

Customer First Evaluation: JUMPSTART

Survey Opportunity Q1 2022

Summary

JUMPSTART is providing clear value to the participants that they engage with resulting in strong performance on the Net Promoter Score and Net Transformation Score. In fact, although the results are based on a relatively small sample, JUMPSTART participant responses indicate that on both the Net Promoter and Net Transformation scores JUMPSTART is **within the top tier** of organizations we have evaluation data for.

Participants, as a whole, are doing better than the American population overall on measures of flourishing across all dimensions, although there are some opportunities still that might lead JUMPSTART to focus their engagement or find other partners to come alongside.

Felt Transformation

We asked participants “On a scale from 0-10, how has your engagement with JUMPSTART transformed your life for the better?” This question is designed to help us understand whether it is more or less likely that we have made a significant difference in a person’s life. A response of “0” indicates that they feel there has been “no change” and a response of “10” indicates that they feel that JUMPSTART helped them achieve a “significant and lasting change” in their lives.

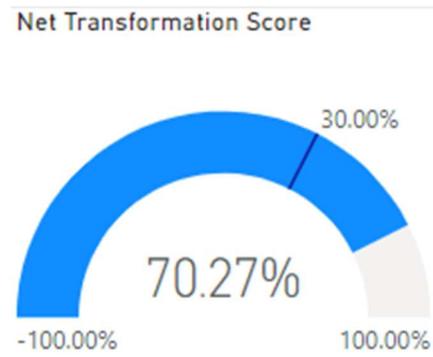
We then classified each response using the following categories:

- Transformed: Responded with a 9 or 10. These individuals have likely experienced significant change they would attribute to working with JUMPSTART.
- Unknown: Responded with a 7 or 8. These individuals may have experienced change they would attribute to JUMPSTART, or they may not have.
- No Change: Responded with a 0-6. These individuals are unlikely to have experienced significant change they would attribute to working with JUMPSTART.

JUMPSTART respondents felt very strongly that their engagement has helped them to make significant and lasting change in their lives.

37 individuals responded to the Net Transformation question, with 28 of them (75.7%) responding with a 9 or a 10.

This score of 70.27% falls on a scale of -100% to 100% and we customarily consider a result of 30% or better to be excellent for non-profit organizations.



We should note that due to the sample structure, it is likely that the ratings provided here are higher than they would be if we were able to survey all individuals that JUMPSTART had engaged with. We would recommend integrating this question as part of the ongoing engagement that JUMPSTART has with its participants at a consistent interval after engagement.

Experience

We believe that the experience a participant has with an organization is a significant and important factor in understanding its performance.

We asked respondents the Net Promoter Score question, a tool that has been in use across the for-profit and non-profit sectors for over 20 years. The question asks participants "On a scale from 0-10, how likely are you to recommend JUMPSTART to a friend in your situation?" This question assumes that individuals are only likely to refer others that they care about to the organization if their experience was satisfactory.

Each response is scored individually as one of three categories.

- Promoter: Responded with 9 or 10. Individuals in this category are assumed to have had a good experience and are likely to refer individuals in their network who might benefit from participation with this organization.
- Passive: Responded with a 7 or 8. Individuals in this category may be promoters or detractors depending on their mood. Because of variability in response, we avoid making strong assumptions about whether they are truly likely or unlikely to recommend this organization to others.
- Detractor: Responded with a 0-6. These individuals are assumed to have had several issues with their experience or otherwise found it to be less useful than they had expected. They are unlikely to recommend the organization to a person in their network.

JUMPSTART did very well on this question.

Customarily a score of 30% or better is considered to be good on the Net Promoter Score, with world class organizations demonstrating score of 50% or higher.

37 people responded to this question and 35 of them responded with a 9 or 10. This is an exceptional response and indicates that the respondents felt strongly that they had a good experience with the organization.

We should note that due to the sample structure, it is likely that the ratings provided here are higher than they would be if we were able to survey all individuals that JUMPSTART had engaged with. We would recommend integrating this question as part of the ongoing engagement that JUMPSTART has with its participants at a consistent interval after engagement.

Net Promoter Score



Flourishing

Every organization in the social sector is trying to help people to flourish in some way, but rarely has the opportunity to listen to how people would rate their own lives.

