

OPPORTUNITY YOUTH FOCUS GROUP KEY FINDINGS

1) What are the features of a successful reengagement program?

- Must be flexible (hours, programs, transportation)
- Must provide options and choices
- Must emphasize self-empowerment
- Must be clear about the end goals; must be clear about how and when support begins and ends
- Teachers must be caring and genuinely committed to students' success
- Teachers must understand students' unique backgrounds, barriers and circumstances

2) What is the best way to spread the word? (yellow are top suggested)

Do

- Word of mouth
- Website
- Posters/fliers at:
 - Transportation sites (bus stops, bus ads, transit centers)
 - Libraries
 - Community Centers
 - Drop in sites/shelters
 - McDonalds
 - Schools
 - Malls
 - Coffee shops w/ Wifi
 - Laundromat

Don't

- Have people text
- Show up at their door

3) Who should we train to spread the word?

- Young people who have graduated from the program
- Young people who have succeeded despite a similar background
- People who are straightforward, real and genuine; people who understand the community

Three focus groups were conducted during winter/spring of 2014 by youth, with youth – with support from United Way of King County and SOAR. Focus groups were conducted at three locations: King County Youth Advisory Council, iGrad, and PSKS.

4) What type of message should we put on a poster?

Do

- Messages that are positive and future-orientated
- Messages that emphasize self-empowerment
- Messages that emphasize choice
- Messages that value the individual
- List all of the program options
- Use multiple languages

Don't

- Messages that are authoritative (“Go back to class”)
- The word dropout
- Messages that are demanding (“Denver wants YOU!”)
- Messages that imply you’re already failing—and will continue to be fail—unless you attend the program

5) What are some examples of good logos/messages (yellow are top suggested)

- Second chance at education
- Take your education into your own hands
- This is your educational opportunity
- I deserve the right to shape my future/education
- Shape your future
- Tap into your potential
- Second chance at graduating
- Second chance at going to college
- Education is a journey: join us?
- It’s never too late to graduate

6) What type of images should we put on the poster?

Do

- Have a big and bold logo
- Make sure the poster is really colorful
- Include a co-ed, racially diverse group of happy, smiling people
 - Have an image related to education (e.g. Graduation cap or backpack)

Don't

- Use a picture of one person
- Have the person look sad
- Use “cheesy” graphic images
- Use images that don’t relate to the message (e.g. a basketball or lips)
- Use a hand or pointing finger

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