Analysis of your data –
What in the world do you do now?

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Developing evaluations and metrics of success are areas that most non-profit organizations are lacking. Of the organizations that have established some type of effectiveness measure, an in depth and statistically accurate research study likely has not been conducted by a qualified researcher and PhD. If you do have some sort of an evaluation, when it is looked at closely, the study cohort is likely small, and if looked at a little closer, the statistical validity is likely flawed. These circumstances make it difficult to create a large enough collection of data to deduce any well-supported conclusions. On the other hand, organizations with sound, in-depth evaluations are truly on the cutting edge and will almost always receive funding when requested. As such, the gathering and interpretation of data is essential to support programs, grant reporting, fundraising, agency practices, and policies.

Having an abundance of data is not very helpful if the quality of the data is poor, or if in depth analysis is not conducted on the data. This will ultimately minimize successful outcomes and severely limit funding opportunities available to you. So, how do you know that the information you are collecting (if you are even collecting data) is being obtained in the most ideal manner? While you can likely crunch a few numbers and produce some basic stats, in order to bring your organization much further and into a realm that will be light years above others in your industry, you must have an in depth analysis of your data. Dr. Sarah Scarbrough will analyze your data in ways you likely never realized were possible.

Dr. Sarah Scarbrough, an accomplished researcher that can be been seen on the White House ONDCP website and in several newspapers and magazines, will work closely with your organization to produce an in depth evaluation and analysis. She can help you determine the factors associated with your success and the factors associated with your failures. Variables that predict success and failure will be identified. The clients most likely to succeed and those most likely to fall behind will be determined. All of this information, and much more, can help you fine-tune your programs, expand operations, increase your success, and more greatly appeal to funders (or retain current funders).

Data Analysis and Outcome Studies

As a standard research component of Dr. Scarbrough's work, you will receive a detailed report of a 12 and/or 24-month outcome study (or longer if you desire). While all reports will include the basics, there is a great deal of additional information that you can opt for, which will enhance your messaging and your justification for assistance, and add to your legitimacy.

Based on the needs of your organization, and the level of service you contract with Dr. Scarbrough, your written report can include the following:

- Introduction, to include discussion of the problem at hand, the community problem being addressed, and why your organization is essential to your community;
- A literature review of pre-existing statistics and studies that outlines the literature and theories contributing to the field of knowledge;
- Outline of research methodology that summarizes how and why the research was conducted;
- An overview of program demographics and functions, as well as a profile of clients;
- A program assessment of whether the desired goals and objectives are being met;
- Information relating to the program's success and a justification for financial support;
- Description of why (or why not) the program is successful;
- Explanation for the predictors to client success (and failure) and program success (and failure). This will determine the most and least important factors associated with your success;
- Discussion of enhancements to make your organization more successful. This will include specific areas that funding should be sought for and a specific justification of why, which can be given to donors asking them to fund this particular area;
- Secondary data analysis and discussion of effective practices found in other programs. This section will include a comparison of this program to other programs, in order to develop a best-practices model;
- The conclusion will include a summary of the above discussions, and also include recommendations of how your program can be enhanced to ensure even greater successes in the future.

Your organization and its programs can be studied in the following manners:

- **Quantitative data** – analysis will solely include the use of numbers to develop statistics. Quantitative data will include analysis of surveys, statistics, and other information gathered by the organization. Examples of information that could be analyzed includes:
  - Grades/school absences/educational level
  - Characteristics (age, gender, race)
  - Family structure
  - Recidivism data
  - Addiction details (length of use, substance of choice)
  - Arrest information

- **Qualitative data** – interviews and quotes will be analyzed in order to explain the population served, give an understanding of the individuals served, and explain the phenomenon being discussed (i.e. addiction) from the point of view of those served, staff, board, etc.
    - Qualitative data will include narrative analysis (done by Dr. Scarbrough) developed through interviews. Dr. Scarbrough will work close with the staff and field personnel to ensure the correct information is being gathered.
- RECOMMENDED: **Mixed methods approach** - incorporates qualitative (interviews and quotes) and quantitative (numbers and statistics) analysis. The advantage of using mixed methods is that is produces a greater understanding of your organization and program(s), and their effectiveness. It further clarifies the quantitative portion and the statistics presented in that section. While often not glamorous, qualitative analysis puts a voice to the numbers and reveals the "gritty reality" of program participants live, and at the same time, an understanding of how they describe their world.
- **Secondary data analysis** – includes the analysis of pre-existing studies of other programs, in order to compare rates and statistics of various similar programs. This can lead to the development of best practices and evidence based models, as well as further appealing to funders (especially foundations).
- **Infographic** – creation of graphic visual representations of the study results. The cutting edge and unique technique provides a visual enhancement of the data produced from the study (see below for an example of an infographic from one of Dr. Scarbrough's studies).

Examples of outcomes Dr. Scarbrough will create for you:

- Basic demographic data: The men had a mean age of 34 and the majority (86 percent) were African American. The largest percent had attended some high school (32 percent). Most commonly, they were incarcerated for a non-violent felony (47 percent) and had been incarcerated between one and seven times over an average span of almost six years.
- Quantitative correlations: In determining which variables correlate to recidivism, it was found that arrest record (number of times arrested), treatment type (either KLM or Belief), and crime committed were highly correlated to the likelihood of recidivating.
- 3 most significant variables found in predicting recidivism include: (1) number of times in jail – the more times in jail, the more likely to recidivate, (2) what type of crime committed –category 1 is more likely to recidivate, and (3) how long they have been released – the longer release, the more likely to recidivate.
- Someone who has been to jail one time has a 2 to 4% percent likelihood to recidivate. However, after they have been incarcerated for more than 2 times, the percent rises to 75%.
- Conclusion: In order to improve these already successful results, there are three areas that the program should focus on for an even greater success rate. The first and most important focal area is on those men who are being incarcerated *for the first time*.

Of those sampled,

Someone who has been to jail one time

has a 2 to 4% percent likelihood to recidivate.

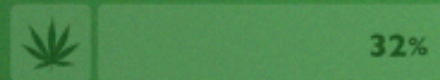**However,** if they have been incarcerated more than **2 times...**

that percentage rises to 75%.

Does the CRIME FIT?

The most prevalent crimes committed by the men involved in the study included but was not limited to the following:
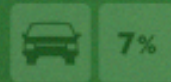
Drug Crimes

32%

Stealing / Theft

15%

Results showed that inmates convicted of the following crimes were more likely to recidivate:

- Assault
- Drug pos. w/ intent to distribute, cocaine
- Driving charges
- Drug distribution, heroin
- Drug pos. w/ intent to distribute, general
- Drug pos. w/ intent to distribute, marijuana
- Drug possession, marijuana
- Drug possession, cocaine
- Drug possession, heroin
- Drug possession, pills
- Drug distribution, cocaine
- Drugs (no details)
- Eluding police
- Failure to register
- Hit and Run
- Murder
- Not paying child support
- Probation Violation
- Reckless driving
- Shoplifting
- Stealing a car

Probation / Parole Violations

12%

Driving Violations

7%

Illegal Firearm Possession

5%

THE TIMING of Recidivism

Simply put, the longer a member of the study sample was out of jail, the more likely it was for them to recidivate.

28%
of those who had been out for 1.5 to 2 years recidivated.

40%
of those who had been out for 2 to 2.5 years recidivated.

REFUGE & Recovery

Residence in KLM's recovery house following release from jail proved to be a significant deterant to recidivating. Those men finding refuge in the home had a 5% lower chance of recidivating.

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