



# Oklahoma Association of Youth Services

The  
Oklahoma Association of  
Youth Services  
  
TSET Successful Futures  
  
FY 2024 September Report  
  
Powered by the Tobacco  
Settlement Endowment  
Trust's Healthy Futures  
Initiative

## Table of Contents

<b>Executive Summary .....</b>	<b>4</b>
1. Tobacco Prevention .....	5
2. Healthy Lifestyles .....	5
3. Character Education .....	5
4. Life Skills .....	5
<b>Evaluation Plan .....</b>	<b>6</b>
<b>Community Partnerships.....</b>	<b>6</b>
<b>Where We Are.....</b>	<b>7</b>
<b>Data and Impact Assessment.....</b>	<b>8</b>
<b>Data Highlights for Counties with Populations &lt; 50,000.....</b>	<b>8</b>
1. Overall Growth .....	8
2. Significant Monthly Increases .....	8
3. Steady Engagement .....	8
4. Emerging Engagement .....	8
5. Diverse Distribution .....	8
6. Assessment Opportunity .....	8
7. High Impact Activities .....	8
1. High Relative Participation .....	9
2. Impact of Local Efforts .....	9
3. Community Integration.....	9
4. Resource Distribution.....	9
5. Scaling Strategies .....	9
6. Evaluating Success.....	9
7. Visibility and Accessibility .....	9
1. Total Contacts .....	11
2. Monthly Trends .....	11
3. Location-Specific Engagement .....	11
4. Inconsistencies in Engagement.....	11
5. Growth Opportunities .....	11
6. Seasonal or Event Impact .....	11
7. Resource Effectiveness .....	11

**Overall Youth Engagement ..... 12**  
**Number Of Children Receiving Character Education ..... 13**



Meeting with the Superintendents of Choctaw and Nicoma School District and counselors. I was able to present our services to the district.



..... 15

**Tri-City Youth and Family Services is a great example of the amazing work performed across the state through the TESET Successful Futures initiative. It is the program's intent to more robustly present statewide success stories so that our communities stories can be heard. .... 15**

**Key Considerations ..... 15**

1. Knowledge Transfer ..... 15
2. Cultural Assimilation ..... 15
3. Relationship Building ..... 15
4. Program Continuity ..... 16
5. Role Familiarization ..... 16
6. Resource Management..... 16
7. Performance Optimization ..... 16
8. Decision-Making Proficiency ..... 16
9. Strategic Planning ..... 16

**Moving Forward ..... 16**

1. Evaluate and Adapt the Training Process ..... 16
2. Strengthen Program Delivery ..... 16
3. Expand Community Engagement ..... 16
4. Data-Driven Decision Making ..... 17
5. Enhance Monitoring and Evaluation ..... 17
6. Boost Participant Recruitment..... 17
7. Increase Program Visibility..... 17

<b>8. Facilitate Idea Sharing and Professional Development .....</b>	<b>17</b>
<b>9. Address Zero-Activity Sites .....</b>	<b>17</b>
<b>10. Plan for Scalability and Sustainability .....</b>	<b>17</b>
<b>11. Emphasize Character and Life Skills Education .....</b>	<b>17</b>
<b>Conclusion.....</b>	<b>17</b>

## **Executive Summary**

Greetings All,

During the September 2023 reporting period, the Oklahoma Association of Youth Services (OAYS) made progress in fostering positive transformational changes for children, youth, families, and communities across Oklahoma. The month was marked by continuous efforts to expand and enhance our initiative, and we are excited to provide a detailed update on our journey.

The Oklahoma Association of Youth Services' TSET Successful Futures initiative is leading the charge in creating a robust safety net of support within local communities. Through dedicated agency partners, they are working tirelessly to enhance protective factors and reduce risk factors for children and youth. These efforts ensure that young individuals in these communities have the support and resources they need to thrive. Their unwavering commitment is paving the way for a brighter, healthier future.

The data collected from the recent reporting period provides a robust quantitative foundation highlighting a marked increase in service provision by the Oklahoma Association of Youth Services' TSET Successful Futures initiative. This uptrend serves as a positive indicator of the program's expanding reach and offers an analytical forecast of sustained progress throughout quarters two to four.

