**2025 Newark SYEP Data Strategy Plan**  
*Prepared by: EBEC | Director of Data Collection, Reporting & Analysis*

**OVERVIEW**

This Data Strategy Plan outlines the structure, tools, and timeline for collecting, analyzing, and reporting data for the 2025 Newark Summer Youth Employment Program (SYEP). The strategy ensures full alignment with program goals, Newark Youth One Stop Career Center expectations, and funder reporting requirements (e.g., NJ DOL, Communication Foundation of NJ).

Our approach balances rigorous data collection with a participant-centered design, ensuring high engagement and actionable results.

**I. INSTRUMENTS & TOOLS**

**A. YOUTH PARTICIPANTS**

* **Pre-Program Survey**
  + Separate versions for *General SYEP* and *NextGen Leaders*
  + Captures demographics, work readiness, financial literacy, personal development, and career goals
* **Post-Program Survey**
  + Mirrors pre-survey with growth indicators, program satisfaction, career development, and future plans
* **Workshop Reflections & Checklists** (select sessions)
  + Mini surveys after orientation/development days (Google Form/QR)
  + Measures engagement, retention of concepts, and skill confidence
* **Exit Reflection Form**
  + Guided journal-style tool during final week to support narrative growth tracking

**B. EMPLOYERS**

* **Pre-Program Employer Survey**
  + Gauges expectations, mentoring readiness, and support needs
* **End-of-Program Employer Survey**
  + Captures observations of youth development, satisfaction with support, and future recommendations

**C. PARENTS/GUARDIANS**

* **Pre-Program Parent Survey**
  + Measures awareness, support readiness, concerns, and interest in workshops
* **End-of-Program Parent Survey**
  + Assesses observed growth in their child, communication experience, and future engagement interest

**D. FACILITATORS**

* **Facilitator Session Feedback Log**
  + Collected after each workshop (via link/QR)
  + Captures youth engagement, observed struggles, and content clarity
* **End-of-Program Facilitator Survey**
  + Provides feedback on curriculum, youth development, training experience, and improvement ideas

**II. COLLECTION TIMELINES**

**PHASE 1: PRE-SUMMER** (JUNE–EARLY JULY)

* General SYEP & NextGen Pre-Surveys (Orientation Week)
* Employer Start Surveys (Before youth placements)
* Parent Pre-Surveys (During/after orientation)

**PHASE 2: MID-SUMMER** (JULY–EARLY AUGUST)

* Youth Workshop Reflections (select development sessions)
* Facilitator Logs (weekly or post-session)

**PHASE 3: END-OF-SUMMER** (MID-AUGUST TO SEPTEMBER)

* General SYEP & NextGen Post-Surveys (Last development session)
* Employer End-of-Program Survey
* Parent End-of-Program Survey
* Youth Final Reflection Form
* Facilitator End-of-Program Survey

**III. DATA COLLECTION FORMATS**

* **Platform:** Typeform for all major surveys (youth, employer, parent)
* **Linked Tools:** Google Sheets (live export + segmented dashboards)
* **QR Codes:** Printed and displayed at orientation, events, and in digital comms
* **Text/Email Reminders:** For post-surveys and follow-up forms

**IV. DATA BY STAKEHOLDER GROUP**

**YOUTH (1,400+ total)**

* Pre- and Post-surveys (General vs. NextGen)
* Reflections and workshop logs
* Exit goal-setting and feedback journal

**FACILITATORS (~28 total)**

* Session feedback logs
* End-of-program survey

**EMPLOYERS (approx. 90–120 sites)**

* Start-of-program expectations survey
* End-of-program performance and recommendation survey

**PARENTS (~900+)**

* Pre-survey during orientation
* End-of-program family impact feedback

**V. ANALYSIS & REPORTING**

* **Weekly Monitoring Dashboards** (internal)
  + Youth survey participation status
  + Facilitator feedback trends
  + Flagged issues or program concerns
* **Monthly Analysis Snapshots** (for Newark Youth One Stop)
  + Participation trends by age group
  + Early feedback themes and engagement insights
* **Final Reports (August–September):**
  + Internal Improvement Report (youth outcomes + recommendations)
  + Public Impact Report (for Workforce Board & funders)
  + One-page visual summaries for parents and employers

**VI. STAFF RESPONSIBILITIES**

| **Role** | **Tasks** |
| --- | --- |
| Director of Data | Strategy, survey revision, dashboard oversight, reporting |
| Comms Director | Text/email pushes, QR code graphics, Typeform layout |
| Program Mentors | Ensuring survey administration & youth compliance |
| Workshop Leads | Distribute reflection forms, support check-ins |

**VII. STRATEGIC OUTCOMES**

* Align SYEP with NJDOL/funder expectations
* Capture transformational youth stories + measurable growth
* Improve year-over-year programming through data-driven recommendations
* Strengthen Newark’s model for community-based youth employment programs