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CREATING POSITIVE OUTCOMES

AKRON AREA YMCA 2009–2012
OUTCOMES REPORT



THIRD PARTY ANALYSIS OF AKRON AREA YMCA 2009–2012 OUTCOMES REPORT

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BACKGROUND

The Akron Area YMCA offers numerous programs that provide valuable services to individuals and families in the community. The Y understands the importance of evaluating programs, especially from the client or end user's perspective. They have done an excellent job of creating valid and reliable program evaluation tools and consistently used these measures to track results over the years. The results and trends generated by this data have successfully been used to examine and adapt programs as needed.

The Y feels it is important for an independent third party to analyze the body of current data (2009–2012) in order to (1) validate the work and (2) identify any trends or concerns emerging from the data. To this point, Dr. Bill Hauser has volunteered on a pro bono basis to review the Y's outcome results.

REVIEWER'S CREDENTIALS

Dr. Hauser has over three decades of professional experience in market research with for profit companies and program evaluation analysis for non-profit organizations. As a tenured faculty member in the Department of Marketing in the College of Business Administration at the University of Akron, he was responsible for all marketing research and marketing analytics courses. He was one of the founders of both the Taylor Institute for Direct Marketing and the Suarez Applied Marketing Research Laboratories in the



College of Business Administration serving as the Director of the Suarez Laboratories until recently. Currently he is the Interim Assistant Dean and Director of Graduate Programs in Business at the university.

“The data suggests the YMCA provides its constituent customers with numerous benefits across all of their programs.”

Hauser has a PhD in Sociology and has performed numerous program evaluation studies over the years. These endeavors have ranged from monitoring the desegregation efforts for the St. Louis (MO) Board of Education through numerous projects for small not for profit organizations in the Northeast Ohio area.

METHODOLOGY

Hauser reviewed the YMCA's surveys and raw data and summarized reports for each program. He found the survey questions to be valid and reliable measures to evaluate respondent perceptions of a given program. This review covered data for each program for the 2009–2012 timeframe.

SUMMARY OF FINDINGS

The data suggests the YMCA provides its constituent customers with numerous benefits across all of their programs. For each of the statements in each of the surveys the overwhelming majority either agreed or strongly agreed with the statement or benefit.

Respondents perceive the childcare programs to be very beneficial to their participating child's development. This perception has grown over the four year period.

Parents' favorable perceptions about the benefits of the Akron Rotary Camp programs, while very high, have declined slightly from 2009–2012. The teen program/teen campers' perceptions of benefits have declined substantially from 2009–2012. This comes after gains in 2010 and especially 2011. The 2012 data should be analyzed in depth to see whether there was a dramatic change in perceptions or this was just a reporting phenomenon.

The Phoenix School, as might be expected, had lower overall agreement percentages than any of the other programs. This is most likely due to the uniqueness of the program. It is important to note that the YMCA staff rate the students' receipt of the benefits lower than the parents who, in turn, rate them lower than the actual participating students. Whether this is a function of the actual program or varying levels of response bias, especially with the students, will require more in-depth research with each constituent group.

Respondents rated the perceived benefits of family involvement in a YMCA health, physical education or recreation program highly. With the exception of 2011, the percentages across each of the benefits demonstrated an upward trend.

Respondents also positively perceived the benefits of their own or their child's involvement in a YMCA health, physical education or recreation program. The agreement percentages are extremely high and have remained so over the four year period.

It must be noted that program participants have been known to have high levels of positive responses because some individuals perceive they should provide positive responses (social desirability response bias) and others just answer the questions by selecting the same responses in order to quickly complete or “get the survey over with” (acquiescence response bias). The YMCA's targeted interviews have produced participant impact stories that support and add depth to the scaled survey responses.



AKRON AREA YMCA

MAIN OFFICE

ASSOCIATION SERVICES OFFICE

50 S. Main Street, Ste. LL 100
Akron, Ohio 44308
330 376 1335

MEMBERSHIP BRANCHES

FIRESTONE PARK YMCA

350 E. Wilbeth Road
Akron, Ohio 44301
330 724 1255

GREEN FAMILY YMCA

3800 Massillon Road
Uniontown, Ohio 44685
330 899 9622

LAKE ANNA YMCA

500 W. Hopocan Avenue
Barberton, Ohio 44203
330 745 9622

RIVERFRONT YMCA

544 Broad Boulevard
Cuyahoga Falls, Ohio 44221
330 923 9622

UNIVERSITY PARK YMCA

477 E. Market Street
Akron, Ohio 44304
330 434 9622

WADSWORTH YMCA

623 School Drive
Wadsworth, Ohio 44281
330 334 9622

PROGRAM BRANCHES

EAST AKRON YMCA

110 Goodyear Boulevard
Akron, Ohio 44305
330 784 0408

NORDONIA HILLS YMCA

8761 Shepard Road
Macedonia, Ohio 44056
330 467 8366
330 650 6144

YMCA-VORIS COMMUNITY LEARNING CENTER

1885 Glenmount Avenue
Akron, Ohio 44301
330 690 9744

CAMPS

YMCA CAMP Y-NOAH & FIRESTONE EQUESTRIAN CENTER

815 Mt. Pleasant Road
Clinton, Ohio 44216
330 896 1964
877 GOT CAMP



AKRON ROTARY CAMP

4460 Rex Lake Drive
Akron, Ohio 44319
330 644 4512

EARLY CARE & EDUCATION CENTERS

A Y'S PLACE

380 Mineola Avenue
Akron, Ohio 44320
330 836 7435

BETHANY CENTER

1235 Broad Boulevard
Cuyahoga Falls, Ohio 44223
330 940 2500

CASCADE VILLAGE

210 East North Street
Akron, Ohio 44304
330 983 5573

FAMILY ENRICHMENT

910 Eller Avenue
Akron, Ohio 44306
330 785 0164

HOPE DAY CARE

647 E. Market Street
Akron, Ohio 44304
330 434 5900

NORTH HILL

10 W. Tallmadge Avenue
Akron, Ohio 44310
330 762 7678

WYDACA

1250 W. Exchange Street
Akron, Ohio 44313
330 864 3560

