



2011 Program Evaluation

Youth Survey

MAM conducted a survey of our 541 most active participants (99% African-American; 77% from fatherless homes) in 2011 in which individual results were anonymous. All of the surveyed youth have been active for at least one year in our programs and are having at least three contacts a week with MAM staff members. Here are the results of the survey:

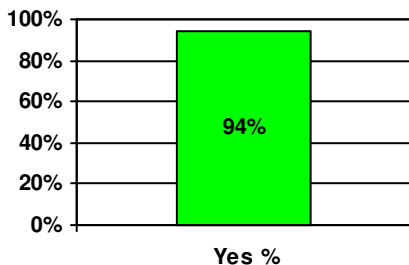
- ❖ **96% planned to attend college-** With a graduation rate of only 62% in Memphis City Schools (TN Education Report Card), we believe it is vital that our youth have hope for the future. Clearly the MAM youth are thinking in positive terms about their future.
- ❖ **66% attended church regularly-** Nationally only 42% of Americans regularly attend church. MAM youth are 1.6 times more likely to attend church than the national average.
- ❖ **53% had participated in community service projects-** While we have no comparable statistics, we believe that this percentage of youth giving back to their community is significant.
- ❖ **Significantly lower drug/alcohol/tobacco use-** MAM participant's drug, alcohol and tobacco use was 70%, 61% and 65% lower than the Memphis average (National Youth Risk Behavior Survey).
- ❖ **Lower incidence of fighting-** MAM participants have 12% lower incidence of fighting in school.
- ❖ **93% reported that MAM staff was above average-** Hiring, training and retaining a compassionate, engaged youth staff has always been a major emphasis for MAM.
- ❖ **95% reported that participating in MAM activities has made them a better person-** When asked the areas in which they had seen a difference, our youth reported these as the top areas of improvement:

<u>Area of change</u>	<u>Positive Difference %</u>
Have better attitude towards adults	73%
Show more personal responsibility	67%
Have better attitude towards peers	62%
Am happier	62%
Pray more often	57%
More physically fit	56%
New healthy relationships	56%
Better attitude toward school	56%

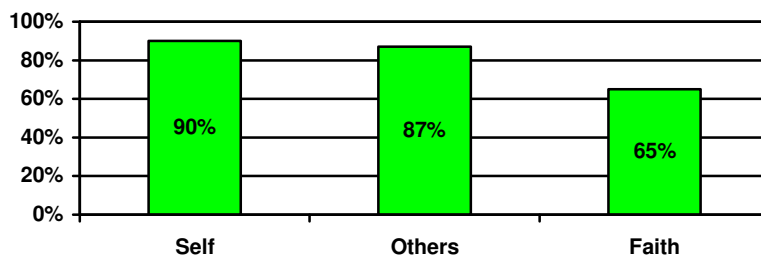
Parent Survey

The following charts show the results from 375 community league parents surveyed in 2010 (parents have been surveyed every year since 2005). MAM believes that the parent is the most likely person to see behavioral changes in their son or daughter so parents are asked whether participating in MAM activities made a positive difference in their child.

*Positive Difference in Child**



*Areas of Positive Difference**



The areas of positive difference and the percentage of parents noting the area are as follows:

<u>Area of change</u>	<u>Positive Difference %</u>
Physically fit	69%
Happier	56%
New, healthy friendships	50%
More personal responsibility	48%
Better attitude towards adults	48%
Better attitude towards peers	47%