

Using Research and Evidence to Design Next Generation Anti-Poverty Programs

Sinead Keegan

Center for Economic Opportunity

NAWRS/NASTA Workshop 2012

About the Center

■ Center for Economic Opportunity

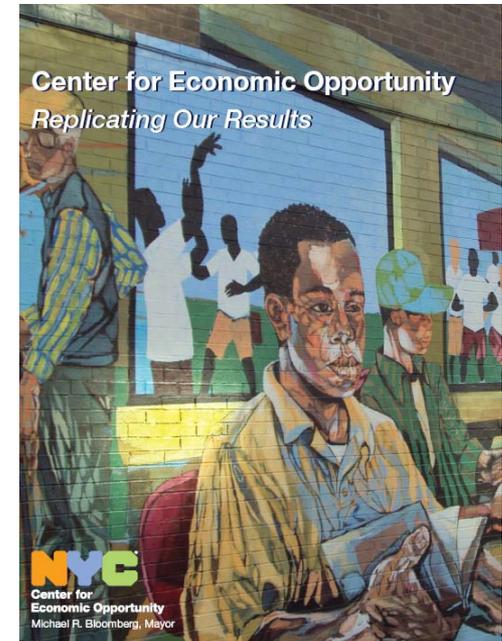
- Established by Mayor Michael R. Bloomberg to implement, monitor, and evaluate the City's new anti-poverty programs.

■ Innovation Fund

- \$100 million public-private partnership.
- Supports the implementation of CEO's anti-poverty initiatives and pilot programs.
- Funds the monitoring and evaluation of programs.

■ Commitment to Evaluation

- All program outcomes tracked.
- Program-specific evaluation strategies developed.
- Evaluation products include early implementation reviews, analyses by program area, and several long-term evaluations.
- Partners include agencies, MDRC, Westat, and Metis.



CEO releases annual reports on program and policy initiatives.

CEO Objectives and Approach

■ Identify Successful Anti-Poverty Programs

- Implement new programs in collaboration with multiple City agencies.
- Utilize strong internal and external evaluation teams to review programs, identify best practices, and gauge success.
- Base future funding decisions on program results.
- Share best practices and lessons learned.

■ Develop New Measures & Policies

- Pursue an alternative to the outdated federal poverty measure.
- Use lessons learned to inform future policy recommendations.

■ Expand Pilots to Build a National Body of Evidence

- **Family Rewards**: Conditional Cash Transfers to reduce current and future poverty.
- **Jobs-Plus**: Place-based employment initiative for public housing residents.
- **Project Rise**: Education-conditioned internship.
- **SaveUSA**: Savings program linked to the tax refunds.
- **WorkAdvance**: Sector-focused workforce training and advancement program.

How CEO Works: Collaboration

■ Center for Economic Opportunity

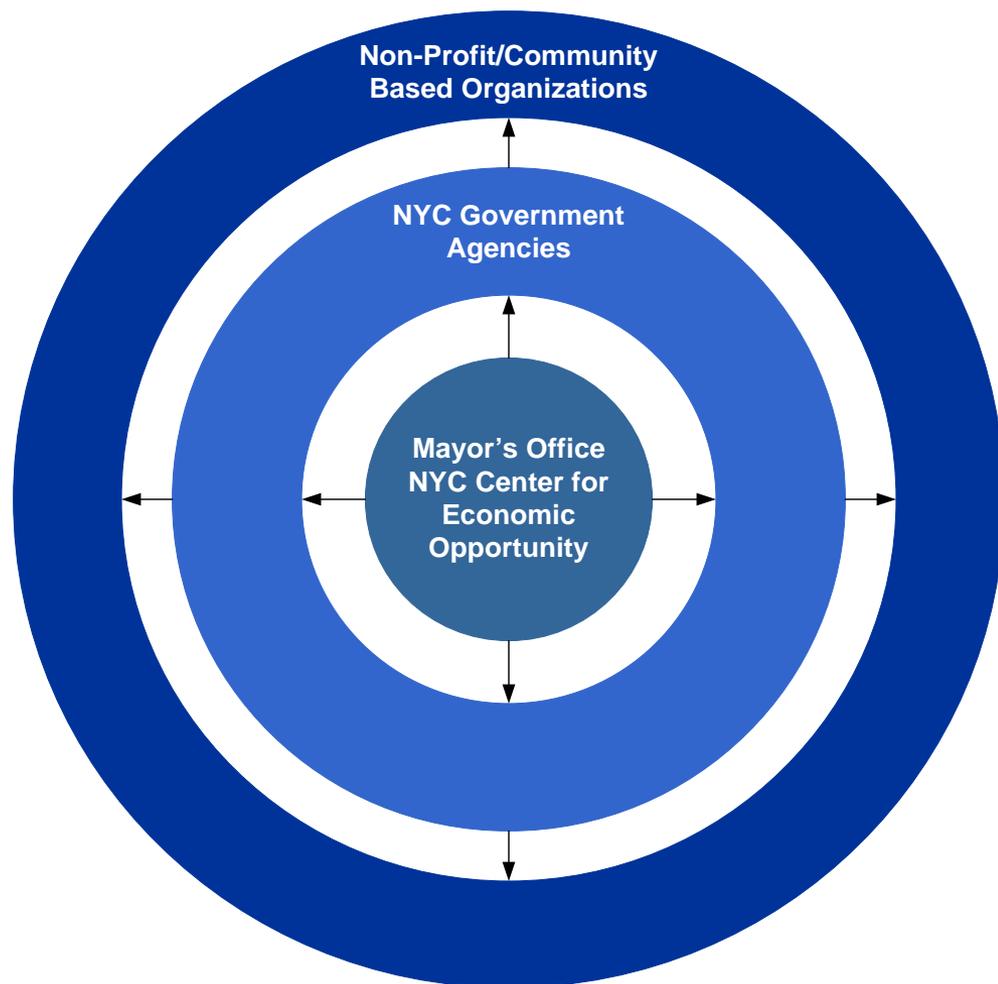
- Funding, program design and development, implementation, evaluation, and policy