Upon closer examination, the numbers reveal a multifaceted growth trajectory. Increased service provision suggests that the program's strategies effectively resonate within the communities, leading to enhanced engagement and participation. This escalation in services likely reflects successful outreach efforts, improved program offerings, and a responsive adaptation to the community's evolving needs.

Moreover, the optimistic insights derived from this data are not merely circumstantial but are indicative of a well-orchestrated plan coming to fruition. The strategic initiatives implemented in the preceding months yield tangible results, setting a precedent for Q2-Q4.

As we look at the remaining quarters, the analysis suggests a promising trajectory expected to build upon the solid groundwork laid in Q1. The anticipation is not only for a quantitative increase in service provision but also for qualitative enhancements that will supplement opportunities for children and youth in the community. We are excited about the current progress and its implications for the continued success of the TSET Successful Futures program.

A pivotal part of our endeavors continues to involve the commitment of our participating agency partners. These partners assiduously implemented the core learning areas underpinning the Successful Futures initiative. These continue to include:

1. **Tobacco Prevention:** Continued efforts were made to educate youth on the hazards of tobacco use, promoting a tobacco-free lifestyle.
2. **Healthy Lifestyles:** Our partners focused on inculcating a culture of wellness by emphasizing nutrition and encouraging participation in physical activities.
3. **Character Education:** The programs aimed at fostering integrity, responsibility, and empathy among the youth.
4. **Life Skills:** The initiatives equipped participants with essential decision-making, communication, and problem-solving skills.

We continue to align these core goals intentionally and strategically with the Search Institute's 40 Developmental Assets framework. By doing so, we expect to create a robust safety net of protective factors across the state. This alignment ensures that our initiatives address immediate concerns and contribute to Oklahoma's children and youth's long-term development and well-being.

We will continue to move forward with the mission of empowering participants with resilience, skills, and character traits essential for thriving in a dynamic world. In summary, September 2023 was a testament to OAYS's commitment to continuous improvement and positive impact. Continuing our collaborative efforts, we will forge a path toward healthier, more successful futures for Oklahoma's children and youth.

We remain ever-hopeful for the successful future of our children and youth statewide!



Dr. Peter John A. Messiah  
Executive Director/CEO  
Oklahoma Association of Youth Services

## **Evaluation Plan**

Our partnership with the University of Oklahoma Health Sciences Center for evaluating the Successful Futures Program continues to be a source of refreshing planning as we cooperatively strive to encapsulate the program delivery through outcome identification and analysis appropriately. We intend to capture a 360-degree view of the program's effectiveness. The goal is to focus on the successes and remain constantly tuned to identify areas where we can enhance our efforts. Working in concert with the TSET Successful Futures site coordinators, our goal is to create an evaluative process that is both data-informed and responsive to our participants' experiences. This collaborative effort ensures that the voice of our community is heard and integrated into our developmental strategies. We realize that the unique design of this initiative lends to multifaceted success based on not only quantitative outcomes but also qualitative measures that provide a deeper understanding of the impact on individual lives. Our criteria, therefore, will examine a range of indicators.

Our commitment to this process is unwavering. The Executive Director/CEO's hands-on approach with the external evaluator ensures that the program adheres to the highest standards of accountability and efficacy. We believe that by embracing transparency in our evaluation process, we will be able to celebrate our triumphs and thoughtfully address any challenges. We are excited about the insights this evaluation plan will bring as we move forward. It will guide our program enhancements, inform our stakeholders, and, most importantly, ensure we genuinely facilitate successful futures for those we serve.

## **Community Partnerships**

OAYS understands that the needs of children and youth are complex and varied, so we are tailoring our support to be as impactful and specific as possible. To ensure that our support is practical and relevant, agency partners continue cultivating relationships with local organizations, schools, faith-based organizations, health experts, and community leaders. These local-level partnerships enable us to provide granular support that directly addresses each community's unique challenges and opportunities.

