

Project Leads:

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Project Phases

- Quantitative analysis of SMS survey data + program data
- Consultation with Participant Advisory Council (PAC) (N=7)
- Qualitative interviews with current participants (N=14)

Additional Results

1. Over a 3.5 year period (between August 15, 2016 and February 6, 2020), 24,517 texts were sent to 6,852 participants at 18 sites.
2. 54 percent of these text messages received a response from CEO participants with variation by question and type.
3. Participant characteristics were typically not predictive of responding to text messages.
4. The PAC and interviewees expressed a diversity of ideas, preferences, emotions, and thoughts with regard to feedback at CEO.

Organizational Response

- New opportunities for peer mentoring and alumni engagement are currently being piloted.
- New mechanisms for providing feedback and sharing experiences were introduced.
- New dashboards were deployed to systematize follow up mechanisms for texts that receive a negative response.

Next Steps for CEO

- A/B testing having texts come from a specific person at CEO and A/B test different timing of text messages.

This study analyzed data from 9,500 returning citizens that have provided feedback on their experience at CEO since 2015.

Responding to a feedback text was associated with 5 to 15 percentage point increased likelihood of:

- Employment at 90-days
- Employment at 180-days

A similar significant relationship existed whether the feedback was **positive** or **negative** (5-10 percentage points).

Closing the research loop with the Participant Advisory Committee led to specific improvements to CEO's feedback system and related engagement strategies.

Take a picture using QR Code to learn more about the participatory research process and the PAC's recommendations



**Center for
Employment
Opportunities**

Organization Mission

CEO's mission is to provide immediate, effective, and comprehensive employment services exclusively to individuals who have recently returned home from incarceration. CEO currently operates in 32 cities across 12 U.S. states. This year, CEO will enroll over 9,000 participants and help create over 4,500 job placements.

Sector

Workforce Development: transitional jobs, job coaching, job placement, and job retention support services

Population Served

CEO serves men and women who are recently returning home from prison and who are on parole or probation supervision. 90% of CEO participants are men, 56% have no previous work experience, 53% have one or more children, and 87% do not have education beyond a GED.

Fund for
Shared Insight