■ Agencies

- Management of contracts and providers, and program implementation

■ Providers

- Direct service providers, recruit participants, and deliver services.



CEO Evaluation

- **All Programs Assessed**
- **Program-specific Evaluation Strategies Based on**
 - Data Availability
 - Implementation Status
 - Timing of Expected Outcomes
 - Knowledge of Intervention
 - Strength of Program Model
 - Level of Investment
- **Types of Assessment**
 - Routine Management
 - Early Implementation / Outcome Study
 - Program / Topic Specific Study
 - Rigorous Evaluation
- **Evaluation Partners**
 - External Evaluators: Westat, Metis Associates, MDRC
 - City Agencies
 - In-house Evaluation Team

Federal Social Innovation Fund Overview

■ The Corporation for National & Community Service

- A federal agency that engages more than five million Americans in service through Senior Corps, AmeriCorps, and Learn and Serve America.
- Leads President Obama's national call to service initiative, United We Serve.
- Manages the Social Innovation Fund Awards.

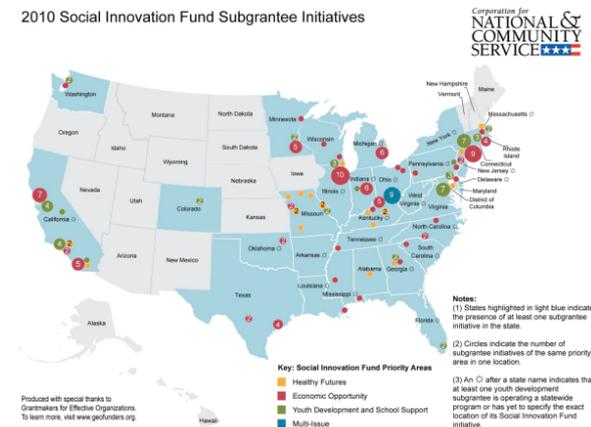


United We Serve

■ The Social Innovation Fund Grant

- Established by the 2009 Edward M. Kennedy Serve America Act, a new public-private investment vehicle designed to identify and replicate effective solutions to critical challenges.
- Approximately \$140 million has been awarded to 20 intermediary organizations nationwide, to be matched 1:3 by private funds.

2010 Social Innovation Fund Subgrantee Initiatives



CEO Social Innovation Fund Overview

■ A Unique Opportunity

- In July 2010, CEO, in partnership with the Mayor's Fund to Advance NYC, was awarded a \$5.7 million Social Innovation Fund grant.
- Grant are replicating five innovative anti-programs in **New York City** and seven other cities: **Cleveland, OH; Kansas City, MO; Memphis, TN; Newark, NJ; San Antonio, TX; Tulsa, OK; and Youngstown, OH.**

■ The Mayor's Fund SIF Collaborative

- **The Mayor's Fund to Advance New York City:** A nonprofit organization designed to support public programs and enhance NYC's ability to serve its residents through joint ventures between philanthropy and city government.
- **MDRC:** A nonprofit education and social research organization that develops and evaluates bold new ideas aimed at improving the well-being of low-income individuals.
- **DCA's Office of Financial Empowerment:** A government initiative that educates, empowers, and protects low-income New Yorkers so they can build assets and make the most of their financial resources.