OAYS is committed to initiating these programs and monitoring and adapting them to meet evolving needs. Our Executive Director/CEO engages in weekly Zoom calls with site-based coordinators to facilitate this. These calls provide real-time feedback, share successes, and troubleshoot challenges. This consistent communication loop allows for swift adjustments and sharing of best practices across different sites. It ensures that our programs remain dynamic and responsive to the children and youth we hope to empower. We believe that it is through community integration and active collaboration that we can make the most significant impact. By leveraging the expertise and resources of our partners, we can create an environment where healthy choices, life skills, and strong

character traits are taught and lived experiences for our young people. Our commitment to these initiatives is also a commitment to accountability.

**Where We Are:**

The following table reflects agency location by county as of September 2023.

<b>Agency</b>	<b>Location</b>	<b>Service Areas (County)</b>
Choctaw/Pushmataha County Youth Services, Inc. (2)	101 West Jefferson, Hugo, OK 74743	Choctaw, Pushmataha, McCurtain
Crossroads YFS	1333 West Main, Norman, OK 73069	Cleveland
Frontline YFS	902 NW 32 <sup>nd</sup> , Newcastle, OK 73065	McClain, Garvin
Great Plains YFS	901 South Broadway Hobart, Oklahoma 73651	Beckham, Greer, Harmon, Kiowa, Tillman, Washita, Jackson
Le Flore County Youth and Family Services	510 N Broadway St, Poteau, OK 74953	Haskell, LeFlore
Logan Community Services	4710 S Division Street, Guthrie, OK 73044	Logan
Marie Detty YFS	317 C Avenue, Lawton, Oklahoma 73502	Comanche, Stephens, Jefferson
Mid-Del YFS	2840 Linda Ln, Del City, OK 73115	Oklahoma
Muskogee Co. Council of Youth Services	4009 Eufaula Avenue, Muskogee, OK 74403	Muskogee, Wagoner
Northwest YFS	620 Flynn, Alva, Oklahoma 73717	Alfalfa, Woods
Okmulgee/Okfuskee County YFS	1950 N. Okmulgee Ave., Okmulgee, OK 74447	Okmulgee, Okfuskee
Panhandle Youth Services for Children	405 S. Main, Guymon, OK 73942	Texas, Cimmaron, Beaver
People Inc.	205 S J T Stites St, Sallisaw, OK 74955	Adair, Sequoyah, Cherokee
Rogers County YFS	1810 North Sioux, Claremore, OK 75017	Rogers
Southwest YFS (2)	198 East Almar, Chickasha, OK 73023	Caddo, Grady, Cotton
Tri-City YFS	14625 NE 23 <sup>rd</sup> Street Choctaw, OK 73020	Choctaw/Nicoma Park, Harrah, Jones, and Luther School District
YFS of Bryan County	1105 Lynwood, Durant, Oklahoma 74702	Bryan
Youth Services of Creek County	1025 E Grayson Ave, Sapulpa, OK 74067	Creek
Youth and Family Resource Center	326 W 11th St, Shawnee, OK 74801	Grant, Garfield, Major
Youth and Family Services, Inc.	7565 East Highway 66, El Reno, OK 73036	Blaine, Canadian, Kingfisher
YFS of Washington County	2200 SE Washington Avenue Bartlesville, Oklahoma 74006	Nowata, Washington

Western Plains YFS	202639 E County Rd 42, Woodward, OK 73801	Harper, Ellis, Woodward

**Data and Impact Assessment:**

During the September monitoring period, key indicators of success within the Successful Futures Initiative continued to show improvement. Data indicates a strengthening in program participation rates, which are integral to the core objectives of the initiative.

**Data Highlights for Counties with Populations < 50,000**

Analysis of the data provided several highlights and trends can be observed:

1. **Overall Growth:** There is a clear upward trend in participation across the counties from July to September. The total count rose from 1,071 in July to 2,624 in September, indicating increasing engagement in program activities.
2. **Significant Monthly Increases:** Caddo, Chickasha, and Cotton displayed a dramatic increase in August with 515 participants, a substantial rise from 50 in July. Similarly, Woods, Alfalfa, and Harper counties saw a surge in September with 659 participants, up from 74 in July.
3. **Steady Engagement:** Okmulgee and Okfuskee counties show consistent participation across the three months, indicating a stable and engaged audience with slight fluctuation.
4. **Emerging Engagement:** Osage and Nowata counties began with lower numbers in July but saw a significant increase in subsequent months, suggesting that efforts to boost participation have been effective.
5. **Diverse Distribution:** The spread of participation across counties indicates that the program's reach is diverse. However, the variance in numbers suggests that certain areas may benefit from tailored strategies to enhance engagement.
6. **Assessment Opportunity:** The data may also reflect the seasonal availability of participants or the impact of specific local events, suggesting an opportunity for targeted assessments to understand the dynamics at play better.
7. **High Impact Activities:** August and September showed higher numbers than July. This could indicate that the activities planned during these months have a higher impact or appeal, warranting a closer look to identify what specifically drove the increased engagement.

The data suggests that while some areas perform exceptionally well, others could benefit from targeted interventions to foster greater program involvement. The trend for higher



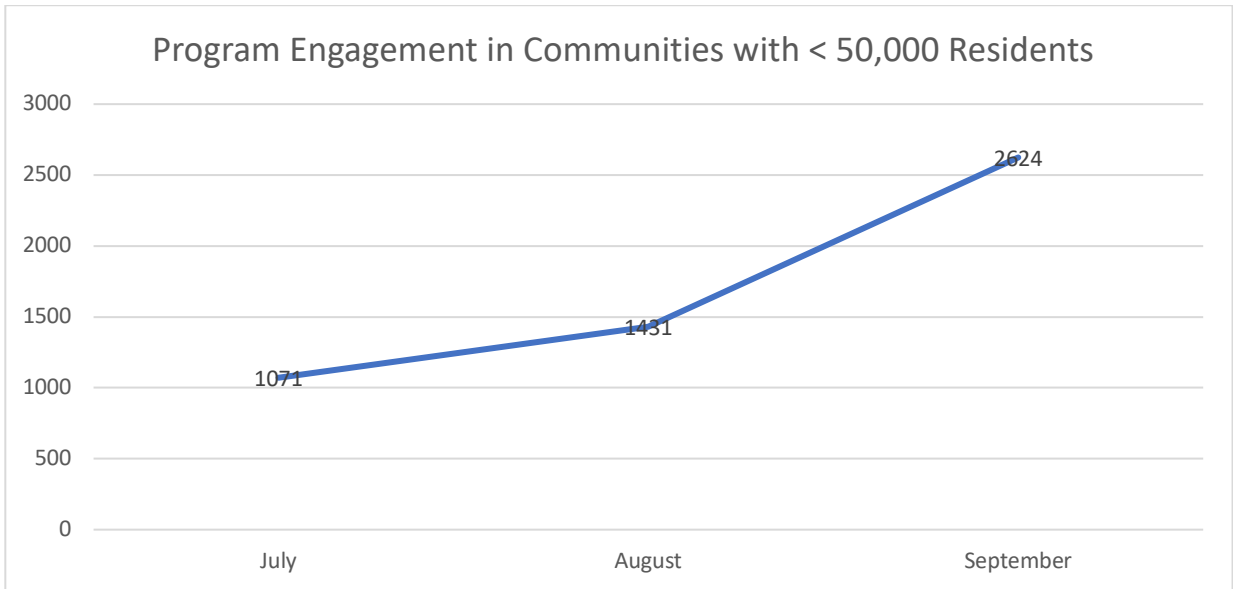
numbers from counties with populations less than 50,000 continues, with a September monthly total of 5127 for those areas.

With the context that these numbers come from counties with populations less than 50,000, several additional insights can be considered:

1. **High Relative Participation:** In smaller counties, an increased number of participants, indicates a remarkably successful program penetration relative to the population size. This suggests that the program resonates well with the community and that the outreach strategies are effective in these areas.
2. **Impact of Local Efforts:** The dramatic increases in participation during certain months, like in Caddo, Chickasha, Cotton, and Woods, Alfalfa, Harper counties, might reflect the success of local marketing or events tailored to small-town community interests and schedules, such as summer or back-to-school programs.
3. **Community Integration:** Consistent engagement in counties like Okmulgee and Okfuskee may suggest that the program has become well-integrated into the community fabric, possibly through partnerships with local schools, community centers, or through word-of-mouth in these tight-knit communities.
4. **Resource Distribution:** Given the smaller population, the resource distribution can be more concentrated and personalized, which may lead to the observed upticks in engagement. It also poses a question of whether the resources allocated are sufficient or are being stretched too thin in areas with lower engagement.
5. **Scaling Strategies:** Due to unique local dynamics, successful strategies in one small county may not directly translate to another. However, they can provide a blueprint for adaptation and scaling to similar population centers.
6. **Evaluating Success:** For smaller counties, raw numbers can be misleading; thus, assessing success may also involve looking at participation relative to the total population, which would provide a more accurate measure of the program's reach and impact.
7. **Visibility and Accessibility:** Small counties often have less infrastructure, meaning program locations, times, and transportation can greatly influence participation. Accessibility is key, and ensuring that programs are within easy reach of the majority can significantly boost numbers.

Understanding that these numbers come from less populous counties underscores the importance of localized strategy and the value of community-specific insights to guide the Successful Futures Initiative's continued growth and adaptation.

County	July	August	September	Total
Bryan	138	85	198	421
Cherokee, Sequoyah	26	141	105	272
Osage, Nowata	10	110	156	276
McClain, Garvin	123	48	291	462
Okmulgee, Okfuskee	203	204	261	668
LeFlore County	0	0	1	1
McCurtain, Pushmataha	371	194	496	1061
Caddo, Chickasha, Cotton	50	515	237	802
Jackson, Altus, Beckham, Washita, Kiowa, Tillman, Greer, Harmon	68	0	51	119
Woodward, Ellis	8	18	170	196
Woods, Alfalfa, Harper	74	116	659	849
<b>Column Total</b>	<b>1071</b>	<b>1431</b>	<b>2624</b>	<b>5127</b>



The provided data shows the number of contacts or participants across various agency locations in Oklahoma over three months, ending with a row total that sums the contacts for each location and a column total that aggregates contacts for each month.

Here's what we can derive from these numbers:

1. **Total Contacts:** Across all agency locations, there were 8,358 contacts over the three months.
2. **Monthly Trends:** There was a significant increase in contacts from July (1,162) to September (4,926), suggesting that engagement with the program grew substantially over this period. This could be due to various factors, such as the start of the school year, the initiation of new programs, increased awareness, or improved outreach efforts.
3. **Location-Specific Engagement:** Certain locations, such as Hugo, Sapulpa, and Alva, show high engagement, with contacts exceeding 800 over the three months. These locations may have effective outreach and engagement strategies that could serve as models for other areas.
4. **Inconsistencies in Engagement:** There's considerable variability in monthly contacts per location. For example, Chickasha peaked in August, while other locations like El Reno and Woodward had many contacts in September. This indicates event-driven participation or the success of specific local campaigns or initiatives during those months.
5. **Growth Opportunities:** The data also presents an opportunity to analyze what works in high-contact locations and replicate those strategies in areas with fewer contacts.
6. **Seasonal or Event Impact:** The sharp increase in contacts for many locations from July to September might suggest a seasonal impact on participation, which could align with academic calendars and community events.
7. **Resource Effectiveness:** By analyzing the contact data, the association can evaluate the effectiveness of resources allocated to each location and adjust as necessary to improve outreach and engagement.

**Strategic Planning:** Understanding these numbers assists in strategic planning for future programming, resource allocation, and targeted outreach efforts.