In this survey, respondents were asked to answer the 2 questions relevant for one of the 6 dimensions of the Harvard Flourishing Measure. Those Dimensions are:

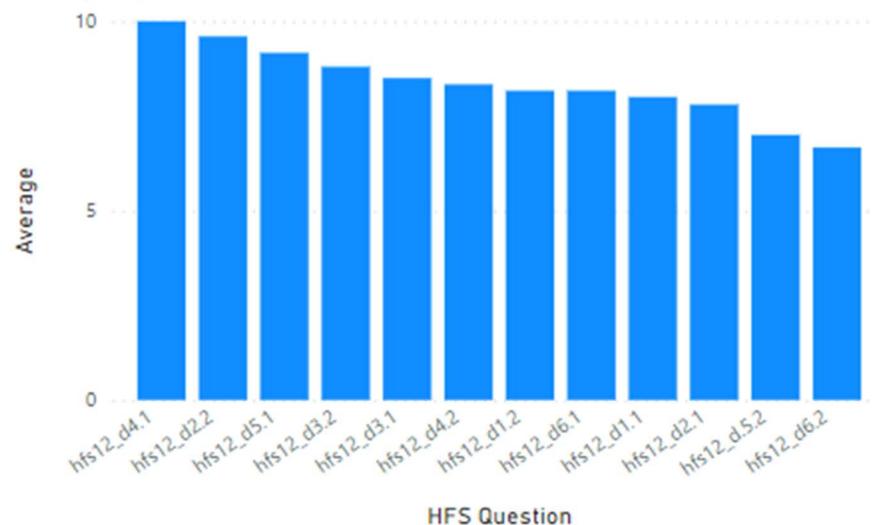
- 1) General Happiness & Well-being
- 2) Mental & Physical Health
- 3) Meaning & Purpose
- 4) Character & Virtue
- 5) Close Social Relationships
- 6) Financial & Material Stability

Overall, average responses across respondents were strong. We saw particularly positive indications in:

- Character scored 10.00 (Q4.1)
- Mental Health scored 9.6 (Q2.2)
- Friendships & Relationships 9.17 (Q5.1)
- Purpose scored 8.8 (Q3.2)

As a group there were two areas that might merit further attention. Those were:

Average by HFS Question



- Safety, food, & housing scored 6.67 (Q6.2)
- Relationship Satisfaction scored 7.00 (Q5.2)

This matches up with what participants said in their verbatim feedback where they consistently listed employment, budgeting, and social connections as areas that they would like continued support on.

We would recommend continuing to use this or another measure of human flourishing as a component of how you understand participant growth and needs throughout the duration of your engagement with them. We would also further recommend that in future iterations we ask all 12 questions of each participant to ensure that we have an individually representative sample. That will allow us to better build comparison between how they are feeling, the change in that over time, and the NPS/NTS scores.

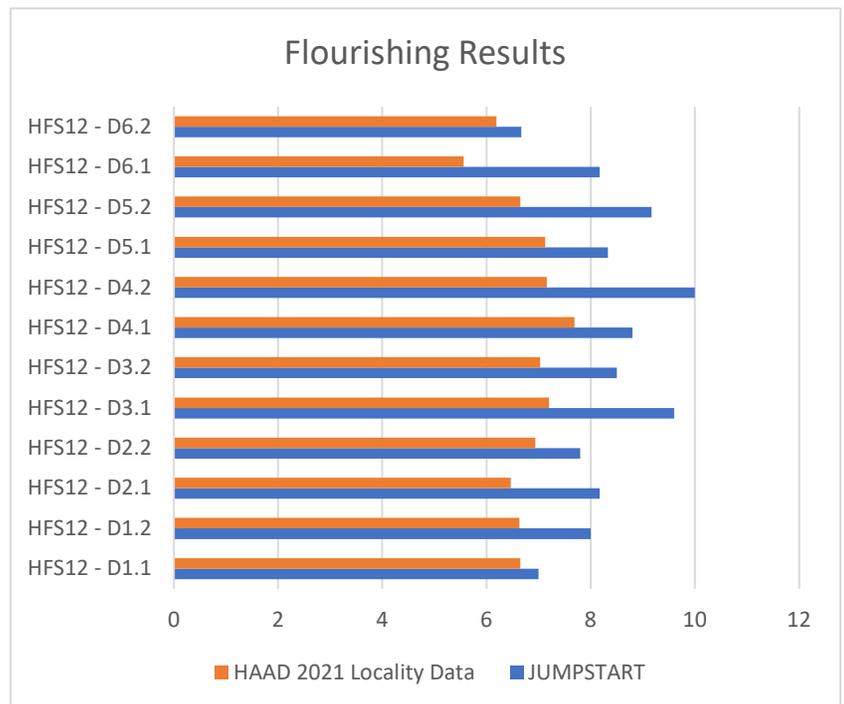
Comparison

The Stand Together Foundation has used the Harvard Flourishing Scales on a series of large surveys in addition to our work with Catalyst partners. As a part of our analysis of the results, we compared JUMPSTART respondent’s average results with over 20,000 responses collected at the end of 2021.

