

EARN Outcomes Measurement Project

Overview for ASC Webinar

June 2009

About EARN

EARN is a Bay Area nonprofit founded in 2001

- Matched savings programs
- Financial management training
- Alumni products and services
- Public policy
- Research

Key statistics

- One of largest IDA providers in nation – over 2400 accounts opened
- \$9M in total savings
- \$3.5 invested in assets



Outcomes Evaluation Background

2002 -- 2006

- Enrollment data (employment, assets & liabilities, income, goals, demographics)
- Analysis around matched savings in quarterly reports
- Customized database developed

2007

- Design evaluation that would build off existing infrastructure/data and measure long-term outcomes
- Incorporate both qualitative and quantitative measures as well as feedback for EARN
- Maximize efficiencies and seek to minimize costs

2008

- Evaluation launch

2009

- Initial analysis – Q4
- Transition to new database system



Outcomes Evaluation Design Process

- (1) Hired consultant for design
 - Understood EARN
 - Expert in field
 - Engaged in talks at national level about outcomes measurement for asset building work

- (2) Utilized existing technology* (custom, Web-based) and planned for 10% FTE dedicated to implementation

- (3) Developed logic model and measurement tools

Tools and Measures

Enrollment Process (EARN data)

(collected at entry)

- Employment Info
- Income Info
- Assets and Liabilities
- Existing accounts
- Goal statements

Credit Report Collection (Credit Report)

(sample; collected at entry; updated after 24 months)

- FICO
- Total debt

Savings Account Monitoring (EARN Data)

(collected monthly)

- Account balance
- Account activity (deposits, withdrawals)

Asset Investment/Withdrawal

(collected at withdrawal or closing)

- Use toward goal
- Reasons for noncompletion

EARN Annual Survey (L-survey)

(collected at entry and annually for 3+ years; also used as pre- and post- for coaching work)

- Update employment, income and assets and liabilities info
- Update use of public services and programs (including EITC)
- Knowledge levels
- Perceptions of EARN
- Confidence
- Trust



Tool: Credit Report

Sample size: 50 per year (10% sample)

How: Partnership with Credit Builder's Alliance
(www.creditbuildersalliance.org)

- Transunion
- Research only (no counseling)
- Nominal fee
- Trimerge, B2B, soft inquiry

Frequency: Repeated after 24 months

Analysis: First results in 2010

Tool: Longitudinal Survey

Process:

- (1) Baseline at entry (paper; English, Spanish, Cantonese)
- (2) Follow-up surveys (annually on quarterly basis by email and mail; incentives utilized)

Key Issue Areas Covered:

- (1) Knowledge (credit, investing, insurance, home buying, small business, etc)
- (2) Confidence/Empowerment (financially and personally)
- (3) Financial Behaviour (savings, investing, use of financial institutions, use of insurance, planning)
- (4) Civic Engagement (volunteering, voting and related activities)
- (5) Trust (of EARN and financial institutions in general)
- (6) Stress indicators (levels of financial stress, specific economic events (eg, job loss), ability to pay for financial emergency)
- (7) Economic Status (employment, income, assets, debts)
- (8) Use of Public Programs
- (9) Perceptions of EARN

Lessons Learned

Technology is critical

- EARN is changing systems

Must have organization-wide buy-in and support

- Internal champion AND buy-in from staff
- Reinforce importance when staff changes
- Dedicated resources
- Working group

Strong incentives are important

Question design – make sure you are accurately targeting your market

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Introduction of Panelists

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EARN