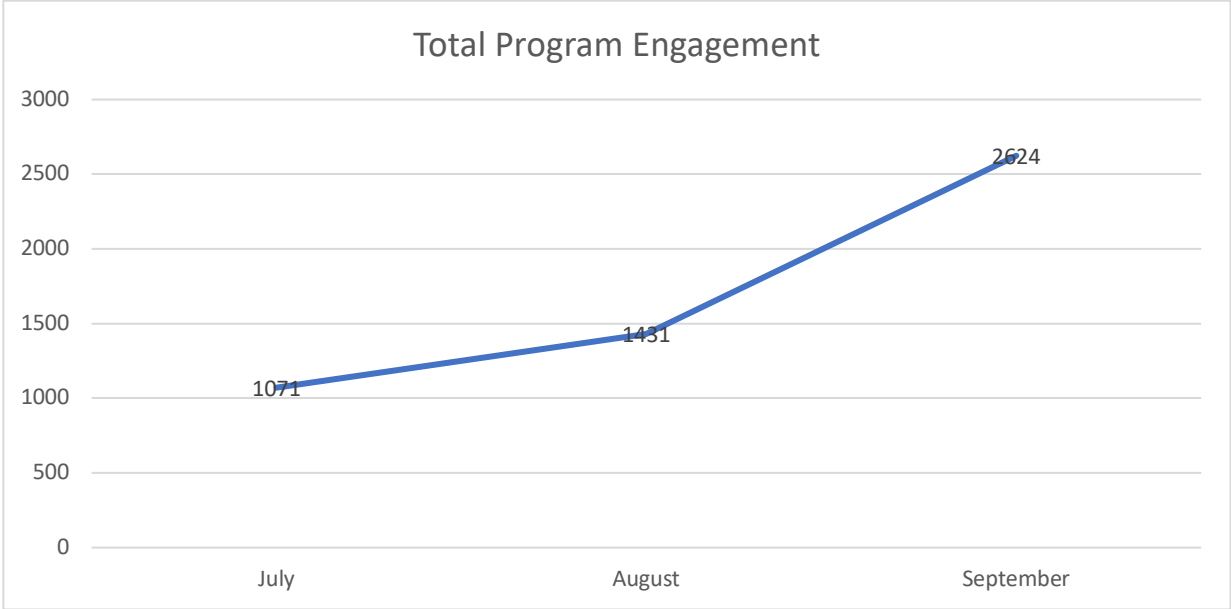
These figures provide a snapshot of the program's reach and effectiveness across different locations and times. They offer valuable insights for decision-making and strategy development to enhance program impact.

## Overall Youth Engagement

In the Successful Futures Q-1 September report, the section on youth participation denotes the proactive involvement of agency partners within their respective community. The data details an invigorating surge in activities, with agency coordinators eagerly stepping into roles that challenge, inspire, and shape the participant's journey towards a promising future. As we delve into this section, we recognize achievements and the transformative impact of the participating agencies' contributions to the overall attainment of the Successful Futures initiative.

Agency Location	July	August	September	Row Total
Alva	74	116	659	849
Bartlesville	10	110	156	276
Chickasha	50	515	237	802
Choctaw	80	100	290	470
Claremore	0	75	212	287
Durant	138	85	198	421
El Reno	3	0	296	299
Guthrie	0	0	0	0
Guymon	0	0	152	152
Hobart	68	0	51	119
Hugo	371	194	496	1061
Lawton	0	6	197	203
Midwest City	73	103	199	375
Muskogee	73	96	161	330
Newcastle	123	48	291	462
Norman	37	42	62	141
Okmulgee	203	204	261	668
Poteau	0	0	1	1
Sallisaw	26	141	105	272
Sapulpa	39	185	768	992
Shawnee	0	0	0	0

Woodward	8	0	170	<b>178</b>
<b>Column Total</b>	<b>1162</b>	<b>1978</b>	<b>4926</b>	<b>8358</b>



**Number Of Children Receiving Character Education**

The OAYS Successful Futures Initiative integrates the Search Institute's 40 Developmental Assets into all programmatic activities and educational opportunities. These assets, encompassing a broad spectrum of personal, social, and cultural competencies, are the backbone of our targeted character education curriculum.

Every interaction and learning module reflects the assets, ensuring that the character education provided is not incidental but a fundamental part of the program's structure. This means that every child and youth engaged with services benefits from a comprehensive character education program that fosters a wide array of positive traits such as resilience, integrity, and social competency.

During September of FY 2024, a remarkable number of young individuals — totaling 8,358 — have been engaged in these asset-driven learning experiences. This figure not only represents the quantitative reach of our initiative but also reflects the depth and quality of impact that character education is having across service populations. By anchoring program activities to the 40 Developmental Assets, we equip our youth with the skills and attributes necessary to navigate life's challenges and opportunities confidently and principled.