In order to draw the most appropriate comparison data, we restricted the results from that large survey to those that fit the appropriate age brackets to reflect the individuals who responded from JUMPSTART’s participant pool.

Some key observations:

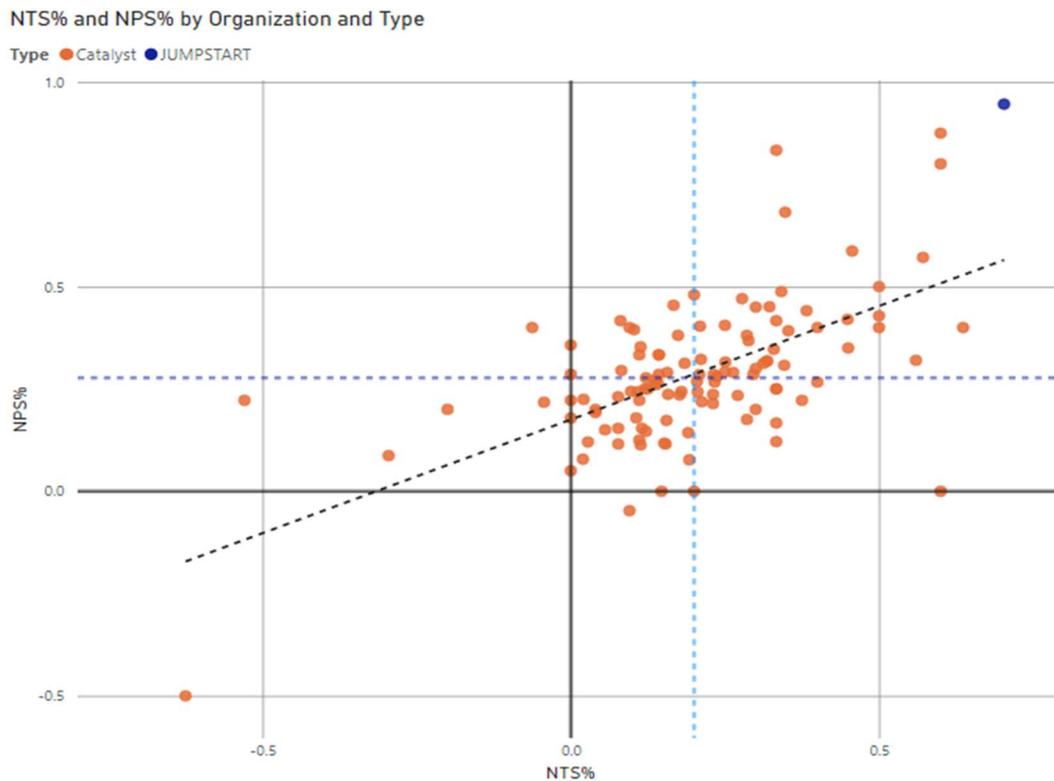
- JUMPSTART respondent average scores are universally higher than the average American’s.
- This is most pronounced in the **Meaning & Purpose** and **Character & Virtue** dimensions of the Harvard Flourishing Scales.
- JUMPSTART respondents are most similar to Americans generally in their financial stability & overall happiness.



As part of the national survey work, we also asked respondents about their experiences with over 100 Catalyst organizations. Individuals who indicated that they had engaged with one or more of the Catalyst partners listed in the last 3 years were asked to complete the Net Promoter and Net Transformation scores for each of those organizations.

Although these responses are not a direct application of the toolset with a controlled population in the way that our work with individual organizations is, they provide a good comparison to begin seeing how each new organization compares.

The chart below breaks down the results for each organization on that survey alongside the ones that JUMPSTART generated during this survey project. The blue/purple dotted lines represent the 30% mark that is the generally expected “good” rating for both questions. The black line shows the trend line defining the general relationship between transformation & experience.



JUMPSTART compares very favorably with the ratings respondents gave on this panel survey, placing JUMPSTART **at the top** end of our distribution.

It also appears that individuals had a better experience than similarly transformative organizations would have based on the distribution of results.

We should consider these results directional due to the constraints on our sample for JUMPSTART and the difference in the way respondents engage with a panel survey as opposed to the direct outreach that we conducted. That being said, this is a strong positive indication that JUMPSTART is making a

strong difference for the people they work with that place them in the class of truly transformative non-profits.

Verbatim Insights

We analyzed the results of our verbatim questions and identified the following themes.

