a youth center. Daily attendance, program activity participation, demographic information and survey feedback for all sites is maintained in a Web-based database, with over 200 presentation-ready reports. The system went live in 2005 along with MoneyTrax, an add-on fee management module. The \$3,500-per-club investment for KidTrax software, one front-door scanner and online training, plus \$1,100 per club for MoneyTrax, was funded by a grant from the U.S. Department of Justice to the Boys & Girls Clubs of America.

What's Your Opinion?

For BGCT, one of the first benefits of KidTrax stemmed from using the SurveyTrax module to analyze a 2005 attendance decline at summer camp. After the session, one-third of attendees took a 12-question online survey on BGCT computers about their experiences. The feedback led the agency to replace an aging restroom/shower facility, increase water activities, and improve the hiking program. It also gave a thumbs-up to the camp food. "That's extremely valuable information," Lewandowski says. A separate survey conducted in conjunction with the local United Way measured attitudes toward school, including members' two hardest classes. BGCT has used the results to help leaders of Power Hour, the agency's homework help program, tailor extra-credit work to members' needs.

About KidTrax®

KidTrax is a comprehensive web-based youth and membership tracking system that combines ID cards, scanning technology, a middleware connection to school district databases, reporting, and a variety of other tools to assist in tracking, managing and analyzing participation in youth programs. The system automatically logs time and attendance information by scanning special ID cards when members enter and leave a facility, eliminating paper sign-in sheets and manual compilation. Reports identify key usage patterns to aid in program development and documentation for funding requests.

About nFocus Software™

nFocus Software is the leading provider of tracking, testing and training products for the public sector with over 3,500 customers worldwide. The company's KidTrax product is the #1 youth tracking and membership management system. Customers include Boys & Girls Clubs, Police Activities Leagues, The Salvation Army, U.S. Army, GEAR UP and Weed & Seed programs.

nFocus Software™

6245 N. 24th Parkway
Suite 100
Phoenix, AZ 85016
602.954.9557 phone
602.954.9559 fax
sales@nFocus.com
www.nFocus.com

Raffle Rewards for Early Arrival

BGCT has also used KidTrax to help drive a hoped-for 6% increase in average daily attendance intended to keep members off the street and out of trouble. That goal, in turn, is tied to a capacity-building grant received through the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. On four consecutive weeks in the spring of 2006, the agency raffled off Best Buy gift cards to members who arrived by 5:30, 5, 4:30 and 4, as determined by the time they scanned their KidTrax ID cards. The following month, BGCT raffled off a flat-screen TV to members who attended at least 15 days during the month, again as determined by KidTrax data. "We wouldn't have had the information we needed to run these raffles without KidTrax," Lewandowski points out.

New Data, New Grants

Another benefit has been the ability to apply for grants requiring highly specific information on club usage that the agency previously was unable to document. One example is the State of Ohio's Temporary Assistance for Needy Families (TANF) program. That grant application required data on the number of needy youngsters participating in the clubs' Power Hour homework program. After adopting KidTrax, BGCT was able to scan Power Hour attendance into the system, filter by a special code assigned to members eligible for TANF funds, and tally the numbers with a click. That yielded a \$60,000 grant that BGCT didn't have before. "We're tracking different things for different funders, ranging from how many kids use our computer labs to how many participate in leadership development," says Lewandowski. "This is opening the door to new funding opportunities."

Internal Program Evaluation

KidTrax has also proved to be a valuable tool for monthly monitoring of attendance and usage patterns at all four BGCT sites. Using KidTrax's point-and-click reports, managers at monthly program evaluation meetings can examine everything from daily traffic to how many members have completed the NetSmartz Internet safety program developed jointly by the Boys & Girls Clubs of America and the National Center for Missing and Exploited Children. If club attendance is down or participation in a given activity is too low, the agency investigates to determine whether schedule adjustments or other changes need to be made. In the same manner, KidTrax reports provide detailed club performance and member demographic data to the BGCT board and United Way of Greater Toledo, the agency's major funder.

Accountability Aid

This ability to capture, maintain and analyze precise membership and attendance data has become as essential to BGCT as the club facilities themselves. "It used to be good enough to say, 'We're a Boys & Girls Club, the kids are here after school, and that's obviously a good thing.' Now both board members and funders are asking for hard data, and KidTrax allows us to give it to them," Lewandowski says. "All it takes is a click to know that 75 kids spent 300 hours in community service, 450 members participated in our Keystone Club for leadership development, or 800 kids spent 1,000 hours in our Power Hour homework program during a given period of time. We can also get a membership breakdown by age, race, gender, household income and so on. KidTrax is a quantum leap forward in terms of enabling us to access the information we need to do our job."