Our approach ensures that the character education imparted through our programming is intentional and systematic rather than sporadic or episodic. By consistently applying the assets framework across all activities, we foster an environment that supports rounded

development and aligns with our broader mission to nurture the potential of every child and youth we serve. The significant engagement number reported for these activities denotes our commitment to this mission and our methods' efficacy in cultivating tomorrow's leaders.

### **Spotlight On Youth**

September marked a vibrant chapter for Tri-City Youth and the family's community engagement, fostering meaningful engagement. Each week was dedicated to shining a light on the agency and its forthcoming after-school program. Their presence was seen in the halls of Rose State College and Harrah High School, where they set up information booths to stir up interest and enlist a new cohort of volunteers. Their outreach extended to Choctaw and Jones Middle Schools, where they forged valuable links with students and educators. These connections are more than mere introductions; they are the seeds of future partnerships and shared visions for youth.

Every Thursday, Successful Futures coordinator Gabriela Toledo provides the teens at the library with fun interactive activities, arts and crafts ideas, and therapy activities they seemed to enjoy. Their after-school flyer was featured in the Choctaw Echo Newsy Note. Their after-school initiative is poised on the cusp of launch, and while it is yet to liftoff, the buzz generated through proactive community promotion augurs well for its anticipated success. In preparation for a robust volunteer program, plans are underway to host a comprehensive training camp. This activity empowers volunteers, equipping them with the necessary skills and confidence to lead with impact.

Their commitment to nurturing partnerships is ever-expanding, with endeavors to align with community pillars like Feed the Children. This alliance promises to provide nutritional support to after-school participants, ensuring they access nourishing snacks essential for their physical well-being and academic focus.



**Meet Gabriela Toledo:**

Gabriela Toledo (pictured left) read the TSET Successful Futures job description and moved from California to take on the project. The focus resonated with her, and she continues to place a high amount of energy that not only her agency's program but that of surrounding agencies as well! The program is fortunate to have such a dedicated and professional leader who fully embraces the Successful Futures intent and brand.



Tri-City Youth and Family Services is a great example of the amazing work performed across the state through the TESET Successful Futures initiative. It is the program's intent to more robustly present statewide success stories so that our communities stories can be heard.

### Key Considerations

The design of the Successful Futures program did not fully anticipate the staff turnaround. This has created a cyclic effect of onboarding that is, hopefully, alleviated with the additional funding secured for salary. This still creates a need for a robust onboarding protocol that is being addressed through the OAYS office. An analysis of potential issues within this specific context includes:

1. **Knowledge Transfer:** Short transition periods can impede the thorough transfer of critical program knowledge from the outgoing staff to the newcomers. This includes a nuanced understanding of the community served, relationships with key stakeholders, and mastery of program-specific strategies and tools.
2. **Cultural Assimilation:** The organization's culture, including its values, expectations, and internal processes, can take time to assimilate. New hires might find adjusting and aligning quickly with the organizational ethos and working style difficult.
3. **Relationship Building:** Establishing trust and rapport with participants and community partners is a process that can't be rushed. New hires may initially struggle due to the short handover period, affecting program engagement and effectiveness.

4. **Program Continuity:** When staff changes occur rapidly, there can be interruptions in program delivery. New staff may require additional time to understand the specific needs and dynamics of the programs they are stepping into, which can temporarily affect service continuity.
5. **Role Familiarization:** New hires must familiarize themselves with their roles and responsibilities. With limited time, they may be unable to observe and learn from ongoing activities before taking the lead, leading to a potential gap in program execution.
6. **Resource Management:** The quick turnaround can strain resources, as the time and attention of existing staff may be divided between their duties and assisting new hires. This can temporarily affect the overall capacity of the team.
7. **Performance Optimization:** Achieving optimal performance levels takes time, and new staff may initially operate at a suboptimal level. At the same time, they learn the ropes, which could be reflected in the reported numbers.
8. **Decision-Making Proficiency:** In the initial stages, new hires might face challenges in making informed decisions that align with the long-term goals of the programs due to an incomplete understanding of past outcomes and future projections.
9. **Strategic Planning:** The limited transition time may also affect the program's strategic planning and long-term vision, as new hires may not immediately grasp the overarching strategic objectives and how their roles contribute to them.