- **Spirituality was key:** Respondents felt that the connection that they had built to God through their work with JUMPSTART was essential in helping them to accomplish the growth and connection that they have.
- **People want to pay it forward:** Many respondents wanted to find opportunities to re-engage with other individuals who are still in prison, to share their stories and find ways to pay it forward and help more people to grow beyond their pasts.
- **Job Opportunities are still a struggle:** A consistent theme in verbatim responses was a desire to find more ways to connect to meaningful job opportunities. It may be that there are opportunities to diversify the job connections that JUMPSTART is already helping people make, or otherwise learn more about where their participants are still struggling.
- **Practical application so financial education:** Many people listed financial education as having been valuable, but still wanted to work more on how to practically apply that education in their lives to the specific goals that they are working towards.
- **Credentials:** This ranged from educational certifications to something as simple as a driver's license, helping them to connect to and secure the credentials they need to be successful seems like a consistent theme.
- **Transportation:** Several participants referenced difficulties securing transportation as a key barrier for them. This starts from the moment that they are leaving jail/prison where they may be struggling to find a ride, all the way to the difficulties experienced getting to interviews or work.

Next Steps

Stand Together Foundation is excited to continue partnering with JUMPSTART in helping to illuminate their vision through measurement. Some potential next steps are:

- Scheduling time to conduct another survey sometime in the future.
- Integrating some of these survey tools into their ongoing measurement work.
- Connecting results like this to other performance metrics.
- Incorporating financial information to build a unit cost estimate.

These are just the beginning. If you have thoughts about how you would like to work with us to better understand your success with the people, you work with let us know!

Appendix

Results

Data Type	Value
Respondents	44
Complete Responses	33
Partial Responses	11
Average Duration	26 minutes
NPS Promoters	35
NPS Passive	2
NPS Detractors	0
NTS Transformed	28
NTS Passive	7
NTS Unimpacted	2
NTS+NPS Transformed Promoters	28 (63.6%)
HFS Scores	
HFS12 – D1.1	8.00
HFS12 – D1.2	8.17
HFS12 – D2.1	7.80
HFS12 – D2.2	9.60
HFS12 – D3.1	8.50
HFS12 – D3.2	8.80
HFS12 – D4.1	10.00
HFS12 – D4.2	8.33
HFS12 – D5.1	9.17
HFS12 – D5.2	7.00
HFS12 – D6.1	8.17
HFS12 – D6.2	6.67

Tools

Harvard Flourishing Scales

Dimension	Questions
General Happiness & Well-being	HFS12 - D1.1 HFS12 - D1.2
Mental & Physical Health	HFS12 - D2.1 HFS12 - D2.2
Meaning & Purpose	HFS12 - D3.2 HFS12 - D3.1
Character & Virtue	HFS12 - D4.1 HFS12 - D4.2
Close Social Relationships	HFS12 - D5.1 HFS12 - D5.2
Financial & Material Stability	HFS12 - D6.1 HFS12 - D6.2

Item Name	Item Text	Question Type	Response Range	Low Text	High Text
HFS12 - D1.1	Overall, how satisfied are you with life as a whole these days?	Rating	0-10	Not at all Satisfied	Completely Satisfied
HFS12 - D1.2	In general, how happy or unhappy do you usually feel?	Rating	0-10	Extremely Unhappy	Extremely Happy
HFS12 - D2.1	In general, how would you rate your physical health?	Rating	0-10	Poor	Excellent
HFS12 - D2.2	How would you rate your overall mental health?	Rating	0-10	Poor	Excellent
HFS12 - D3.1	Overall, to what extent do you feel the things you do in your life are worthwhile?	Rating	0-10	Not at all Worthwhile	Completely Worthwhile
HFS12 - D3.2	I understand my purpose in life.	Rating	0-10	Strongly Disagree	Strongly Agree
HFS12 - D4.1	I always act to promote good in all circumstances, even in difficult and challenging situations.	Rating	0-10	Not True of Me	Completely True of Me
HFS12 - D4.2	I am always able to give up some happiness now for greater happiness later.	Rating	0-10	Not True of Me	Completely True of Me
HFS12 - D5.1	I am content with my friendships and relationships.	Rating	0-10	Strongly Disagree	Strongly Agree
HFS12 - D5.2	My relationships are as satisfying as I would want them to be.	Rating	0-10	Strongly Disagree	Strongly Agree
HFS12 - D6.1	How often do you have to worry about being able to meet normal monthly living expenses?	Rating	0-10	Worry All of the Time	Do Not Ever Worry
HFS12 - D6.2	How often do you worry about safety, food, or housing?	Rating	0-10	Worry All of the Time	Do Not Ever Worry

Net Promoter Score

On a scale from 0-10, how likely are you to recommend [Organization] to a friend in your situation?	Rating	0-10	Not at all likely	Extremely Likely
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Net Transformation Score

On a scale from 0-10, how has your engagement with [Organization] helped you transform your life for the better?	Rating	0-10	Not at all	In a significant, lasting way
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