SIF Programs Overview

A five-year \$85 million national pilot

- **Workforce Development**
 - Supporting training, job retention, and career advancement
- **Youth Development**
 - Re-engaging adolescents who are not at work or in school
- **Asset Development**
 - Helping low-income individuals maximize their resources
- **Conditional Cash Transfer**
 - Incentive-based strategies which reward individuals that meet targets

Building A National Body of Evidence

■ Evaluation of Programs

- MDRC is evaluating all five programs, including three with random assignment.
- By working together, the cities are testing whether programs can be adapted locally and whether program models have national relevance.

■ Influence Public Policy & Federal Practice

- SIF programs selected for their effectiveness and potential to inform policy.
- Partners interested in improving services and re-shaping agency policy.
- CEO has engaged a range of stakeholders eager to share lessons learned, including local governments, non-profit providers, foundation representatives, and policy makers.
- Best practices are shared through CEO's SIF Learning Network, which convenes partners and stakeholders, and disseminates program findings.

SIF's Policy Impact to date

- Jobs-Plus, a public housing-based employment program with real results, is funded in the President's HUD budget
- Treasury interested in SaveUSA, a tax-time savings program
- Saver's Bonus legislation very similar

For More Information, visit nyc.gov/ceo

The screenshot shows the website for the NYC Center for Economic Opportunity. The browser address bar displays <http://www.nyc.gov/html/ceo/html/home/home.shtml>. The website header includes the NYC logo and the text "Center for Economic Opportunity". A navigation menu lists "Residents", "Business", "Visitors", "Government", and "Office of the Mayor". A search bar is located below the header. The main content area features a large NYC logo and the text "Center for Economic Opportunity". A sidebar on the left contains a search bar and a list of menu items: Home, About the Center, News & Events, Social Innovation, Reports, Programs & Policy, Evaluation, Poverty Research, YMI, Get Involved, and Contact the Center. The main content area displays a news item titled "Mayor Bloomberg Appoints Kristin Morse CEO Executive Director" dated June 18, 2012. Below this is a "YOUNG MEN'S INITIATIVE" logo and a news item titled "RFP Released: DigitalWork NYC" dated August 7, 2012. A "USEFUL LINKS" section is located at the bottom right of the page.

Center for Economic Opportunity - Windows Internet Explorer
http://www.nyc.gov/html/ceo/html/home/home.shtml
File Edit View Favorites Tools Help
Center for Economic Opportunity
Search | Email Updates | Contact Us
Residents | Business | Visitors | Government | Office of the Mayor
NYC Center for Economic Opportunity
Sign up for e-mail updates
Search
Home
About the Center
News & Events
Social Innovation
Reports
Programs & Policy
Evaluation
Poverty Research
YMI
Get Involved
Contact the Center
Printer Friendly
Email a Friend
Mayor Bloomberg Appoints Kristin Morse CEO Executive Director
June 18, 2012
Mayor Michael R. Bloomberg today appointed Kristin Morse to succeed Veronica M. White as the Executive Director of the Center for Economic Opportunity. Ms. Morse has been with CEO since 2007 and currently serves as CEO's Deputy Executive Director. Ms. White, CEO's founding Executive Director, will be replacing Adrian Benepe as the Commissioner of the Department of Parks and Recreation.
Press Release
CEO Staff Biographies
About CEO
RFP Released: DigitalWork NYC
August 7, 2012
The NYC Economic Development Corporation is seeking qualified consultant(s) to design, launch and implement DigitalWork NYC pilot as part of LINK (Leveraging, Innovations and our Neighborhood in the Knowledge economy) initiatives. DigitalWork NYC combines classroom computer training and online work
USEFUL LINKS
NYC.GOV/ACCESSNYC
BENEFIT INFORMATION, ONE PLACE
Get the EITC
NYC Service
Local and National Impact
CEO Fifth Annual Report
The CEO Poverty Measure, 2005-2010
A Working Paper for the NYC Center for Economic Opportunity
April 2012
The CEO Poverty Measure, 2005-2010

Sinead Keegan

SIF Program Coordinator

CEO and Mayor's Fund to Advance NYC

SKeegan@cityhall.nyc.gov

212.788.2153