To address these challenges, OAYS will explore strategies such as creating peer support systems and, perhaps most critically, ensuring that some overlap occurs between outgoing and incoming staff wherever possible to facilitate smoother transitions.

### **Moving Forward**

The analysis of the status of the Successful Futures initiative, moving into the second quarter (Q2), should involve a strategic approach that emphasizes the consolidation of gains, addresses challenges, and leverages opportunities for growth:

1. **Evaluate and Adapt the Training Process:** Considering the challenges faced due to short transition periods for new hires, it is imperative to reassess the current training protocols. This will include developing a more robust onboarding program that facilitates a quicker ramp-up for new staff.
2. **Strengthen Program Delivery:** Incorporate lessons learned from the first quarter into the program delivery model. If certain activities or strategies have been particularly effective, these will be highlighted and replicated where appropriate.
3. **Expand Community Engagement:** Continue to foster and deepen relationships with local partners to enhance support for children and youth. The involvement of



families, schools, and local businesses can create a more supportive ecosystem around the program.

4. **Data-Driven Decision Making:** Utilize the data collected to make informed decisions. Identify trends, such as increased participation in certain areas or activities, and explore why these occur to apply these insights more broadly.
5. **Enhance Monitoring and Evaluation:** Build on the existing evaluation plan to ensure that outcomes are measured and understood in the context of broader program goals. This will involve refining evaluation criteria or incorporating new metrics.
6. **Boost Participant Recruitment:** Implement strategies to maintain and increase youth participation, especially in areas with lower engagement or where staff changes have occurred.
7. **Increase Program Visibility:** Enhance marketing and communication efforts to raise awareness about the Successful Futures initiative's value and impact.
8. **Facilitate Idea Sharing and Professional Development:** Regularly scheduled meetings, such as weekly Zoom calls, will continue to be a platform for site coordinators to share best practices and professional development opportunities.
9. **Address Zero-Activity Sites:** For sites that reported zero activity, develop targeted strategies to re-engage or rebuild program offerings. This will involve additional support to new hires or a strategic review of local needs and program delivery capacity.
10. **Plan for Scalability and Sustainability:** Look at the existing model and consider how it can be scaled or adjusted to ensure long-term sustainability. This will involve building capacity for future growth.
11. **Emphasize Character and Life Skills Education:** Continue to integrate activities that support the development of character and life skills, drawing upon resources from the Search Institute's 40 Developmental Assets framework.

By focusing on these steps, the Oklahoma Association of Youth Services will continue to advance the Successful Futures initiative and enhance the lives of young people across the participating regions.

## **Conclusion**

As the fiscal year 2024's first quarter concludes, the September report provides fundamental insights that inform our strategic direction for the subsequent quarters. The collated data showcases a quantitative increase in engagement—attributable to the cyclical academic calendar and effective outreach—and qualitatively underscores the adaptability and receptiveness of our programming across various demographics.

The anomalies presented by regions with zero activity are not symptomatic of overarching procedural inefficiencies but are, instead, isolated instances necessitating targeted intervention. These are primarily due to transitional staffing dynamics rather than entrenched operational flaws. The imperative going forward is to expedite the assimilation and training of new personnel to maintain program continuity and integrity.

Our strategic imperatives for the forthcoming quarter will encompass the consolidation of training protocols, the fortification of community engagement practices, the refinement of data analytics, and the expansion of programmatic reach to ensure comprehensive inclusivity. The sustained emphasis on character education and life skills—anchored in the Search Institute's 40 Developmental Assets—remains critical to fostering holistic youth development.

The September metrics serve as evidence of the dedication of site coordinators and community partners and the Oklahoma Association of Youth Services' commitment to fostering robust, resilient children and youth-centered communities. Navigating into the second quarter, these foundations will be instrumental in driving strategic enhancements and operational efficacy within the Successful Futures initiative, ensuring our trajectory aligns with organizational objectives and the evolving needs of the communities served.